

NOT "JUST" THE FLU

Sample Social Media - Seasonal Flu Campaign 2022-23
#NotJustTheFlu




Social Posts

Use these social posts leading up to and during flu season on your channels to help raise awareness for flu vaccination. 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 and dana@vaccinateyourfamily.org).


Campaign Hashtag: #NotJustTheFlu

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





General:



| Graphic (click for downloadable files) | Social Copy |
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|  Click to download | During a typical flu season in the US, flu causes millions of illnesses, hundreds of thousands of hospitalizations & tens of thousands of deaths. It can be very serious, so maybe we shouldn't call it "JUST" the flu. vaccinateyourfamily.org/current-flu-season #NotJustTheFlu |
|  Click to download | Everyone is at risk from flu - even healthy children and adults. While it's riskier for some people, ANYONE can get seriously ill. For the hundreds of thousands of people hospitalized each flu season it isn't "JUST" the flu. vaccinateyourfamily.org/current-flu-season #NotJustTheFlu |
|  Click to download | Getting your flu vaccine helps keep you out of the hospital, reducing the stress on health care workers still dealing with COVID and, in some areas, monkeypox. vaccinateyourfamily.org/current-flu-season #NotJustTheFlu |

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|  <p>Click to download</p> | <p>It's important to get your annual flu vaccine at least two weeks before flu starts circulating in your community. Usually that means getting vaccinated by the end of October. vaccinateyourfamily.org/current-flu-season #NotJustTheFlu</p> |
|  <p>Click to download</p> | <p>To be protected against the two viruses that cause flu & COVID, you need both vaccines. Annual flu vaccines protect against #flu, and #COVID vaccines protect against COVID. vaccinateyourfamily.org/current-flu-season #NotJustTheFlu</p> |
|  <p>Click to download</p> | <p>Yes, you can get your annual flu vaccine and a COVID vaccine (including a booster dose) at the same time. #NotJustTheFlu vaccinateyourfamily.org/current-flu-season</p> |
|  <p>Click to download</p> | <p>COVID and flu are caused by two different viruses, and both can cause you to become seriously sick, hospitalized, or even die. #NotJustTheFlu vaccinateyourfamily.org/current-flu-season</p> |
|  <p>Click to download</p> | <p>Do you know the symptoms of flu? Flu usually comes on fast and causes fever, cough, sore throat, fatigue, and achiness. It may look like COVID, so if you feel sick it's important to get tested for BOTH diseases! #NotJustTheFlu vaccinateyourfamily.org/current-flu-season</p> |

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|  <p>Click to download</p> | <p>For millions of people in the U.S., it's not "JUST" the flu. There are many reasons why someone's immune system might not be working as well, which means they are more likely to get very sick or even die from flu or its complications. #NotJustTheFlu vaccinateyourfamily.org/current-flu-season</p> |
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Higher risk groups:

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|  <p>Click to download</p> | <p>Every year in the U.S. between 7,000 and 26,000 young children are hospitalized for flu-related reasons. Flu vaccines can save children's lives. #NotJustTheFlu vaccinateyourfamily.org/current-flu-season</p> |
|  <p>Click to download</p> | <p>Flu can be especially dangerous for babies before and following birth, when they're not yet vaccinated - but the good news is that pregnant people can get a flu vaccine to protect themselves & their baby. #NotJustTheFlu vaccinateyourfamily.org/current-flu-season</p> |
|  <p>Click to download</p> | <p>Getting a flu vaccine while pregnant can reduce your baby's risk of flu-related illness by 70% and cuts the risk of flu-related hospitalization by more than 80%. #NotJustTheFlu vaccinateyourfamily.org/current-flu-season</p> |
|  <p>Click to download</p> | <p>People over 65 are more likely to be hospitalized or die from flu-related complications than younger adults - but there are new vaccine options this year that offer enhanced protection for 65+! #NotJustTheFlu vaccinateyourfamily.org/current-flu-season</p> |

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|  <p>Click to download</p> | <p>Did you know that flu vaccination has been shown to reduce the risk of flu-related hospitalization in people with diabetes by almost 80%?</p> <p>#NotJustTheFlu vaccinateyourfamily.org/current-flu-season</p> |
|  <p>Click to download</p> | <p>When it comes to flu, Black Americans are more likely to be hospitalized. This is because of healthcare inequalities & it's important to do everything you can to protect yourself and your family. Getting your flu shot can help. #NotJustTheFlu vaccinateyourfamily.org/current-flu-season</p> |
| <p><i>[use photo from personal story]</i></p> | <p>As painful as it is to talk about, we share stories of people lost to flu as an important reminder that flu can be serious & that vaccination is a critical step to protect ourselves, our families and communities.</p> <p>#NotJustTheFlu https://vaccinateyourfamily.org/personal-stories</p> |