



## How to Use the Vaccine Resource Hub

Under **Find Resources**, use the [Discover tab](#) to view **Trending Topics** relevant to current areas of interest or **Most Frequently Downloaded Resources** to see what others find most useful on the Hub.

Use the [Search All](#) tab to filter and search for a variety of resources ranging from **Factsheets** with information about diseases and vaccines to **Toolkits** for managing social media or increasing vaccine uptake in different populations. The Search tab uses a tag system to categorize resources and can be used to narrow down your search. Select one or multiple tags to find a resource that fits what you are looking for. Then download or follow the link in the description to use a resource from the Hub.

The [Collections](#) tab includes talking points to address common vaccine concerns, learning materials curated in “roadmaps” on various topics such as vaccine safety, and external resource links to other websites with related content such as additional resource hubs, educational content, data resources, and communication tools.

To see what topics the Vaccine Resource Hub covers, visit the [By Topic](#) tab. Topics correspond to tags on the hub.

### What types of resources are available on the Hub?

**/ Outreach** resources are materials, such as social media graphics and videos, that organizations can share with the public to improve vaccine confidence and educate their communities about immunization. Resources come in a variety of languages and sizes and are free to download and share.

**/ Capacity Building** resources can be used to support the training, development, and enhancement of skills and knowledge so that organizations and staff can perform at their highest level when implementing immunization programs.

## Tips to Maximize Your Vaccine Resource Hub Experience

**“I am looking for social media graphics and videos that I can post to our organization’s website/Instagram/Facebook/WhatsApp.”**

Using the Search filters in the lefthand navigation ribbon under the [Search All](#) tab, select the **Graphic/Image** or **Video** resource format tags and the **Social Media** resource type tag to find

images and videos created for social media. Once you find a resource, click the link in the description or the 'download' button on the graphic or video you want to use, then upload into the social media platform of your choice. You can then tailor the resource to fit that platform, add a caption, and post!

- Looking for a resource that can be used in a **social media story or reel**? Most social media videos on the Hub have a vertical orientation, which aligns with current social media standards for short-form videos. Square- or landscape-oriented resources, which generally work best for posts, can also be tailored to fit stories and other vertical formats within your chosen social media platform. Select the **Unbranded** tag if you want resources that do not have a logo!
- Looking for social media materials for a particular holiday or time of year? Check out the **Seasonal or Holiday theme** tag under Outreach or narrow it down further by selecting specific seasons, holidays, and topics under **Themes**. Example tags under Themes include Halloween, Valentine's, winter, school, and travel.
- Looking to create a **carousel post**? Carousel posts on social media allow users to swipe between multiple images within a single post. To find these resources on the Hub, type **carousel** into the keyword search function at the top of the filter sidebar.

#### Looking for graphics for a specific social media platform?

/ The Hub's social media resources generally align with the most common social media platform sizes and orientations.

/ Most social media platforms will automatically adjust whatever size image or video you upload.

/ If resources look cropped or distorted after posting, most platforms will allow you to manually tailor the size and aspect ratio of posts.

/ Some resources, such as those from [NRC-RIM](#) and [MCN](#) are also customizable!

### "I am looking for social media resources that may speak to a specific demographic group."

**Pro tip:** check out the [Social Media Management](#) tag under capacity building resources for tips and tools on how to use social media to promote vaccination, such as tailoring your approach to reach your intended audience and ways to leverage hashtags effectively!

- Looking for graphics or videos that may speak to a specific demographic group? Check out Other Populations tags such as **Medically high risk** or **Teens**, or filter by **Race/Ethnicity**, which is used for social media graphics or videos based on how people present.
- Searching for a resource in a language other than English? The Hub has resources available in nearly 100 languages. Use a **Language** tag to filter for resources in languages most used in the populations you serve.
- Working with populations that may benefit from resources that use short sentences and plain language? Select [Developed for low literacy](#) under Outreach.

**“I am looking for materials to share with providers and staff at my health center or health department to help reassure patients that vaccines are safe and effective.”**

- Want to prepare your staff for discussions with patients who may be concerned about the effectiveness of a specific vaccine? Try out the **Effectiveness** hesitancy area tag + a specific **Virus/Vaccine Type** tag pairing. Resource types such as **Talking Points** or **Factsheets** are particularly useful for empowering staff to discuss key themes with patients.
- Do your staff frequently engage with parents or guardians who want to know more about the vaccines their children should receive? Try pairing the **Safety** hesitancy area tag + **Children** tag + **Virus/Vaccine Type** tag together to find resources that can also provide language that can be used to guide these conversations.
- The **Vaccine Safety roadmap** is also a great resource for parents looking to increase their awareness of why childhood vaccines are safe and effective.

**Pro tip:** use the **roadmaps** in the [Collections](#) tab to find curated tools, strategies, and recommendations to help deliver better care to a wide range of audiences and ensure organizational sustainability. The [Vaccine Safety roadmap](#) aggregates resources to help guide meaningful conversations.

**“I am looking for inspiration to create promotional materials for our upcoming vaccination event.”**

*Resources on the Hub can be used to generate ideas for developing social media or event promotion materials. Not only can the Hub’s resources help spark creativity, but we also have dedicated capacity building tags for **Planning events** and **Outreach/engagement** that can be used to help ensure your event runs smoothly and your messaging reaches your intended audience.*

**Pro tip:** check out the [Create Resources](#) tab for free, downloadable icons and images related to handwashing, vaccine vials, travel, and more!

- Trying to see what other organizations have done to plan successful vaccination events in the past? Capacity building tag combinations such as **Planning events** + your organizational provider type, for example **Health department**, can help you find resources to help your event go off without a hitch.
- Looking for inspiration for promoting an upcoming event? Use the [Toolkit: Example Flyers to Publicize Vaccine Events Across the United States | Vaccine Resource Hub](#) to get started!
- Want to make sure you are tailoring your materials appropriately to engage with different communities? Leverage the [Engaging Diverse Audiences roadmap](#) for considerations when developing outreach for specific audiences.