

Flu Social Media Posts 2021-22

Vaccinate Your Family has created a library of easily-shareable materials for your use to communicate the importance of flu vaccination for everyone 6 months and older this flu season. Our sharing efforts will start during the first two weeks of October. Please share these messages with your audience as they fit into your social and communications calendars during October and throughout flu season. It's recommended that everyone be vaccinated against flu by the end of October. Flu activity typically begins to pick up in October and peaks in January or February. Below, you'll find messages for social media for a variety of audiences: general audiences, pregnant individuals, parents of young children, older adults, college students, adults with chronic conditions, and communities of color.

Please tag Vaccinate Your Family on social media when you share (Twitter: @vaxyourfam / Instagram and Facebook: @vaccinateyourfamily) so we can help amplify your posts!

Graphics: downloadable social graphics available [here](#), updated throughout flu season.

Flu hashtag suggestions: #fightflu #flu

Links to share on social media:

- <https://vaccinateyourfamily.org/vaccines-diseases/current-flu-season/>
- <https://vaccinateyourfamily.org/vaccines-diseases/>

More great flu resources and campaigns:

- [“I Get It” Campaign from the CDC](#)
- [“No Time For Flu” Campaign from AdCouncil](#)
- [“Leading By Example” Campaign from NFID](#)

General Audience Social Messages:

With less mask wearing this year and the return to school & work, #flu may be back in full force this Fall and Winter. Annual flu vaccination is the best defense against flu & is recommended for everyone 6mos & up. More info: <https://vaccinateyourfamily.org/current-flu-season/>

Other than #COVID, flu is the deadliest vaccine-preventable disease in the U.S. (even for healthy children & adults) - so don't think of it as "just the flu". Annual #flu vaccination helps prevent infection & severe illness. <https://vaccinateyourfamily.org/current-flu-season/>



Plan your #flu vaccination to get the best protection this #fluseason: most people should get a flu vaccine by the end of October, BEFORE flu starts circulating in your community. It takes your body ~2 weeks to build up immunity. <https://vaccinateyourfamily.org/current-flu-season/>

No, you cannot get #flu from a flu vaccination. Some people might have redness and pain where you got the shot or muscle aches, which are common signs that the #vaccine is working to protect you from infection & severe illness. <https://vaccinateyourfamily.org/current-flu-season/>

Yes, you can get #COVID19 and #flu vaccinations at the same time! Experts advise getting them in separate arms to minimize potential soreness. With the continued circulation of COVID this #fluseason, it's important to protect yourself & your family: <https://vaccinateyourfamily.org/current-flu-season/>

Take these three steps to #fightflu this Fall and Winter: 1. Get vaccinated 2. Practice healthy habits 3. If you get #flu, take antiviral medications if prescribed by your doctor. More info: <https://vaccinateyourfamily.org/current-flu-season/>

Pregnant Individuals:

Pregnancy causes all kinds of changes to your body, including the immune system. That means pregnant people are more prone to severe illness from #flu, which can harm you & your baby. Flu vaccination is recommended for all pregnant people and can be given during any trimester! Learn more: <https://vaccinateyourfamily.org/current-flu-season/>

Getting a flu vaccination while pregnant = protection for you and your baby! Babies born to vaccinated individuals have 70% lower risk of #flu and 81% lower risk of flu-related hospitalization. <https://vaccinateyourfamily.org/vaccines-diseases/current-flu-season/>


Flu vaccines have been given to millions of pregnant people over many years with a good safety record. Plus, getting vaccinated while pregnant provides protection for your baby for several months after birth before they get their own vaccine! <https://vaccinateyourfamily.org/vaccines-diseases/current-flu-season/>

Doctors and midwives recommend that all pregnant people get vaccinated against flu, COVID-19, and whooping cough. Getting these vaccines while pregnant helps protect you AND your baby. Talk to your doctor. <https://vaccinateyourfamily.org/pregnancy>

Parents of young children:

It's not "JUST" the flu. During the 2019-2020 flu season, 199 children died from the flu. About 80% of those children had not received a #flu vaccine. Annual flu vaccination is the best thing you can do to protect your family - learn more about the upcoming flu season: <https://shotofprevention.com/2021/09/29/flu-2021-forecast-do-i-still-need-a-flu-vaccine-this-year-even-if-last-season-was-mild/>

