SAMPLE SOCIAL MEDIA POSTS

Social Channel	Copy	Visual/Link Suggestions
Facebook	This season, we're ready to help close the gap in #COVID19 vaccination rates, particularly among older adults and those with diabetes, heart disease, asthma and other chronic conditions that put them at risk in the [Insert city]-area. Let's help protect all community members from the serious dangers of COVID-19. It's time to close the gap! Learn More: [Link to Press Release]	Use photo from clinic (w/permission to use from any patients included) OR use stock image
Facebook	In [community], not enough of us are getting our #COVID19 shot, putting each of us and everyone around us at greater risk for contracting COVID19. [Call XXX-XXXX or visit www.] to make your appointment for a COVID-19 shot at [organization name] today.	Stock Image
Facebook	Did you know that COVID-19 vaccination rates are much lower among African American, Hispanic, and other people of color? We need to change that in our community because these folks are also more impacted by #asthma, #diabetes, #heartdisease and obesity – putting them at higher risk for serious COVID-19 related health complications or even death.	Stock Image
Facebook	"Getting vaccinated is the most important tool we have in keeping our community safe from COVID-19-related illness and death. We're working to build trust in our community to overcome the barriers that have blocked vulnerable community members from getting vaccinated in the past. It's high time we put some muscle into talking to people about how to protect themselves and their loved ones." - [Insert organization spokesperson]	Include video message from key leadership or include their photo

Twitter	We're ready to help close the gap in #COVID19 vaccination rates, particularly among people of color in our community in the [Insert city]-area. Learn More: [Link to Press Release]	Stock Image
Twitter	[Insert city]'s older residents live with chronic health conditions and are at greater risk for COVID19-related death. We're working to help boost #COVID19 vaccinations for older people in our community. They need it to protect their health. Learn More: [Link to Press Release]	Potentially include older patient from clinic (w/permission)
Twitter	#HeartDisease, #LungDisease, & #Diabetes put underserved, older Americans at greater risk for serious #COVID19 related complications. Working closely with our communities can help us overcome COVID-19 vaccination barriers across underserved groups. [Link to Press Release]	Stock Image
Twitter	Higher hospitalization rates for people of color may be due to the higher rates of #obesity, #HeartDisease, and #diabetes that also affect them. These diseases increase the risk of serious COVID19-related complications, including death. Learn more: [Link to Press Release]	Stock Image
Twitter	Have you had your #COVID19 vaccine? It's not too late! [Contact information – Call XXX-XXXX or visit www.] to make your appointment at [Organization Name] today.	Stock image
Twitter	Think #COVID19 is like a bad cold? Think again. Get your COVID19 vaccine today to help protect yourself from hospitalization, loss of independence, or even death. [Contact information – Call XXX XXXX or visit www.] to make your appointment at [Organization Name] today.	Stock image
Twitter	People of color don't get vaccinated against the #COVID19 enough. Learn why here: https://www.kff.org/coronavirus-covid-19/issue-brief/latest-data-on-covid-19-vaccinations-race-ethnicity/ #closethegap #COVID19vaccination	Use infographic to highlight barriers for underserved populations

Twitter	#COVID19 vaccination rates among African Americans are less than 1%. Let's close the gap in [Insert city].	Highlight stats in visually appealing way