
COVID-19 Vaccine Confidence Toolkit #2

Children's Hospitals' Social Media Campaign

Background: As part of the CDC's Building Confidence in the COVID-19 Vaccine collaborative, the Children's Hospital Association (CHA) will share social media content that aims to instill pediatric vaccine confidence and reduce vaccine hesitancy for parents, families, and communities. We encourage all children's hospitals to get involved and engage on social media using the content provided below. This campaign helps support the dissemination of vaccine confidence messaging and CDC guidance, encouraging parents to make the empowered choice to get their children vaccinated to prevent further COVID-19-related tragedies within our communities.

Important social media channels to follow:

Children's Hospital Association

Twitter: [@hospitals4kids](https://twitter.com/hospitals4kids)

Facebook: [@childrenshospitals](https://facebook.com/childrenshospitals)

Instagram: [@speaknowforkids](https://instagram.com/speaknowforkids)

LinkedIn: <https://www.linkedin.com/company/children's-hospital-association/>

Preferred Hashtag:

#MakeCOVID19History

Proposed content and graphics:

Download the digital graphics located on the CHA COVID-19 Vaccine Confidence Toolkit page which include different graphic options for your use with the social copy below. These helpful social media graphics are optimized for most social media channels.

- [HOSPITAL NAME] is a proud member of the Children's Hospital Association and we encourage you to talk to your pediatrician to stay informed about your children's COVID-19 vaccine options. #MakeCOVID19History
- As a proud member of the Children's Hospital Association, we know the best way to get ready for the school year ahead is to talk to your pediatrician about your children's COVID-19 vaccine options. Let's make COVID-19 history. #MakeCOVID19History
- [HOSPITAL NAME] is a proud member of the Children's Hospital Association and we encourage you to fully understand all of your children's COVID-19 vaccine options by talking to your pediatrician. Together we can put COVID-19 in the history books. #MakeCOVID19History
- As a proud member of the Children's Hospital Association, we encourage you to ask your pediatrician how a COVID-19 vaccine protects those most at risk. Let's put COVID-19 in the history books. #MakeCOVID19History

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Let's put COVID-19
in the history books.



The Jefferson sisters'
back-to-school checklist:

- Colored pencils
- Notebooks
- New backpack
- COVID-19 vaccine



Let's make
COVID-19
history.



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