

# National Influenza Vaccination Week

December 4 - 8, 2023



Association of  
Immunization  
Managers

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# Introduction

From December 4-8, 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. Flu vaccines are the best protection against serious flu disease that can cause hospitalization and even death.

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, X, and Threads. 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](mailto:tatkinsonadams@immunizationmanagers.org).*



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# Sample Messages

Graphics can be downloaded [here](#) on our website. Some messages and graphics are available in Spanish, with plans to add more soon.

## Message 1: Disease/Dangers of Flu

### Facebook/LinkedIn

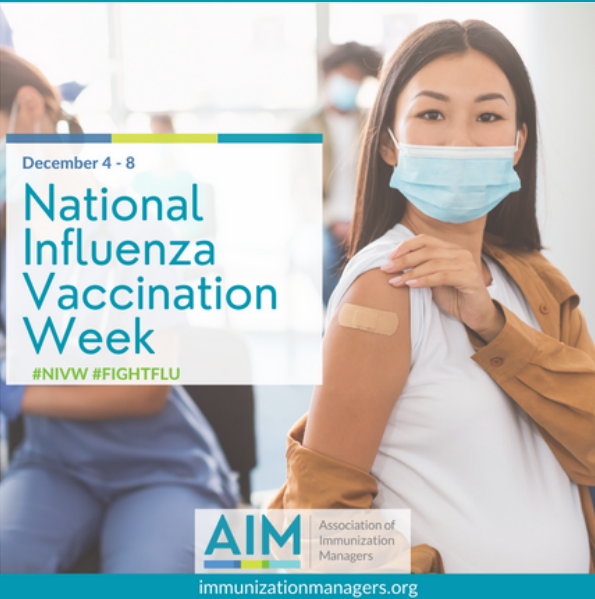
Each winter thousands of Americans die from flu. Flu vaccine is the best protection. To keep yourself and your loved ones healthy, get vaccinated during National Influenza Vaccination Week! #FightFlu #NIVW

### Instagram

Each winter thousands of Americans die from flu. Flu vaccine is the best protection. To keep yourself and your loved ones healthy, get vaccinated during National Influenza Vaccination Week! #FightFlu #NIVW

### X/Threads

Each winter thousands of Americans die from flu. Flu vaccine is the best protection. 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



## 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

### X/Threads

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

## Mensaje 2: Vacuna contra la Gripe Facebook/LinkedIn

Esta Semana Nacional de Vacunación contra la Gripe, ¡protégete! ¿Sabías que puedes elegir una vacuna nasal en aerosol, en lugar de una inyección? Una vacuna nasal en aerosol contra la gripe puede ser una opción para ciertas personas entre 2 y 49 años de edad. Asegúrate de preguntarle a tu médico si eres candidato para recibir este tipo de vacuna. Ya sea en inyección o nasal en aerosol, es fundamental que todas las personas mayores de 6 meses reciban esta protección. ¡Haz un plan y vacúnate hoy mismo!

### VACUNAS DISPONIBLES CONTRA LA GRIPE

SEMANA NACIONAL DE LA VACUNACIÓN  
CONTRA LA INFLUENZA (GRIPE)

#NIVW #FIGHTFLU



Vacuna en inyección contra la gripe	Vacuna en esprayado nasal contra la gripe
Existen múltiples opciones	Existe un tipo
Edades superiores a los 6 meses	Edades entre 2 y 49 años
Se recomienda para la mayoría de las personas	No se recomienda para personas embarazadas, personas inmunocomprometidas o personas con ciertos trastornos médicos

