

COVID-19 Vaccine Outreach Campaign

In English

Social Media Posting Guide

Encourages families to get their COVID-19 vaccines before holiday gatherings with messaging that emphasizes vaccine safety, family protection, and reducing illness during the busy season. Posts address common concerns while highlighting practical benefits like fewer sick days and more time for traditions. Use during November and December to drive vaccination ahead of holiday travel and indoor gatherings, or anytime families need reassurance about COVID-19 vaccine safety.



Thank you for downloading the **COVID-19 Vaccine Outreach** **Social Media Campaign!**

Use this toolkit for quickly creating posts on Facebook, Instagram, or your other social media platforms. In addition, you can also use these assets on your website and in e-mails to patients.

This toolkit includes:

- Guidance on when to post on each platform for maximum reach
- Copiable social media post text with a custom hashtag strategy.
- Downloadable graphics to pair with the social media post text

How To Use This Guide:

- 1 Review social media best practices and posting guidance in this PDF to determine the best time to post for your audience.
- 2 Find the post you'd like to share on your social media platforms in this PDF and copy the post text and hashtags.
- 3 Open the "Graphics" folder and find the corresponding video to the post you'd like to use.
- 4 Open your social media platform of choice, paste your copied text and hashtags in the posting area.
- 5 Upload the corresponding graphic and post.



Make the Most of Your Social Media Platforms

Best Practices for Identifying the Most Impactful Platforms

Each social media platform has a unique audience with equally unique engagement habits. To make the most impact with this social media toolkit, please consider the following:

There are five commonly agreed upon generations currently identified in the United States. Each of these generations leverage specific social media platforms, including:

- **Gen Z, iGen, or Centennials:** Born 1996 – TBD
 - ▷ TikTok, SnapChat, YouTube
- **Millennials or Gen Y:** Born 1977 – 1995
 - ▷ Instagram, Facebook, Pinterest
- **Generation X:** Born 1965 – 1976
 - ▷ Facebook, LinkedIn
- **Baby Boomers:** Born 1946 – 1964
 - ▷ Facebook
- **Traditionalists or Silent Generation:** Born 1945 and before
 - ▷ NA

When choosing where to post, consider your patient roster, and select the appropriate platform accordingly.

Best Practices for Hitting High-Traffic Posting Windows

Each social media platform has specific peak-traffic times based on their unique user base. If you intend to mass post across platform, it's best to choose the most highly-trafficked times. Use this data to make the most informed posting decisions.

Highest-Traffic Windows Across Platform:

7 am to 9 am CT | 1 pm to 3 pm CT | 7 pm to 9 pm CT

Highest-Traffic Days Across Platform:

Wednesday | Thursday | Tuesday | Friday

Platform Specific Posting Windows

If you are choosing to post on a single platform like Facebook, Instagram, or LinkedIn, use the timetables below to schedule your posts for maximum impact:

Facebook:

- **Monday:** 5 am to 3 pm CT
- **Tuesday:** 6 am to 3 pm CT
- **Wednesday:** 6 am to 3 pm CT
- **Thursday:** 5 am to 3 pm CT
- **Friday:** 6 am to 3 pm CT
- **Saturday:** 7 am to 2 pm
- **Sunday:** 10 am to 3 pm

Instagram:

- **Monday:** 9 am to 10 am CT
- **Tuesday:** 9 am to 10 am CT
- **Wednesday:** 5 am, 11 am, or 3 pm CT
- **Thursday:** 12 pm or 5 pm CT
- **Friday:** 9 am to 10 am or 5 pm to 6 pm CT
- **Saturday:** 8 am to 12 pm CT
- **Sunday:** 10 am to 2 pm CT

LinkedIn:

- **Monday:** 1 pm CT
- **Tuesday:** 8 am to 10 am CT
- **Wednesday:** 2 pm CT
- **Thursday:** 4 pm CT
- **Friday:** 10 am CT
- **Saturday:** 6 am to 7 am CT
- **Sunday:** 8 pm CT

AAP Guidance for Social Media Use

Explore the American Academy of Pediatrics' [Glossary of Digital Media Platforms](#) for a one-stop shop with detailed information about video sharing, social media, and gaming platforms commonly used by children and teenagers.

Key topics include:

- Default privacy settings
- Screen time management
- Feed customization options
- Messaging and friend controls
- Parental controls

Using the Glossary

The AAP's Glossary of Digital Media Platforms has a user-friendly interface designed to support easy navigation to the content you're looking for on each platform page. This includes information on advertising and tips on how to manage notifications.