Flu vaccination can be lifesaving for your child. Every flu season, some children are hospitalized and some even die from flu. Pediatricians agree that all children 6 months and older should get vaccinated every flu season. <https://vaccinateyourfamily.org/current-flu-season/>

 Time to plan your family's flu vaccines! Some children 6 months to 8 years old require two doses of flu vaccine. Children in this age group getting vaccinated for the first time, and those who have only previously received one dose of vaccine, should get two doses of vaccine this season.. Get the 1st soon to be protected by the start of flu season. More info:

<https://vaccinateyourfamily.org/current-flu-season/>

Young kids (esp. under 2) are at higher risk for severe illness from #flu. It's important for children to get a flu vaccine...and moms, dads, aunts, uncles, grandparents, teachers, and coaches, too. If you spend time around kids - get your #flushot! <https://vaccinateyourfamily.org/vaccines-diseases/current-flu-season/>

Older adults (65+)

If you're over 65, you have options when it comes to #flu vaccination (standard dose, high dose, or standard with adjuvant)! Talk to a healthcare provider about the best option for you & get vaccinated to stay healthy this flu season. More info:

<https://vaccinateyourfamily.org/vaccines-diseases/current-flu-season/>

Over 65? Time to think about how to best protect yourself this flu season. Get a flu vaccine, keep up your health habits as the weather gets cooler, and plan to get treated with antiviral medication if you do get sick with flu. Talk to your HCP! <https://vaccinateyourfamily.org/vaccines-diseases/current-flu-season/>

If you're planning to spend time with an older family member this holiday season, it's EXTRA important to get a #flu vaccine. Flu can be very serious for older adults: an average of 70-85% of seasonal flu-related deaths occur in people 65+. <https://vaccinateyourfamily.org/vaccines-diseases/current-flu-season/>

College students:

Living in a dorm? You're probably being exposed to all kinds of viruses (which might explain feeling under the weather more often). Give your immune system a boost - get your flu vaccine this Fall!

<https://vaccinateyourfamily.org/vaccines-diseases/current-flu-season/>

Adults with chronic conditions:

If you or someone you love lives with #diabetes, you know that getting sick makes managing diabetes even more challenging. Friendly reminder to get your seasonal flu shot!

<https://vaccinateyourfamily.org/vaccines-diseases/current-flu-season/>

If you have asthma (even mild or well-controlled with medication) your airways are extra sensitive to inflammation from the #flu - which means risk of severe symptoms. Reminder to get your seasonal flu vaccine! <https://vaccinateyourfamily.org/vaccines-diseases/current-flu-season/>

If you live with chronic kidney disease, it's extra important to give your immune system a boost with the seasonal #flu vaccine. #CKD can weaken your normal immune response. More info on how to best protect yourself this flu season: <https://vaccinateyourfamily.org/vaccines-diseases/current-flu-season/>

Did you know that getting sick with #flu is associated with an increase in heart attacks and stroke? So if you have heart disease or have had a stroke before, it's extra important to get your flu vaccine this season. <https://vaccinateyourfamily.org/vaccines-diseases/current-flu-season/>

Communities of Color:

VYF note: these messages were developed with our partners to address key concerns common within Black and Latinx populations in the U.S. - these communities are a priority because of the disproportionate impact flu has on racial and ethnic minority groups as a result of health inequities. You know best how to speak to your audience and community, so while these messages are based on research and audience testing, please take what works from any section of this toolkit!

Vaccination trains your body to fight flu. Common side effects like pain at the injection site or body aches are signals that your immune system is working for you, and are not dangerous. Get your #flu vaccine: <https://vaccinateyourfamily.org/vaccines-diseases/current-flu-season/>

The safest way to spend time around older parents and grandparents? Make sure you get your #flu vaccine this season! (and are fully vaccinated against #COVID19). <https://vaccinateyourfamily.org/vaccines-diseases/current-flu-season/>

Part of taking care of someone at a high risk for #flu and #COVID (like adults over 65 & those with chronic health conditions) is making sure you get your seasonal flu shot AND are fully vaxxed against COVID19. <https://vaccinateyourfamily.org/vaccines-diseases/current-flu-season/>

After what we've been through in the last 18 months of the #COVID pandemic, it's more important than ever to get a flu vaccine to protect yourself and your community. Flu vaccines are recommended for everyone 6 months and up. <https://vaccinateyourfamily.org/vaccines-diseases/current-flu-season/>