



Association of
Immunization
Managers

SOCIAL MEDIA TOOLKIT

Public Health Thank You Day



Introduction

On Monday, Nov. 22, the greater public health community will observe *Public Health Thank You Day*, an annual celebration of the incredible work done by our nation's public health professionals, including our state immunization program managers and program staff. Throughout the course of the COVID-19 pandemic, immunization program managers and staff have worked tirelessly to protect those in need across the country.

This year, the Association of Immunization Managers (AIM) is working to promote *Public Health Thank You Day* by producing and distributing a one-and-a-half-minute video celebrating immunization program managers and staff. The video will thank immunization program managers and staff for their dedication throughout the pandemic and provide educational resources and details regarding immunizations and vaccinations.

In advance of *Public Health Thank You Day*, AIM is coordinating with our partners to share and promote this video on social media. AIM is asking everyone to like and reshare the video across their personal and professional social media platforms as they deem appropriate.

To support your efforts in thanking these workers, we have put together a social media toolkit with messaging guidance. In the toolkit, AIM offers sample messaging to use, relevant hashtags to share and graphics to post.

Through our collaborative efforts, we believe we can showcase our gratitude for our immunization program managers and program staff across the country. If your organization has any questions or requires further information, please contact AIM at info@immunizationmanagers.org.



Public Health Thank You Day Messaging

SAMPLE POSTS

Use the social media templates below to create social media copy for LinkedIn, Facebook, Twitter and Instagram. Each post contains general messaging within the respective limits of their social media platforms, such as Twitter's 280-character limit. The posts also include relevant hashtags, which will help increase visibility. Remember to tag AIM so we can reshare and like all posts to reach a wider audience.

These posts are intended be a guide for messaging purposes. Please tailor them to reach your specific audiences and pair them with the graphics we've included with this toolkit. In addition to sharing these posts, we recommend you reshare and like posts from AIM's accounts and from fellow partners celebrating *Public Health Thank You Day*.

Here are AIM's social media profiles and Dr. Sanjay Gupta's Twitter. Dr. Gupta will be speaking in the video, so please tag him on Twitter when possible.

AIM Twitter Handle: @AIMimmunization

AIM LinkedIn Profile: @Association of Immunization Managers

Dr. Gupta's Twitter Handle: @drsanjaygupta

Message 1: Nov. 17

Twitter

On 11/22, we will celebrate #PublicHealth Thank You Day, a day dedicated to commemorating the work of our immunization program managers and program staff. Please join us in celebrating by sharing @AIMimmunization's thank-you video!

#PHTYD #PublicHealthMatters

LinkedIn

Next Monday, November 22, is #PublicHealth Thank You Day, a celebration of our nation's #immunization program managers and program staff! On Monday, the @Association of Immunization Managers will be sharing a thank-you video highlighting their incredible work, please join us in showing support by sharing the video!

#PHTYD #PublicHealthMatters



Facebook

Please join us in celebrating #PublicHealth Thank You Day next Monday, November 22, as we look to thank our nation's #immunization program managers and staff for their hard work and dedication protecting those in need throughout the #pandemic. To commemorate the day, the Association of Immunization Managers (AIM) will be putting out a thank-you video – we hope you'll join us in sharing and liking the video when it's out.

#PHTYD #PublicHealthMatters

Instagram

#PublicHealth Thank You Day is next Monday, November 22, and we hope you will all join us as we celebrate the incredible work done by our #immunization program managers and staff. On Monday, please consider sharing video distributed by the Association of Immunization Managers thanking program managers and staff for their efforts throughout the #pandemic.

#PHTYD #PublicHealthMatters

Image:

Use Graphic 1, which can be found [here](#). Please note that Instagram requires a photo to share posts.

Message 2: Nov. 19

Twitter

We're a few days away from #PublicHealth Thank You Day on 11/22 and we hope you'll join us in celebrating program managers and staff by sharing the @AIMimmunization thank-you video that goes live on Monday morning!

#PHTYD #PublicHealthMatters

LinkedIn

Don't forget November 22 is #PublicHealth Thank You Day, a commemoration of the work of our nation's #immunization program managers and staff. On Monday morning, @Association of Immunization Managers will be sharing a video thanking them for their efforts protecting those in need throughout the pandemic, please share it to show support.

