

National Influenza Vaccination Week

December 5 - 9, 2022



Association of
Immunization
Managers

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Introduction

From December 5-9, join AIM in building awareness for National Influenza Vaccination Week #NIVW! The CDC hosts this awareness week annually to remind everyone 6 months and older that there's still time to get a flu vaccine. Vaccination is particularly important this year as infections are at a record high throughout the United States.

Together, we can use NIVW as a nationwide call to action. Help protect our communities by encouraging flu vaccinations through sharing the following social media posts on your platforms.

How to use this toolkit

The social media templates provided in this toolkit will help you create social media posts for Facebook, Instagram, LinkedIn, and Twitter. Each post has been designed specifically for each platform and will fall within the platform's specifications. If there are other platforms you want to use, we encourage you to adjust the messages to fit the requirements of that platform.

Members are encouraged to tailor the messages and graphics provided in this toolkit for their specific audiences. One way to edit the message for your specific audience is to select a different influenza resource link to include in the post. Another way to edit the sample messages is to include hashtags your audience follows.

If you have any questions about the toolkit or need help getting started, email Tessa Atkinson-Adams, AIM's communications director, at tatkinsonadams@immunizationmanagers.org.



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Sample Messages

Graphics can be downloaded [here](#) on our website. Please note that these messages and graphics will soon be available in Spanish.

Message 1: Disease/Dangers of Flu

Facebook/LinkedIn

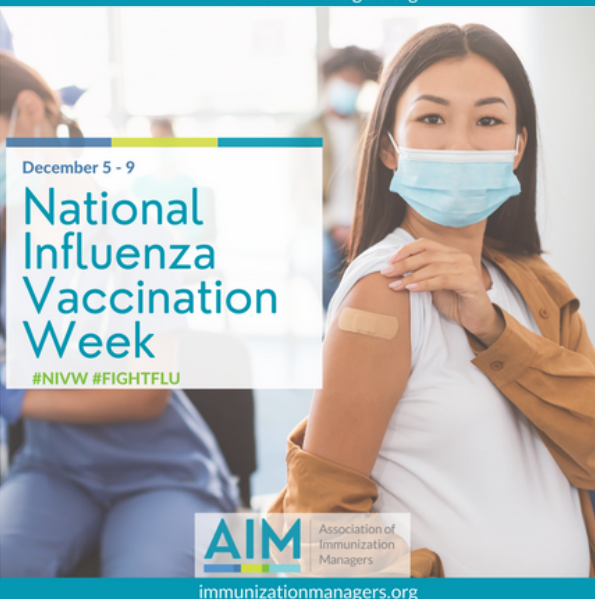
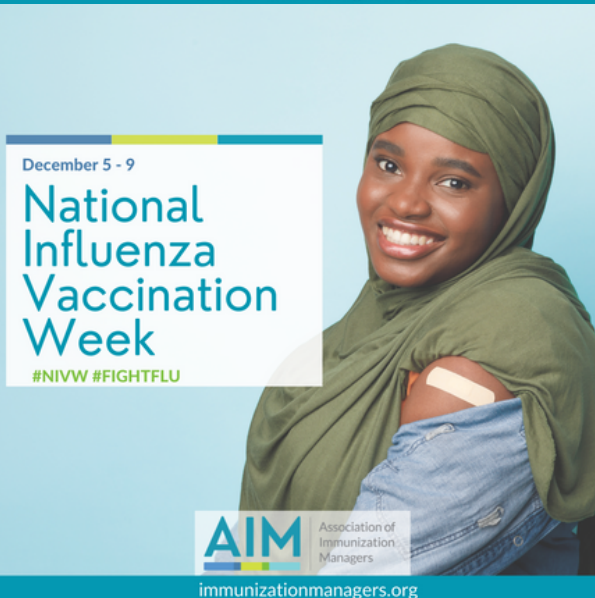
This flu season is already more severe than previous seasons. Flu hospitalizations are higher than they've been in 10 years. To keep yourself and your loved ones healthy, get vaccinated during National Influenza Vaccination Week! #FightFlu #NIVW


