

National Immunization Awareness Month 2022 | *Social Media Toolkit (ENGLISH)*

The social media messages and graphics below can help encourage your audiences to get vaccinated against #COVID19 and other infectious diseases. The messages not only highlight the importance of vaccination for people of all ages, including infants, children, pregnant women, and older adults, but they also highlight FDA’s role in the development of vaccines.

Campaign Hashtags: #ivax2protect, #getvaxed, #NIAM2022

SOCIAL MEDIA POST

8/1

Facebook: It's National Immunization Awareness Month! Vaccines protect people of all ages. Make it your goal this month to ensure you and your family are up to date on all recommended vaccines.

Also, check out our bilingual social media toolkit for all things vaccines!

<https://bit.ly/3zebPJH>

Twitter: It's National Immunization Awareness Month! Vaccines protect people of all ages. Make it your goal this month to ensure you and your family are up to date on all recommended vaccines. <https://bit.ly/3zebPJH>

#NIAM2022

Instagram: It's National Immunization Awareness Month! Vaccines protect people of all ages. Make it your goal this month to ensure you and your family are up to date on all recommended vaccines. 📌

#ivax2protect #getvaxed #NIAM2022

GRAPHIC/ASSET



Alt description for graphic: Collage of people of a variety of ages and ethnicities. “National Immunization Awareness Month” text in center and FDA logo on bottom right.

8/5

Facebook: From babies to teenagers, people need vaccines, throughout childhood, high school and into college, to protect them from potentially dangerous infectious diseases. Learn how the FDA ensures the safety and effectiveness of vaccines.

<https://bit.ly/3OK8Yh4>

Twitter: From babies to teenagers, people need vaccines, throughout childhood and high school, to protect them from potentially dangerous infectious diseases. Learn how the FDA ensures the safety and effectiveness of vaccines. #NIAM2022

<https://bit.ly/3OK8Yh4>

8/8

Facebook: Do you know if you are up to date on vaccines? Fill out this quick adult vaccine assessment to find out which vaccines might be right for you and then talk to a health care provider: <https://bit.ly/2sXxyT>

Twitter: Do you know if you are up to date on vaccines? Fill out this quick adult vaccine assessment to find out which vaccines might be right for you and then talk to a health care provider: <https://bit.ly/2sXxyT> #NIAM2022



Alt description for graphic: Female nurse placing bandage on upper arm of toddler. Text reads “Vaccines are essential to getting children off to a healthy start in life”. FDA logo on bottom right.



Alt description for graphic: Adult looking at calendar on smartphone. Text reads “Vaccinate on time to protect yourself and your loved ones”. FDA logo on bottom right.

8/10

Facebook: Are you expecting? Check with your prenatal care provider to be sure you are up to date on your vaccines. <https://bit.ly/3z8CM1i>

Twitter: Are you expecting? 🤰 Check with your prenatal care provider to be sure you are up to date on your vaccines. <https://bit.ly/3z8CM1i> #NIAM2022

Instagram: Are you expecting? 🤰 Check with your prenatal care provider to be sure you are up to date on your vaccines.

#NIAM2022 #ivax2protect #getvaxed



Alt description for graphic: Female doctor giving feedback to a pregnant patient. Text reads “Vaccines help protect pregnant women and their infants from infectious diseases”. FDA logo on bottom right.

8/15

Facebook: Food service workers help to ensure the availability of a safe and plentiful food supply. When an essential worker gets a COVID-19 vaccine, they protect themselves and help ensure the availability of a safe and plentiful food supply.

If you or someone you love works in the food industry, get on the road to being fully vaccinated and boosted today! <https://bit.ly/3bdI70x>

Twitter: Food service workers help to ensure the availability of a safe and plentiful food supply.

If you or someone you love works in the food industry, get on the road to being fully vaccinated and boosted today! <https://bit.ly/3bdI70x>

#NIAM2022



Alt description for graphic: Female grocer standing in the middle of supermarket aisle, with mask on. Text reads “Vaccines help keep food service workers healthy”. FDA logo on bottom right.

8/17

Facebook: National Immunization Awareness Month is a great time to start thinking about getting vaccinated against the flu. So, set your reminder today for the upcoming flu season! <https://bit.ly/3JfUuEL>

Twitter: National Immunization Awareness Month is a great time to start thinking about getting vaccinated against the flu. So, set your reminder today for the upcoming flu season! <https://bit.ly/3JfUuEL> #NIAM2022

Instagram: National Immunization Awareness Month is a great time start thinking about getting vaccinated against the flu. So, set your reminder today for the upcoming flu season! 🧠👉

#NIAM2022 #ivax2protect #getvaxed



Alt description for graphic: Group of adults standing together, facing forward. “National Immunization Awareness Month” text in center and FDA logo on bottom right.

