Vaccine Social Media Outreach Tips for Community Partners

WHY IS THIS IMPORTANT?

COVID-19 vaccines available in the United States are effective at protecting people from getting seriously ill, being hospitalized, and dying—especially people who got their boosters.

Vaccines are an important tool in how we can manage COVID-19 moving forward.

HOW CAN YOU HELP?

Community leaders and peers who are trusted by their community can help share facts, reduce misinformation, and build confidence in COVID-19 vaccines.

There are easy steps you can take on social media to build confidence.

1. Create a social media post (or a few) to share with your social media community with testimonials from people who got vaccinated, or who support and plan to get vaccinated.
2. Show your support with the “I Got My COVID-19 Vaccine” Facebook profile frame.
3. Share Rhode Island Department of Health vaccine messages with your community and beyond.
4. If your organization or company is hosting a vaccination clinic, use social media to promote that clinic.

Creating social media posts

One of the best ways to make sure an important message is heard is to be authentic. What better way to be authentic than to hear directly from community members who have gotten vaccinated?

If you or members of your organization HAVE gotten vaccinated:

- Share a post or a short video. Why did they choose to get vaccinated? How are they feeling now? Why is getting vaccinated important to them?

If you or members of your organization HAVE NOT gotten vaccinated:

- Share why they support the vaccine. Why are they planning to get vaccinated? How will it impact their community? How will it impact their family?

Community partners should personalize RIDOH messaging and guidance in a way that makes that message authentic and true to them (or their organizations).

Please use the hashtag #Vaccinate401 when posting so your message will show along with those of other partners across the state. We may also share your post and message from Rhode Island Department of Health social media pages, with your permission.

Please Note: Many people who got vaccinated have posted photos on social media with their vaccination card. This card may contain personal identifying information and is not recommended to be shared on social media for privacy reasons.
Show your support with the “I Got My COVID-19 Vaccine” Facebook profile frame
Help us create awareness with a visual commitment on social media to protect yourself and others by getting the COVID-19 vaccine.

Instructions:

1. Go to your Facebook Profile
2. Hover over your current profile picture and click “update”
3. Choose “add frame”
4. Search “RI COVID-19 Vaccine” for English frames or “RI Vacuna COVID-19” for Spanish frames
5. Choose one of our available options (displayed below)

You can also add a frame to your organization or company profile picture:

1. Go to [www.facebook.com/profilepicframes](http://www.facebook.com/profilepicframes)
2. Click your profile picture in the bottom left and select your Page.
3. Search “RI COVID-19 Vaccine” for English frames or “RI Vacuna COVID-19” for Spanish frames
4. Choose one of our options below
5. Click “Use as Profile Picture”
Share Rhode Island Department of Health vaccine messages with your social community

The Rhode Island Department of Health (RIDOH) has COVID-19 videos and digital materials that you can share along with your stories to help Rhode Island communities better understand and trust in the COVID-19 vaccines. Here are some resources to help:

- **COVID-19 Community Partner Toolkit**
- **COVID-19 Vaccine frequently asked questions:**
  - English
  - Spanish
  - Portuguese

**Videos:**

- **Dr. Tashima (Lifespan Immunology Center)**
  - English (15 second video): [https://youtu.be/JI5LeHdvJBg](https://youtu.be/JI5LeHdvJBg)

- **Dr. Fernandez (Asthenis Pharmacy)**
  - English
  - Spanish

- **Dr. Chan (Rhode Island Department of Health)**
  - English (15 second video)

- **Trust in vaccine**
  - English (30 second video)
  - English (15 second video)
  - Spanish (30 second video)
  - Spanish (15 second video)

- **Rhode Island Pediatricians**
  - English (15 second video)
  - Spanish (15 second video)

- **Booster Doses**
  - English (15 second video)
  - English (15 second video)

**Social media graphics (created in partnership with Counterform):**

- Booster doses – Spanish
- COVID-19 Vaccines – Cape Verdean Creole
Promote your COVID-19 vaccination clinic

If you are hosting a COVID-19 vaccination clinic, make sure to let people know what time, what date, and what vaccine types will be available. If you need materials to help promote your clinic, you can use templates from RIDOH. At the link below, there are templates in English, Spanish, and Portuguese, for social media graphics, a vaccination clinic poster, a press release, frequently asked questions about vaccine.

https://drive.google.com/drive/folders/1ZpYrchu-srZJJSmn-yMDRPw-LfgbWizB

Key Message Points

The below messages are meant to be a helpful guide. Feel free to personalize these messages and share them in a way that is authentic and true to who you are, while keeping the facts.

- **For the best protection against COVID-19, stay up to date with your COVID-19 vaccines.**
  - Being “up to date” with your COVID-19 vaccines means that you have received all recommended COVID-19 vaccines, including one booster dose when eligible. COVID-19 vaccine recommendations are different for different people and depend on age, health status, and when you were first vaccinated.

- **COVID-19 vaccines reduce the risk of getting infected with COVID-19 and work well to protect you against serious illness, hospitalization, and death from COVID-19.**

- **COVID-19 vaccines are currently available to all Rhode Islanders age 5 and older. Make your appointment today. Don’t wait.**

- **Vaccines do not make you sick.** But they can cause your immune system to respond. This is a sign that the vaccine—and your body’s immune system—is working.
  - This is healthy, normal, and expected.
  - You may experience a sore arm, headache, fever, or body aches, but these symptoms should go away within a few days.

- **You should get a COVID-19 vaccine even if you already had COVID-19.**
  - Getting sick with COVID-19 gives you some protection against getting sick again with COVID-19. But the level of protection you get from being sick with COVID-19 depends on factors like how serious your illness was, how long ago you were sick, and your age.
  - All COVID-19 vaccines currently available in the United States reduce the risk of getting infected with COVID-19 and work well to protect you against serious illness, hospitalization, and death from COVID-19. Getting a COVID-19 vaccine gives you protection without any of the risks involved with getting protection from getting sick with COVID-19.