

## Montgomery County Immunization Coalition #ItCanHappenToAnybody Flu Campaign Social Media Toolkit

### Background

[Montgomery County Immunization Coalition \(MCIC\)](#) is excited to announce our #ItCanHappenToAnybody Flu Campaign. We partnered with Families Fighting Flu (FFF), a national, nonprofit, advocacy organization dedicated to protecting families and communities against the flu. FFF includes families whose loved ones have suffered serious medical complications or died from the flu. They share their family stories to put a face to the flu and they aim to save lives to prevent more stories.

Our #ItCanHappenToAnybody Flu Campaign is centered around Amanda's story. Montgomery County native Alissa's life changed 20 years ago when her daughter Amanda was 4 years old. Amanda seemed to have a typical virus, but within 48 hours, she died suddenly from the flu. In the short video, Alissa shares her story and how important it is to get your family vaccinated.

In addition to the video, below are suggested social media posts for you to support the awareness campaign in educating our community on the importance of flu vaccines to protect yourself and your loved ones from the flu.

### Relevant Handles and Hashtags

Facebook: [@mcicpa](#)  
Instagram: [@mcicpa](#)  
Twitter/X: [@mcicpa](#)  
Threads: [@mcicpa](#)  
LinkedIn: [Montgomery County Immunization Coalition](#)

#ItCanHappenToAnybody  
#MCIC

### Suggested Social Media Posts

1. Amanda's story video and text

a. Video: <https://mcicpa.org/amanda>

Text: Montco native Alissa's life changed 20 years ago when her daughter Amanda was 4 years old. Amanda seemed to have a typical virus, but within 48 hours, she died suddenly from the flu. Alissa shares her story and how important it is to get your family vaccinated.  
#ItCanHappenToAnybody

2. Social media images and text

a. Image 1: Campaign Launch

Text: As the fall season approaches, MCIC and Families Fighting Flu are launching an awareness campaign to educate on the importance of flu vaccines to protect yourself and your loved ones from the flu. #ItCanHappenToAnybody



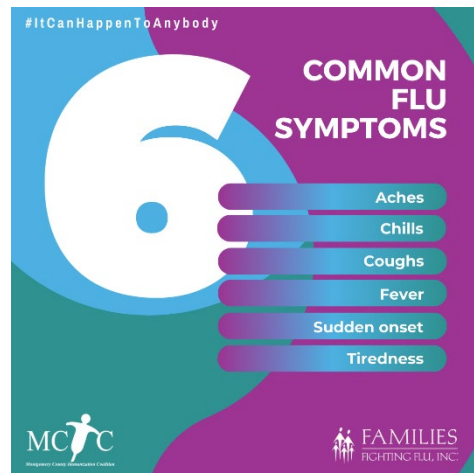
b. Image 2: Flu Vaccine Recommendations

Text: Everyone 6 months and older should get a flu vaccine every year. Flu vaccine remains the single most effective way to protect your family from the flu. #ItCanHappenToAnybody



c. Image 3: Common Flu Symptoms

Text: Flu is a contagious respiratory illness caused by flu viruses. It can cause mild to severe illness, and at times can lead to death. Flu is different from a cold. Learn the symptoms of flu. #ItCanHappenToAnybody



**TOOLKIT → Find all assets of our social media toolkit [here](#).**