8/19

Facebook: DYK that making the flu vaccine is a year-round effort? 📅💉

Learn more about influenza vaccines and how they are made:
<https://bit.ly/3OXeOfv>

Twitter: DYK that making the flu vaccine is a year-round effort? 📅💉

Learn more about influenza vaccines and how they are made:
<https://bit.ly/3OXeOfv>

#NIAM2022



Alt description for graphic: A male and female scientist working together in a lab. Text reads, “Vaccines that are used in the U.S. have been evaluated and determined to be safe and effective by the FDA.” FDA logo on bottom right.

8/22

Facebook: Did you know that adults need immunizations too?

Talk to a health care provider about which vaccines you may need or visit <https://bit.ly/2LGHWVv> for more information!

Twitter: Did you know that adults need immunizations too?

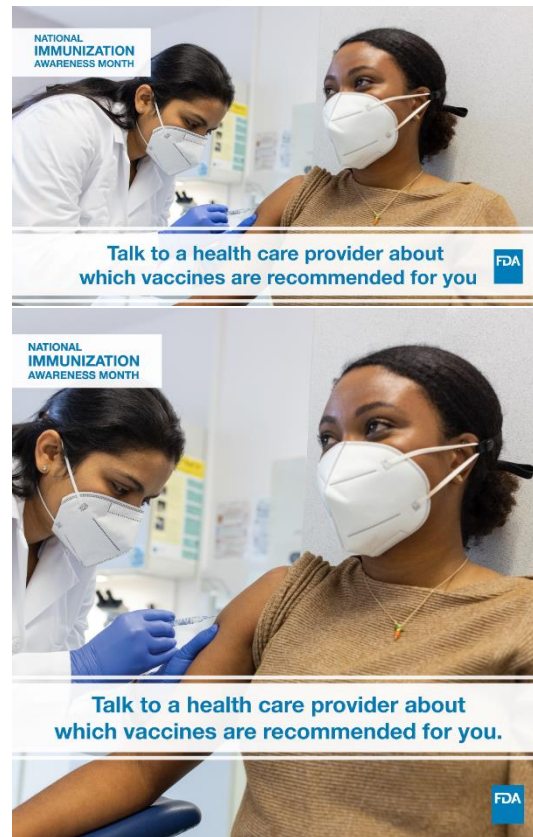
Talk to a health care provider about which vaccines you may need or visit <https://bit.ly/2LGHWVv> for more info!

#NIAM2022

Instagram: Did you know that adults need immunizations too?

Talk to a health care provider about which vaccines you may need!

#ivax2protect #getvaxed #NIAM2022



Alt description for graphic: A nurse administering a vaccine on a female adult patient. Text reads, “Talk to a health care provider about which vaccines are recommended for you.” FDA logo on bottom right.

8/24

Facebook: Make sure your student is caught up on all their vaccines before they go back to school.

Did you know that according to the CDC, the #COVID19 vaccine may be administered on the same day as other vaccines? <https://bit.ly/3BqUUGr>

Twitter: Make sure your student is caught up on all their vaccines before they go back to school.

#DYK that according to @CDCgov, the #COVID19 vaccine may be administered on the same day as other vaccines. <https://bit.ly/3BqUUGr>

#NIAM2022



Alt description for graphic: A group of elementary school students in classroom with their masks on. Text reads, “Vaccines are essential to keep your child safe and healthy this school year.” FDA logo on bottom right.

8/26

Facebook: It’s likely that flu viruses and the virus that causes #COVID19 will circulate together this fall & winter. The flu vaccine prevents influenza disease, it does not prevent COVID-19.

COVID-19 vaccines prevent COVID-19!

Learn more: <https://bit.ly/3cPFL77>

Twitter: It’s likely that flu viruses and the virus that causes #COVID19 will circulate together this fall & winter. The flu vaccine prevents influenza disease, it does not prevent COVID-19.

COVID-19 vaccines prevent COVID-19!

Learn more: <https://bit.ly/3cPFL77>

#NIAM2022



Alt description for graphic: An adult female blowing her nose. Text reads, “Vaccines help protect you from diseases like COVID-19.” FDA logo on bottom right.

8/29

Facebook: It's almost back-to-school time. 📅🍎

Get kids up to date on their vaccines before school begins. <https://bit.ly/3zdJ7bP>

Twitter: It's almost back-to-school time. 📅🍎

Get kids up to date on their vaccines before school begins. <https://bit.ly/3zdJ7bP>

Instagram: It's almost back-to-school time. 📅🍎

Get kids up to date on their vaccines before school begins!

#ivax2protect #getvaxed #NIAM2022



Alt description for graphic: Group of teens walking toward a school. Text reads, "Vaccines protect students from infectious diseases to get their school year off to a healthy start." FDA logo on bottom right.

8/31

Facebook: While National Immunization Awareness Month may be coming to an end, you can stay informed on the latest #COVID19 vaccine info year-round:

<https://bit.ly/3oATEJl>

Twitter: While National Immunization Awareness Month may be coming to an end, you can stay informed on the latest #COVID19 vaccine info year-round:

<https://bit.ly/3oATEJl> #NIAM2022



Alt description for graphic: A couple spending time together in the kitchen. Text reads, “Vaccines help protect you from diseases like COVID-19.” FDA logo on bottom right.