#PHTYD

Facebook

In a few days, we'll be celebrating #PublicHealth Thank You Day, thanking #immunization program managers and staff for their incredible work throughout the #pandemic protecting those in need. On Monday morning, the Association of Immunization Managers (AIM) will share a thank-you video and we hope you'll all join us in sharing and liking the video to spread awareness!

#PHTYD #PublicHealthMatters



Instagram

#PublicHealth Thank You Day is next Monday, and we hope you'll all join us in support of our #immunization program managers and staff by liking and sharing the thank-you video being distributed by the Association of Immunization Managers on Monday morning! To learn more about the video, please visit AIM's website.

#PHTYD #PublicHealthMatters

Image:

Use Graphic 2, which can be found [here](#).

Message 3: Nov. 22

Twitter

Happy #PublicHealth Thank You Day! Please join us in celebrating our #immunization program managers and staff by sharing and liking the @AIMimmunization thank-you video that is now live at the link below! #PHTYD

Insert Link to Video

LinkedIn

We're thrilled to celebrate #PublicHealth Thank You Day today! Join us in showing support for #immunization program managers and staff across the country by liking and sharing the thank-you video below from the @Association of Immunization Managers.

#PHTYD #PublicHealthMatters

Insert Link to Video

Facebook

Today is #PublicHealth Thank You Day and we're excited to show our support for #immunization program managers and staff who have worked so hard throughout the #pandemic to protect those in need. Show your support by liking and sharing the Association of Immunization Managers' video at the link below!

#PHTYD #PublicHealthMatters

Insert Link to Video

Instagram

Happy #PublicHealth Thank You Day! Immunization program managers and staff have worked tirelessly throughout the pandemic to support those in need, and we're so proud to show our gratitude today. To show your support, please like and share the thank-you video put together by the Association of Immunization Managers, which can be found at the #linkinbio.

#PHTYD #PublicHealthMatters



Image (for Instagram only):

Use the video's thumbnail, which can be found [here](#). Once the video is live, please add the link to the video to your Instagram profile's bio.

Message 4: Nov. 23

Twitter

While #PublicHealth Thank You Day has passed, highlighting the work of #immunization program managers and staff shouldn't be limited to one day. Show your support by liking and sharing the video below from @AIMimmunization.

#PHTYD #PublicHealthMatters

Insert Link to Video

LinkedIn

Even though #PublicHealth Thank You Day was yesterday, we believe commemorating the work of #immunization program managers and staff should not just be limited to one day. To join us in our support of program managers and staff, please like and share the thank-you video below from the @ Association of Immunization Managers.

#PHTYD #PublicHealthMatters

Insert Link to Video

Facebook

We are very grateful for the work of our immunization program managers and staff throughout the #COVID19 #pandemic and while #PublicHealth Thank You Day has passed; we continue to show our gratitude. Join us in demonstrating appreciation by liking and sharing the video below from the Association of Immunization Managers.

#PHTYD #PublicHealthMatters

Insert Link to Video

Instagram

Join us in thanking our nation's #immunization program managers and their staff for their incredible work by liking and sharing the #PublicHealth Thank You Day video #inourbio from the Association of Immunization Managers.

#PHTYD #PublicHealthMatters

Image (for Instagram only):

Share Graphic 1 again.



Message 5: Nov. 29

Twitter

It's only been a week, but we continue to honor #immunization program managers and staff for protecting those in need throughout the #COVID19 #pandemic. Please join us in liking and sharing the video below from @AIMimmunization #PHTYD #PublicHealthMatters

Insert Link to Video

LinkedIn

During this season of gratitude, we'd like to give thanks again to a core group of people working tirelessly to support those in need – our #immunization program managers and staff. Last week, the @Association of Immunization Managers shared a thank-you video highlighting the incredible work of program managers and staff and we hope you'll join us in showing your appreciation by liking and sharing the video below.

#PHTYD #PublicHealth #PublicHealthMatters

Insert Link to Video

Facebook

Today, we're giving thanks to our nation's public health workers for their efforts supporting those in need throughout the #COVID19 #pandemic. Show your appreciation by liking and sharing the video below from the Association of Immunization Managers.