Instagram

This flu season is already more severe than previous seasons. Flu hospitalizations are higher than they've been in 10 years. To keep yourself and your loved ones healthy, get vaccinated during National Influenza Vaccination Week! #FightFlu #NIVW

Twitter

This #flu season is already more severe than previous seasons. Flu hospitalizations are higher than they've been in 10 years. To keep yourself and your loved ones healthy, get #vaccinated during National Influenza Vaccination Week! #FightFlu #NIVW



AVAILABLE FLU VACCINES
 NATIONAL INFLUENZA VACCINATION WEEK
 #NIVW #FIGHTFLU 

Flu Shot	Flu Nasal Spray
Multiple Options	1 Type
Ages 6 months+	Ages 2-49
Recommended for most	Not recommended for pregnant people, immunocompromised people, or people with certain medical conditions

Source: Centers for Disease Control and Prevention



immunizationmanagers.org

Message 2: Flu Vaccine

Facebook/LinkedIn

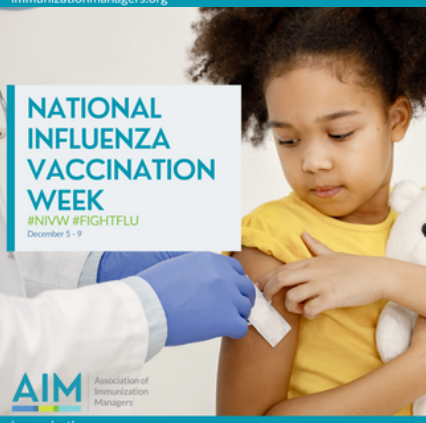
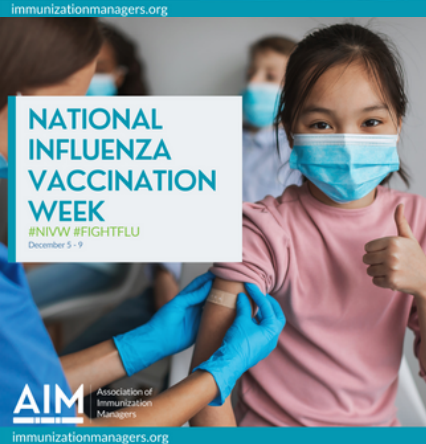
This National Influenza Vaccination Week, protect yourself against the flu. Did you know that you may be able to choose a nasal spray vaccine instead of a shot? A nasal spray flu vaccine may be an option for certain people 2-49 years old; be sure to ask your doctor if you qualify. Whether it's the flu shot or nasal spray, it's critical that everyone 6 months and older receive the flu vaccine. Make a plan and get your vaccine today!

Instagram

This National Influenza Vaccination Week, protect yourself against the flu. Did you know that you may be able to choose a nasal spray vaccine instead of a shot? A nasal spray flu vaccine may be an option for certain people 2-49 years old; be sure to ask your doctor if you qualify. Whether it's the flu shot or nasal spray, it's critical that everyone 6 months and older receive the flu vaccine. Make a plan and get your vaccine today! #NIVW #flu #FightFlu

Twitter

This National Influenza Vaccination Week, protect yourself against the #flu. Did you know that you may be able to choose a nasal spray vaccine instead of a shot? Ask your doctor! It's critical that everyone 6 months+ receive the flu vaccine. Make a plan to get yours! #FightFlu



Message 3: Flu Vaccine

Facebook/LinkedIn

National Influenza Vaccination Week is a great time to consider the many benefits of the flu vaccine. It can reduce your chances of getting sick with the flu, be lifesaving for all ages, and protect the people around you. Help keep our communities safe from the flu and get vaccinated. #NIVW #flu #FightFlu

Instagram

National Influenza Vaccination Week is a great time to consider the many benefits of the flu vaccine. It can reduce your chances of getting sick with the flu, be lifesaving for all ages, and protect the people around you. Help keep our communities safe from the flu and get vaccinated. #NIVW #flu #FightFlu

