

Vaccine Requirements for **School Enrollment**

Social Media Posting Guide

ENGLISH



Thank you for downloading the **Vaccine Requirements for School Enrollment (English) 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 image graphics (JPGs) 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 image 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

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SOCIAL MEDIA POSTING GUIDE

POST 01



Post Copy:

When it comes to creating a healthy school environment for students to learn, grow, and thrive, we can all help! Getting your child's required immunizations is an easy way to protect them and your family while making sure everyone at school stays healthy! Let's aim for zero sick days this year! #School #Immunizations #BackToSchool #Student #StudentHealth #HealthyChildren #WorkingTogether #HealthAndSafety #SafeSchools

POST 02



Post Copy:

It's that time of year again! Remember, your child's Certificate of Child Health Examination form is due by October 15th. If you're unsure what steps to take, give our school office a call to talk about making sure your child has all their immunizations documented so they can attend school and participate in the activities they love! #School #Immunizations #BackToSchool #Student #StudentHealth #HealthyChildren #WorkingTogether #HealthAndSafety #SafeSchools

Please note: if your district has an earlier due date than the state-mandated 10.15, we recommend omitting this post from your social media plan.

POST 03



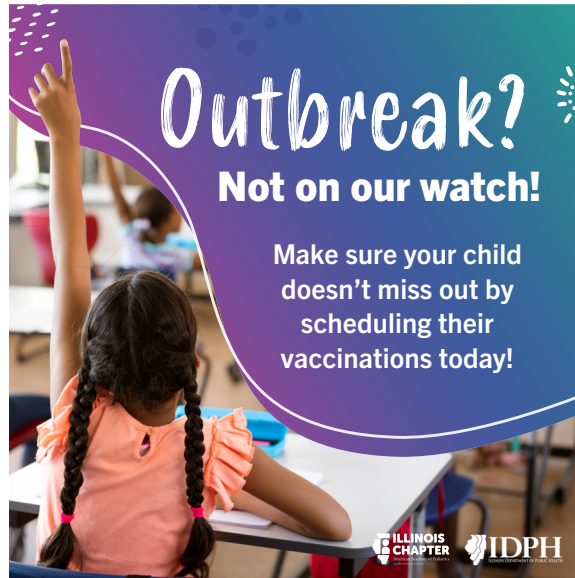
Post Copy:

What's the best way to make sure every kid has a healthy and successful school year? Schedule their routine doctor's visit and make sure they are up to date on their vaccinations! When each student boosts their immune system with a vaccine, we can hold preventable diseases at bay to make sure everyone can make the most of their year! #School #Immunizations #BackToSchool #Student #StudentHealth #HealthyChildren #WorkingTogether #HealthAndSafety #SafeSchools

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SOCIAL MEDIA POSTING GUIDE

POST 04



Post Copy:

Did you know students who are unvaccinated can be kept from attending school if certain disease outbreaks happen? Keep your child in school and on track with their peers by ensuring they are up to date on their immunizations! Together, we can make sure all our students have a healthy school year! #School #Immunizations #BackToSchool #Student #StudentHealth #HealthyChildren #WorkingTogether #HealthAndSafety #SafeSchools

POST 05



Post Copy:

Give our school office a call if you need help making sure your child meets the vaccine requirements for this school year! Together, we can make sure they have a happy, healthy, and successful school year! #School #Immunizations #BackToSchool #Student #StudentHealth #HealthyChildren #WorkingTogether #HealthAndSafety #SafeSchools