

**#GetVaccinated Campaign: Social Media Toolkit**

Thank you for supporting the effort to get long term care staff and residents vaccinated for COVID-19. Below are template social media posts for you to use via your own social channels, as well as best practices and recommendations for posting.

**Best Practices**

* Use our campaign hashtag **#GetVaccinated** to keep the conversation consistent and searchable on social.
* Feel free to tag @ahcancal and other partner organizations as you see fit.
* Actively respond to tweets/comments to stir up discussion.
* Use video and photos of staff or residents receiving the vaccine (done safely and with their permission). Multimedia increases social media engagement and will reinforce our message.

**Sample Posts**

Please feel free to utilize the below examples in their entirety or adjust as appropriate to fit specific needs; they are flexible for use across Facebook, Instagram, LinkedIn and Twitter.

***Post 1***

We are working hard to protect our residents and staff as we continue to fight this pandemic – and soon, we’ll take a huge step forward: <http://ahcancal.org/getvaccinated> @ahcancal #GetVaccinated

***Post 2***

Our residents and staff agree: #GetVaccinated. Let’s continue the fight together. <http://ahcancal.org/getvaccinated> @ahcancal



***Post 3***

We join @ahcancal and long term care providers around the country to support the effort to #GetVaccinated for the safety of our residents, staff and communities. <http://ahcancal.org/getvaccinated>

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**75% Vaccination Goal**

**Facebook/Twitter**

We are proud to announce that 75% of staff members at [INSERT FACILITY NAME] decided to #GetVaccinated!



*Download Image:* <https://www.dropbox.com/s/4cg70h9k4movd1l/Social%20Graphic%201%20-%203.4.21.png?dl=0>

**Facebook/Twitter**

To protect themselves, their coworkers and their residents, more than 75% of staff members AT [INSERT FACILITY NAME] have been vaccinated against #COVID19! #GetVaccinated



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**Facebook/Twitter**

@ahcancal and @LeadingAge set a benchmark for 75% of nursing home staff to #GetVaccinated. We are excited to announce that [INSERT FACILITY NAME] has met that goal!



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