Twitter

National Influenza Vaccination Week is a great time to consider benefits of #flu #vaccine. It can reduce chances of getting sick with the flu, be lifesaving for all ages, & protect people around you. Help keep our communities safe from the flu and get vaccinated. #NIVW #FightFlu

Message 4: Flu Vaccine

Facebook/LinkedIn

Did you know? The flu vaccine can be given at the same time as other vaccines, including those that protect against COVID-19, shingles, and pneumonia. This National Influenza Vaccination Week, save time by scheduling vaccines at the same appointment. If you have questions, contact your healthcare provider. #FightFlu #NIVW

Instagram

Did you know? The flu vaccine can be given at the same time as other vaccines, including those that protect against COVID-19, shingles, and pneumonia. This National Influenza Vaccination Week, save time by scheduling vaccines at the same appointment. If you have questions, contact your healthcare provider. #FightFlu #NIVW

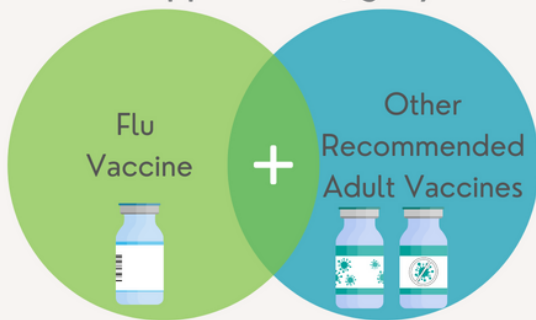
Twitter

#DYK the #flu #vaccine can be given at the same time as other vaccines, including #COVID19, shingles, & pneumonia. This National Influenza Vaccination Week, save time by scheduling vaccines at the same appointment. #FightFlu #NIVW

National Influenza Vaccination Awareness Week

#NIVW #Fight Flu

At one appointment, get your...



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Message 5: Flu Vaccine & Pregnancy

Facebook/LinkedIn

Pregnant? National Influenza Vaccination Week is a great time to get your flu vaccine! A new study from the CDC shows that the flu vaccine protects both the pregnant person and the baby. Flu vaccines are safe for pregnant and postpartum people and help keep families healthy. Find more information here:

<https://www.cdc.gov/flu/spotlights/2022-2023/benefits-flu-vaccination-pregnancy.htm> #NIVW #FightFlu

Instagram

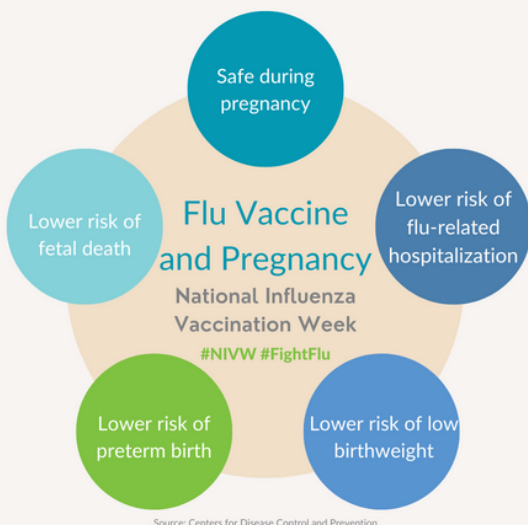
Pregnant? National Influenza Vaccination Week is a great time to get your flu vaccine! A new study from the CDC shows that the flu vaccine protects both the pregnant person and the baby. Flu vaccines are safe for pregnant and postpartum people and help keep families healthy. Find more information on the CDC's website.