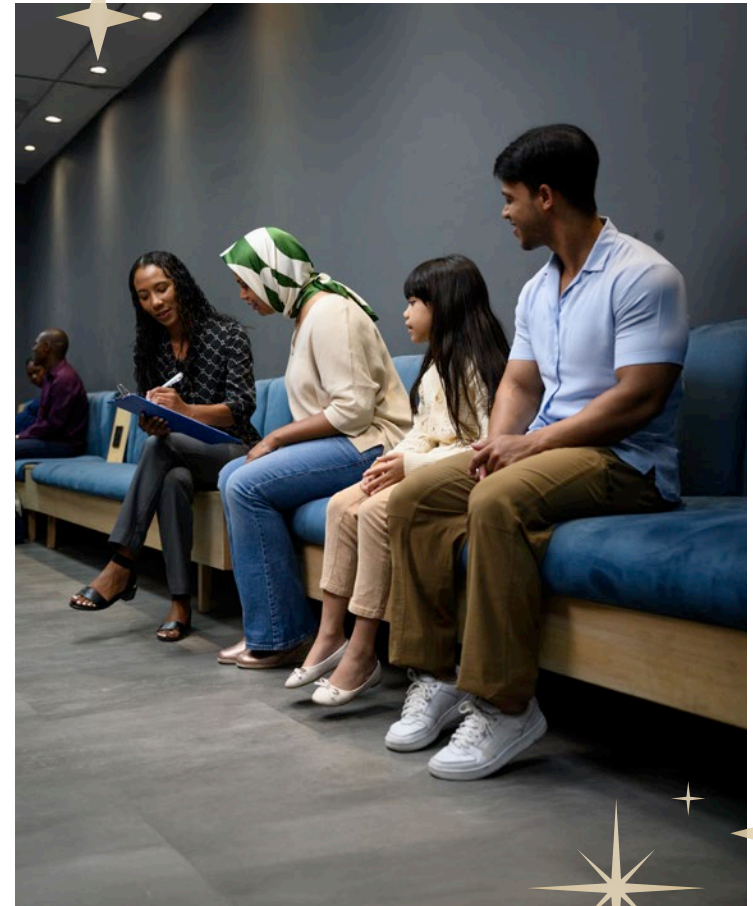
Additional Guidance

Review the AAP's latest media article "[How pediatric practices can use the new AAP social media tool](#)" to review practical tips on how to introduce the Glossary to families in clinic.

Review the included [Dictionary of Common Digital Media Terms](#) to better understand the words related to social media and other digital media platforms that you may come across.



This tool will continue to evolve as new platforms are added and as existing platforms change their settings and parental controls.



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POST 1

Eligible and Protected for the Holidays

Post Copy:

The 2025-2026 COVID-19 vaccine is recommended for most people 6 months and older. Just talk to your doctor, stop by the pharmacy, or visit a CDPH clinic! With the holidays coming up, getting your COVID-19 vaccine can mean staying protected!

- Fewer sick days
- More traditions
- More family gatherings
- More time to be fully present

The COVID-19 vaccine has gone through extensive testing, with ongoing safety monitoring, and it's one of the best tools we have to prevent severe illness!

Find a Chicago immunization clinic near you!

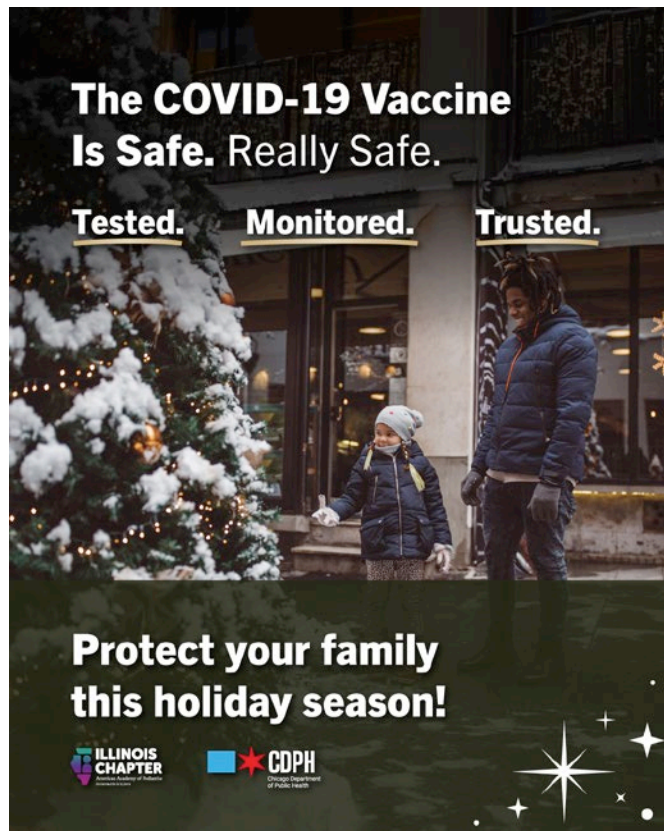
https://www.chicago.gov/city/en/depts/cdph/supp_info/clinical_health/immunization_clinics.html

Post Hashtags:

#ChicagoHealth #StayHealthyChicago #COVIDVaccine #FluShot
#FamilyHealth #ProtectYourCircle #PublicHealth #ChicagoFamilies
#HolidayReady

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POST 2

Real Safety. Real Testing. Real Peace of Mind.

