



Mayors Wellness Campaign Influenza Social Media Toolkit

Use this media kit to help spread the word about flu vaccination. This toolkit provides ready-to-use social media posts, graphics, and key messages to encourage residents to get their flu shots. By protecting themselves, they're also protecting their loved ones and our entire community. Use these resources to remind everyone that a simple shot can make a big difference in keeping our community healthy this flu season.

Goal

Social Media Campaign Goal: To encourage residents within your community to get vaccinated against the flu to protect themselves and others.

Social Media Posts

Pre-launch: Building anticipation for flu season (Oct)

- As we enter October, flu activity is expected to increase, and now is the time to take action. The flu is a contagious illness that can cause symptoms like fever, cough, sore throat, and body aches—and in some cases, it can lead to severe complications. 🏠 The best way to protect yourself and your loved ones? Get the flu vaccine each year. Get your flu shot to keep your community a healthy place to live, work, and play.
- 🏠 Don't wait until it's too late! Use the @Center for Disease Control and Prevention's Flu Vaccine Finder for a location near you: <https://www.vaccines.gov/en/>

Active Campaign: Promote flu shot locations, benefits, and FAQs (Nov-Dec)

- 🏠 Flu Season is Here – Find a Flu Shot Location Near You: Protect yourself and your community by getting your flu shot. Use the @Center for Disease Control and Prevention's Flu Vaccine Finder for a location near you: <https://www.vaccines.gov/en/>

Information

Important URLs

- [Flu Vaccine Finder](#)
- [Flu Signs and Symptoms](#)

Important Handles

- **Twitter/X:** @NJHCQI |
- **Facebook:** @NJHCQI
- **LinkedIn:** @New Jersey Health Care Quality Institute
- **Instagram:** @the_quality_institute_nj

Make sure to tag us! We'll promote your posts too.

Hashtags

- ##FluShot #FightFlu #GetVaccinated #StayHealthy #FluSeason #HealthyCommunity #PreventTheFlu #FluFreeWinter #ShotOfPrevention #FluShotSelfie #RollUpYourSleeve

Images

- Sharing an image with a social media post can call more attention to it. Consider adding an image from pages 2-3 of the media kit to your post.



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Social Media Posts

(Nov- Dec)

- 📢 Did you know the flu vaccine prevents millions of illnesses each year? According to the @Center for Disease Control and Prevention it reduces flu-related doctor visits by 40-60% and can lower the risk of severe outcomes like hospitalization and ICU admission. Get vaccinated to protect yourself and those around you.
- 📢 Everyone 6 months and older should get the flu vaccine each season. It's important for people at higher risk of complications, like young children, seniors, and those with chronic conditions. Protect yourself and your loved ones this flu season.

Reminding your residents it's not too late to get a flu shot (Dec-Feb)

- **Early Dec:** 📢 Flu season is here, but it's not too late to protect yourself and your loved ones. Getting your flu shot is still one of the best ways to stay healthy. Find a location near you using the @Center for Disease Control and Prevention's Flu Vaccine Finder and get vaccinated today: <https://www.vaccines.gov/en/>
- **Mid-January:** 🧡 New year, same goal—stay healthy: There's still time to get your flu shot. Protect yourself and those around you by getting vaccinated. Let's start the year on a healthy note. Use the @Center for Disease Control and Prevention's Flu Vaccine Finder to find a location near you: <https://www.vaccines.gov/en/>

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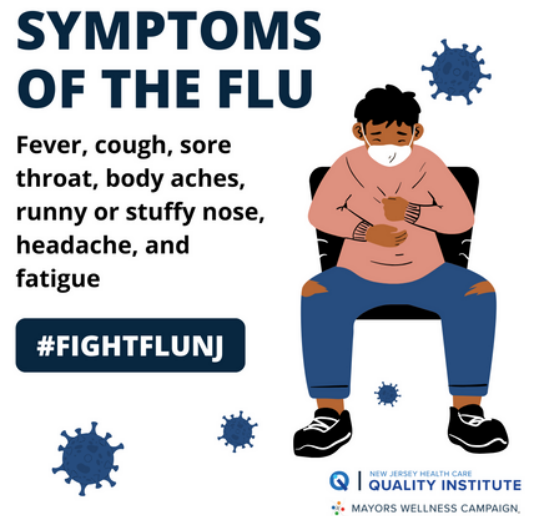
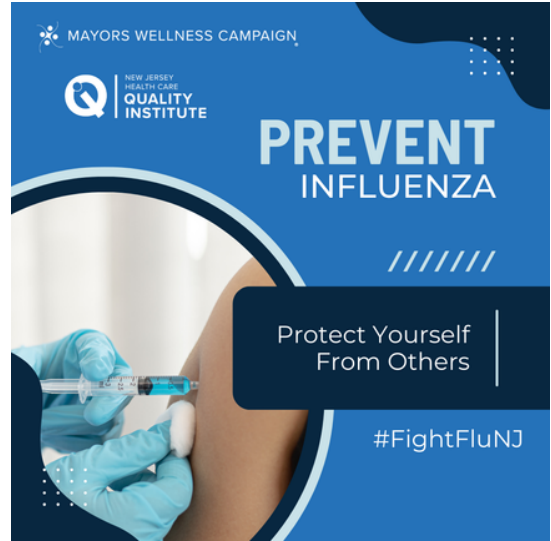
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Social Media Images

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Download the images [here](#). If you don't have a Canva account, you can create a free one and request access to the images. Feel Free to add your organization's logo to the images. Then click "share" and "download."



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