#NIVW #FightFlu

Twitter

Pregnant? National Influenza Vaccination Week is a great time for your #flu #vaccine! A new @CDCgov study shows the flu vaccine protects both the pregnant person & the baby, is safe, & help keep families healthy. Find more at:

<https://www.cdc.gov/flu/spotlights/2022-2023/benefits-flu-vaccination-pregnancy.htm> #NIVW #FightFlu



Source: Centers for Disease Control and Prevention



immunizationmanagers.org

Message 6: Myth Busters

Facebook/LinkedIn

One common misconception is that the flu is “no big deal.” That isn’t true. Even in a healthy person, the flu can lead to severe damage. The best protection from the flu is the flu vaccine. Protect yourself and your loved ones this National Influenza Vaccination Week by getting the vaccine. #FightFlu #NIVW

Instagram

One common misconception is that the flu is “no big deal.” That isn’t true. Even in a healthy person, the flu can lead to severe damage. The best protection from the flu is the flu vaccine. Protect yourself and your loved ones this National Influenza Vaccination Week by getting the vaccine. #FightFlu #NIVW

Twitter

One common misconception of the #flu is that it's no big deal. It is. Even in a healthy person, the flu can lead to severe damage. Protect yourself & your loved ones this National Influenza Vaccination Week by getting the flu #vaccine. #FightFlu #NIVW

The graphic features a light blue background with a teal header. At the top left, it says 'National Influenza Vaccination Week' in teal, with '#NIVW #FightFlu' below it. On the right, there's a circular image of a person holding a thermometer. In the center, the word 'FACT' is written in large, bold, blue letters. To the left of 'FACT', the text reads 'It's not "just the flu."' in black. Below this text is a circular image of a flu vaccine vial. To the right of 'FACT', a vertical teal line separates the text from the main body. Below the line, it says 'Even if you're healthy, the flu can cause severe symptoms, lead to hospitalization, and even result in death.' At the bottom left is the AIM logo (Association of Immunization Managers) and the website 'immunizationmanagers.org'.

National Influenza Vaccination Week
#NIVW #FightFlu

It's not "just the flu."

FACT

Even if you're healthy, the flu can cause severe symptoms, lead to hospitalization, and even result in death.

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Message 7: Myth Busters

Facebook/LinkedIn

The flu shot does not contain the live flu virus and cannot make you sick. Vaccine side effects like a sore arm or mild discomfort are common and usually go away within a few days. Join us in fighting the flu this year by scheduling your vaccination during National Influenza Vaccination Week! #NIVW #FightFlu

Instagram

The flu shot does not contain the live flu virus and cannot make you sick. Vaccine side effects like a sore arm or mild discomfort are common and usually go away within a few days. Join us in fighting the flu this year by scheduling your vaccination during National Influenza Vaccination Week! #NIVW #FightFlu

Twitter

The #flu shot doesn't contain live virus & can't make you sick. Vaccine side effects like a sore arm or mild discomfort usually go away within a few days. Join us in fighting flu this year by scheduling your vaccination during National Influenza Vaccination Week! #FightFlu

NATIONAL INFLUENZA VACCINATION WEEK
#NIVW #FIGHTFLU

TYPICAL SIDE EFFECTS

FLU SHOT	FLU
<ul style="list-style-type: none">Sore arm	<ul style="list-style-type: none">High feverCoughBody acheHeadacheSore throat

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Message 8: Flu Vaccine for Older Adults

Facebook/LinkedIn

Did you know? People 65 years and older usually suffer the greatest burden of severe flu disease. Studies show that older adults should get a higher dose or adjuvanted flu vaccine for the best protection. Talk to your doctor or pharmacist about the best vaccine option for you. Get your vaccine scheduled during National Influenza Vaccination Week! #NIVW #FightFlu

Instagram

Did you know? People 65 years and older usually suffer the greatest burden of severe flu disease. Studies show that older adults should get a higher dose or adjuvanted flu vaccine for the best protection. Talk to your doctor or pharmacist about the best vaccine option for you. Get your vaccine scheduled during National Influenza Vaccination Week! #NIVW #FightFlu

Twitter

#DYK? People 65+ can suffer the greatest burden of severe flu disease. Older adults should get a higher dose or adjuvanted #flu #vaccine for the best protection. Talk to your doctor or pharmacist & get your vaccine during National Influenza Vaccination Week! #NIVW #FightFlu