Post Copy:

With everything families are juggling, like rent, groceries, childcare, and work, no one needs the added stress of getting super sick from a preventable illness. The 2025-2026 COVID-19 vaccine has been tested, continues to undergo real-time safety monitoring, and is recommended for most people 6 months and older.

Getting vaccinated can help:

- Protect babies too young for vaccination
- Loved ones stay healthy
- Avoid missing work
- Prevent missed paychecks
- Reduce stress on the whole household

And you can get the flu shot at the same time, making protection easier than ever.

Find a Chicago immunization clinic near you!

https://www.chicago.gov/city/en/depts/cdph/supp_info/clinical_health/immunization_clinics.html

Give yourself one less thing to worry about this holiday season.

Post Hashtags:

#ChicagoHealth #COVIDVaccine #FluShot #HealthEquity
#ProtectChicago #StrongerTogether #ParentLifeChicago
#SouthSideChicago #NorthwestSideChicago

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POST 3

It's Not Too Late to Protect Your Holidays

Post Copy:

The holidays bring us closer together, literally.

More indoor gatherings, more shared meals, more time in enclosed spaces... and a higher chance that COVID-19 can spread quickly.

The good news? It's not too late to get protected!

The 2025-2026 COVID-19 vaccine (recommended for most people 6 months and older) can help reduce the chance of severe illness.

Getting vaccinated now can still help protect your family through the busy holiday season.

Find a Chicago immunization clinic near you!

https://www.chicago.gov/city/en/depts/cdph/supp_info/clinical_health/immunization_clinics.html

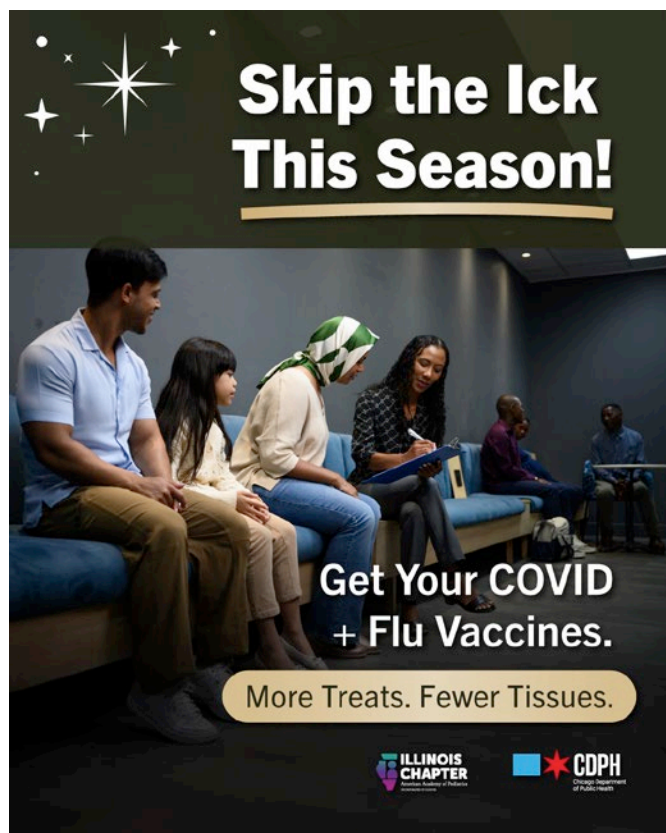
Make the most of every celebration. Stay healthy, stay present.

Post Hashtags:

#ChicagoHealth #ProtectYourHolidays #COVIDVaccine #FluShot
#StayHealthyChicago #WinterWellness #FamilyHealth #ProtectYourCircle
#HolidayReady

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POST 4

More Cookies, Fewer Tissues!

Post Copy:

The holidays are so much better when everyone feels good!

Getting the 2025-2026 COVID-19 vaccine (recommended for most people 6 months and older) can help your family enjoy more:

- Cookie baking
- Holiday adventures
- School concerts
- Movie nights
- Cozy winter fun

...and fewer sniffles, fevers, tummy aches, and missed memories.

Even if you haven't gotten it yet, there's still time, and you can get COVID + Flu vaccines at the same appointment!

Find a Chicago immunization clinic near you (:

https://www.chicago.gov/city/en/depts/cdph/supp_info/clinical_health/immunization_clinics.html

Let's make room for more joy this season!

Post Hashtags:

#ChicagoHealth #HealthyHolidays #FamilyFun #StayHealthyChicago
#COVIDVaccine #FluShot #WinterWellness #ParentLifeChicago
#HolidayReady