




Their Best Shot Campaign - Summer 2022  
#TheirBestShot






### Social Posts

Use these social posts **at any time** on your channels to help raise awareness for the importance of routine immunization. Feel free to change the copy as needed for your group or organization. If you have any questions please reach out to Erica and Dana on the Vaccinate Your Family Team ([erica@vaccinateyourfamily.org](mailto:erica@vaccinateyourfamily.org) and [dana@vaccinateyourfamily.org](mailto:dana@vaccinateyourfamily.org)).

Campaign Hashtag: #TheirBestShot

Tag: @vaccinateyourfamily (Instagram and Facebook) @vaxyourfam (Twitter)

Graphic (click for downloadable files)	Social Copy
 <a href="#">Download</a>	We have the power to protect our children from vaccine-preventable diseases. Make sure your family is up to date on recommended vaccines. <a href="https://vaccinateyourfamily.org/theirbestshot">vaccinateyourfamily.org/theirbestshot</a> #TheirBestShot
 <a href="#">Download</a>	Parents have a lot to worry about. Let's not add measles outbreaks to the list. Even a small drop in vax coverage can lead to cases. Keep your family up to date on recommended vaccines <a href="https://vaccinateyourfamily.org/theirbestshot">vaccinateyourfamily.org/theirbestshot</a> #TheirBestShot
 <a href="#">Download</a>	One thing you can do to protect their future? Vaccinate. Make sure your family is up to date on recommended vaccines. #TheirBestShot <a href="https://vaccinateyourfamily.org/theirbestshot">vaccinateyourfamily.org/theirbestshot</a>

 <p><a href="#">Download</a></p>	<p>Routine wellness vaccines prevent 1,913 illnesses PER HOUR in the U.S stopping infection from dangerous diseases like measles, diphtheria, whooping cough &amp; more. <a href="https://vaccinateyourfamily.org/theirbestshot">vaccinateyourfamily.org/theirbestshot</a> <a href="#">#TheirBestShot</a></p>
 <p><a href="#">Download</a></p>	<p>Routine vaccines prevent 10.5 million cases of infectious illness every year in the U.S. from dangerous diseases like measles, diphtheria, whooping cough &amp; more. <a href="https://vaccinateyourfamily.org/theirbestshot">vaccinateyourfamily.org/theirbestshot</a> <a href="#">#TheirBestShot</a></p>
 <p><a href="#">Download</a></p>	<p>Every year in the U.S. routine vaccines save 33,000 lives every year. Vaccines protect babies and children from more than 14 dangerous diseases. Make sure your family is up to date! <a href="https://vaccinateyourfamily.org/theirbestshot">vaccinateyourfamily.org/theirbestshot</a> <a href="#">#TheirBestShot</a></p>
 <p><a href="#">Download</a></p>	<p>720 lives saved EVERY WEEK by routine vaccines. Many of us missed doses during the pandemic, so this summer is a critical time to make sure your family is up to date. <a href="https://vaccinateyourfamily.org/theirbestshot">vaccinateyourfamily.org/theirbestshot</a> <a href="#">#TheirBestShot</a></p>
 <p><a href="#">Download</a></p>	<p>We're sharing JJ's story because it's important to recognize that vaccine-preventable diseases can be dangerous and even deadly. Routine vaccines are <a href="#">#TheirBestShot</a> so make sure your family is up to date. JJ's story: <a href="https://vaccinateyourfamily.org/jj">vaccinateyourfamily.org/jj</a></p>



[Download](#)

Vaccines can help prevent the spread of pertussis (whooping cough), which took Callie's life when she was only days old. Take care of your family and your community. Routine vaccines (like [#Tdap](#)) are [#TheirBestShot](#) [vaccinateyourfamily.org/callie](http://vaccinateyourfamily.org/callie)