Fuente: Centros para el control y prevención de enfermedades



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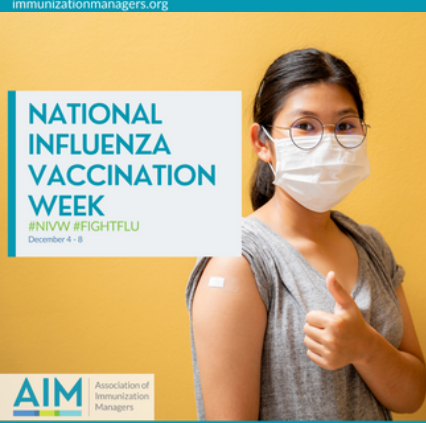
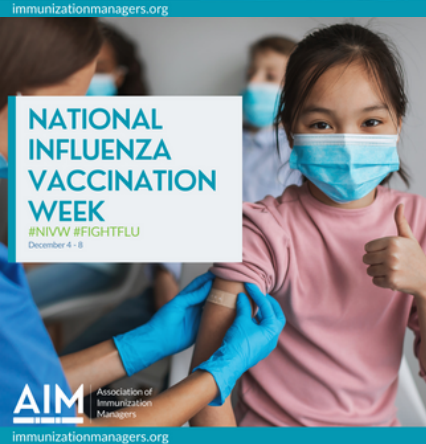
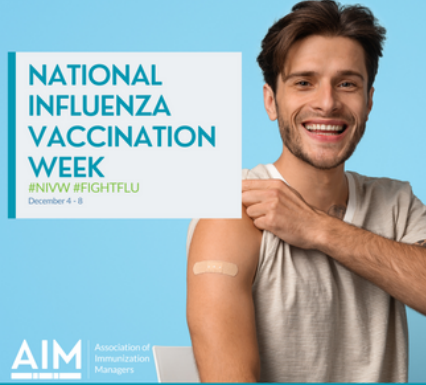
[immunizationmanagers.org](http://immunizationmanagers.org)

### Instagram

Esta Semana Nacional de Vacunación contra la Gripe, ¡protégete! ¿Sabías que puedes elegir una vacuna nasal en aerosol, en lugar de una inyección? Una vacuna nasal en aerosol contra la gripe puede ser una opción para ciertas personas entre 2 y 49 años de edad. Asegúrate de preguntarle a tu médico si eres candidato para recibir este tipo de vacuna. Ya sea en inyección o nasal en aerosol, es fundamental que todas las personas mayores de 6 meses reciban esta protección. ¡Haz un plan y vacúnate hoy mismo! #NIVW #flu #FightFlu #CombateLaInfluenza

### X/Threads

Esta Semana Nacional de Vacunación contra la Gripe, ¡protégete! ¿Sabías que puedes elegir una vacuna nasal en aerosol en lugar de una inyección? ¡Pregúntale a tu médico! Toda persona mayor de 6 meses debe protegerse contra la #gripe. ¡Haz un plan y vacúnate ya! #FightFlu #NIVW



## Message 3: Flu Vaccine

### Facebook/LinkedIn

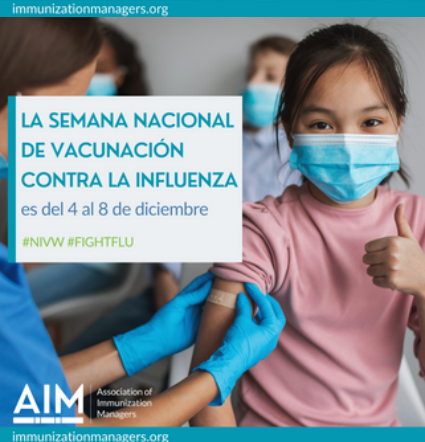
National Influenza Vaccination Week is a great time to consider the many benefits of the flu vaccine. It can reduce your chances of getting sick with the flu, be lifesaving for all ages, and protect the people around you. Help keep our communities safe from the flu and get vaccinated. #NIVW #flu #FightFlu

### 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

### X/Threads

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 & get vaccinated. #NIVW #FightFlu



## Mensaje 3: Vacuna contra la Influenza (gripe)

### Facebook/LinkedIn

La Semana Nacional de Vacunación contra la Influenza es un buen momento para considerar los muchos beneficios de esta forma de protección: Puede reducir tus posibilidades de contraer gripe, salvar a personas de todas las edades y proteger a quienes te rodean. Vacúnate y ayuda a mantener nuestras comunidades a salvo de la gripe. #NIVW #flu #FightFlu

### Instagram

La Semana Nacional de Vacunación contra la Influenza es un buen momento para considerar los muchos beneficios de esta forma de protección: Puede reducir tus posibilidades de contraer gripe, salvar a personas de todas las edades y proteger a quienes te rodean. Vacúnate y ayuda a mantener nuestras comunidades a salvo de la gripe. #NIVW #flu #FightFlu #CombateLaInfluenza

### X/Threads

La Semana Nacional de Vacunación contra la Influenza es buen momento para conocer los beneficios de la #vacuna. Reduce tus posibilidades de contraer #gripe, salva a personas y protege a quienes te rodean. Vacúnate y ayuda a mantener comunidades a salvo de la gripe #NIVW #FightFlu