#PHTYD #PublicHealth #PublicHealthMatters

Insert Link to Video

Instagram

One week after #PublicHealth Thank You Day, we'd like to highlight the work of immunization program managers and staff once again for their dedication to protecting those in need throughout the #COVID19 #pandemic. Join us in thanking program managers and staff by liking and sharing the video at the link in our bio.

#PHTYD #PublicHealthMatters

Image (for Instagram only):

Share Graphic 2 again.



ADDITIONAL OPTION TO FURTHER HIGHLIGHT PUBLIC HEALTH WORKERS

For our partners who are more active on social media and would like to share their own personal thanks to immunization program managers and staff, we also recommend recording a short, 10-second video to post on their own social media platforms.

This project is entirely optional and is another way for partners to share their appreciation. For anyone who is interested, AIM has provided talking points and tips and advice for how to shoot the video using a smartphone and guidance on hashtags to use and handles to include when sharing the video to individual social media profiles at the end of this toolkit.

These videos would be posted in advance of *Public Health Thank You Day* as another promotional tool.

SUPPLEMENTARY SOCIAL MEDIA RESOURCES

For those that are unfamiliar or uncomfortable using social media, we've compiled a list of resources designed to provide basic support and answer common questions.

[How to Tweet](#)

[How to Post on Facebook](#)

[How to Post and Share on LinkedIn](#)

[How to Post on Instagram](#)

[How to Use Hashtags on Twitter](#)

[How to Use Hashtags on LinkedIn](#)

[How to Use Hashtags on Instagram](#)

[How to Use Hashtags on Facebook](#)

[Image Sizing Guidelines for Social Media](#)



AIM Public Health Thank You Day Video

NOVEMBER 2021

Video suggestions:

1. Keep it simple. An iPhone or laptop is fine.
2. Make sure the camera isn't too far away from you. About three feet away, close enough to shoot you from the shoulders up, is perfect. This will keep the camera close enough as to minimize any background noise.
 - a. Also, consider background noise (i.e., traffic, heavy foot traffic, airplanes, etc.) when shooting outdoors or in crowded spaces.
3. Videography tip: Let the camera run for two to three seconds before you speak as well as two to three seconds after you speak. This will help you prepare to get started. During those pauses just smile at the camera.
4. Lighting: Make sure lighting is above and in front of you. Shoot a practice video and see how the lighting looks, make sure it's not too dark or shining directly on your face.
5. If you have a good microphone, please feel free to use it. It's not necessary but will make the audio quality better.
6. Setting: Consider the background. Avoid blank walls or shooting the video with the camera aimed at the sun if outdoors. Avoid shooting video with distracting backgrounds.
7. Advice on dress and body language: Wear solid colors, no patterns. Avoid dangling earrings if you wear them, and keep jewelry to a minimum. Try not to move around too much. And remember to smile. Pretend you're sharing a great secret with a good friend. Most importantly, relax and have fun.
8. Final suggestion: Do two or three takes. Select the one you are most happy with and post that video to your social media.

When posting the video, please be sure to tag AIM on LinkedIn and Twitter, depending on where you post the video. We also recommend requesting to your followers that they share the video on their social profiles to help spread awareness and appreciation for public health workers.

Here are AIM's handles:

Twitter - @AIMimmunization

LinkedIn - @Association of Immunization Managers

We also recommend including *Public Health Thank You Day* relevant hashtags. These hashtags include:

#PHTYD

#PublicHealth

#PublicHealthMatters

Talking Points:

Keep it Simple:

- This video is only supposed to be 10 seconds long, so brevity and clarity are key.
- Introduce yourself and where you work.
- Mention the upcoming *Public Health Thank You Day*.
- Share your gratitude for immunization program managers and staff succinctly – something along the lines of “As we celebrate *Public Health Thank You Day* next week, I’d like to thank immunization program managers and staff for all the work they’ve done protecting and educating us throughout the pandemic.”

Avoid:

- Overexplaining or providing excessive detail. Keeping the video to around 10 seconds will be most successful in gaining traction for *Public Health Thank You Day*.
- Don’t try to be funny or tell stories/anecdotes. This often doesn’t translate well.
- Moving around/walking while filming. This only serves to distract.
- Filming in public spaces. Your living room, office or backyard are all great spaces that will make it more personal.
- Background noise. This is the single biggest challenge with self-shot videos.