



Advancing Health in America

Sample Social Media Content – United Against Flu March 2024

EXECUTIVE SUMMARY: The American Hospital Association is working to encourage the general population, and specifically, parents of eligible children and the most susceptible populations, to get vaccinated for flu and COVID-19. Below are sample social media posts and personalized graphics to inform about and advocate for the COVID-19 and flu vaccines – we encourage you to use these on your social media to help spread the word.

All graphics and captions are ready to be posted to any social media platform (Facebook, Instagram, LinkedIn, or Twitter), with the potential to optimize the captions for performance on each respective platform.

WEB LINKS (Please Use These Links For All Content):

TWITTER: https://www.aha.org/ahia/promoting-healthy-communities/united-against-flu?utm_source=twitter&utm_medium=organic&utm_campaign=uaf

FACEBOOK: https://www.aha.org/ahia/promoting-healthy-communities/united-against-flu?utm_source=facebook&utm_medium=organic&utm_campaign=uaf

LINKEDIN: https://www.aha.org/ahia/promoting-healthy-communities/united-against-flu?utm_source=linkedin&utm_medium=organic&utm_campaign=uaf

HASHTAGS: #UnitedAgainstFlu #FightFlu

SUGGESTED POSTS:

- Get ready for March Madness by getting a flu and COVID-19 shot before going to a game!
- Cheer on your favorite team and protect yourself at the same time. Get your flu shot before attending any basketball games! Learn more:
- Don't let the flu or COVID-19 put you on the bench, a flu shot can reduce the chance of severe illness and get you back in the game.
- The best offense is a strong defense – just like getting a flu shot.
- Is it getting warmer in your area? Go get updated flu and COVID-19 vaccines before going on springtime adventures with your friends.
- Taking a walk through a park in your area is a great way to get fresh air and sunshine. Combine that with your updated flu and COVID-19 vaccines for a strong, healthy start to spring.
- The trees are starting to bloom, so snag updated flu and COVID-19 vaccines to skip the guessing game wondering if your sniffles are allergies, the flu, or COVID-19.

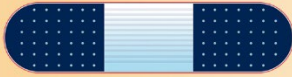
- The trees are blooming and spring is starting in some areas of the country, but for others it's still chilly for a bit longer. That means you still have time to get the updated flu and COVID-19 vaccines while it's still winter in your area.
- Spring break is not a time for a kid to be stuck at home with the flu. Ensure your child is up-to-date on their flu and COVID vaccinations to give them the best chance of enjoying warmer weather and time with friends.
- March is Women's History Month! Make sure to add the updated flu and COVID-19 vaccines to your annual women's health doctor visits.
- The women in our lives are often key caregivers in our families. Protect both them and others around you by getting updated flu and COVID-19 vaccines. #WomensHistoryMonth
- Spring break means more travel and adventures -- make sure to grab a flu shot before you go!
- Spring means sunshine and warmer temperatures. Add a flu shot to your to do list, and you'll be ready for the new season.
- Get a flu shot to prevent any FOMO while everyone starts heading off on Spring Break adventures!
- College basketball might be heading to the postseason, but the flu season is still going strong. Grab a flu shot today!
- Latest bracket projection: Getting vaccinated for flu and COVID-19 is the best way to make sure you are ready to cheer on your favorite team during March Madness!
- Packing for a trip? Don't forget to add a flu shot to your list of essentials!
- Toothbrush , deodorant , sunscreen . Add a flu shot to your packing list for Spring Break!
- Protect the health of yourself and your loved ones by getting vaccinated against the flu and your updated COVID-19 booster.
- Did you know seasonal influenza (flu) viruses are detected year-round in the United States? Protect yourself, and your loved ones by getting your flu shot!
- Get your flu vaccine to protect yourself and those around you who are more vulnerable to serious flu illness, including babies and young children, older people, and people with certain chronic health conditions.
- The CDC recommends a yearly flu vaccine for everyone 6 months of age and older for optimal protection against the flu.

Graphics Folder:

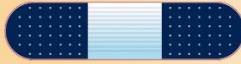
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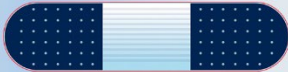
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AGAINST THE FLU



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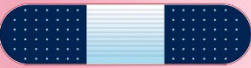


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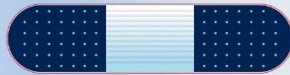




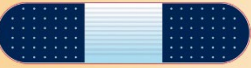
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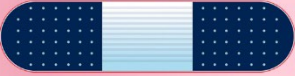


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