## Message 4: Flu and COVID-19 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. This National Influenza Vaccination Week, save time by scheduling your flu and COVID-19 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. This National Influenza Vaccination Week, save time by scheduling your flu and COVID-19 vaccines at the same appointment. If you have questions, contact your healthcare provider. #FightFlu #NIVW

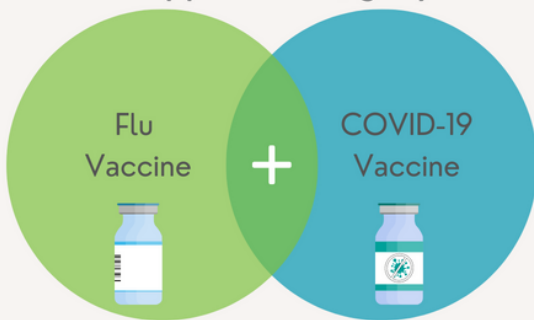
### X/Threads

#DYK the #flu #vaccine can be given at the same time as other vaccines, including #COVID19. This National Influenza Vaccination Week, save time by scheduling flu and COVID-19 vaccines at the same appointment. #FightFlu #NIVW

## National Influenza Vaccination Awareness Week

#NIVW #FightFlu

At one appointment, get your...



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## Message 5: Flu Vaccine for 50+

### Facebook/LinkedIn

Did you know? If you're over 50, the flu vaccine can be given at the same time as other vaccines, including those that protect against COVID-19, shingles, RSV, 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? If you're over 50, the flu vaccine can be given at the same time as other vaccines, including those that protect against COVID-19, shingles, RSV, 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

### X/Threads

#DYK, if you're 50+, the #flu #vaccine can be given at the same time as other vaccines, including #COVID19, shingles, RSV, & pneumonia. This National Influenza Vaccination Week, save time by scheduling vaccines at the same appointment. #FightFlu #NIVW

## National Influenza Vaccination Awareness Week

#NIVW #FightFlu

	Flu Shot (Every Year)	Shingles Vaccine*	RSV Vaccine**	Pneumonia Vaccine***	COVID-19 Vaccine
50 years and older	✓	✓			✓
60 years and older	✓	✓	✓		✓
65 years and older	✓	✓	✓	✓	✓

\*Adults only need to get the Shingles vaccine series once in their lifetime. If pregnant, talk to your provider.  
 \*\*Talk to your provider about whether the RSV vaccine is right for you. If pregnant, talk to your provider.  
 \*\*\*Talk to your healthcare provider about which pneumonia vaccine is best for you.  
 Note: Adults with underlying medical conditions may receive some vaccines earlier than the recommended ages. Talk to your healthcare provider.



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## Message 6: Flu Vaccine & Pregnancy

### Facebook/LinkedIn

Pregnant? National Influenza Vaccination Week is a great time to get your flu vaccine! 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

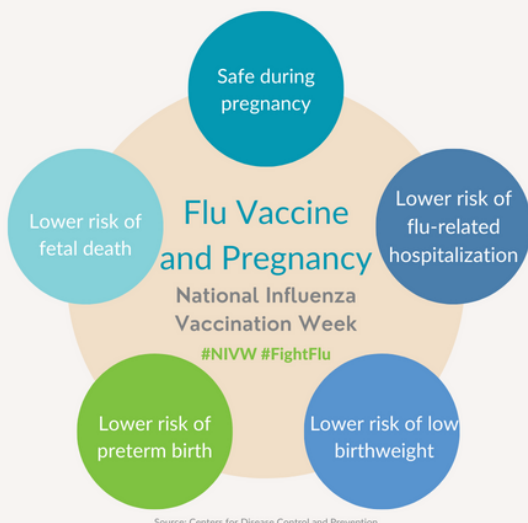
Pregnant? National Influenza Vaccination Week is a great time to get your flu vaccine! The flu vaccine protects both the pregnant person and the baby. Flu vaccines are safe for pregnant and postpartum people and help keep families healthy. Find more information on the CDC's website.

#NIVW #FightFlu

### X/Threads

Pregnant? National Influenza Vaccination Week is a great time for your #flu #vaccine! The flu vaccine protects both the pregnant person & the baby, is safe, & helps 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



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## Message 7: Myth Busters

### Facebook/LinkedIn

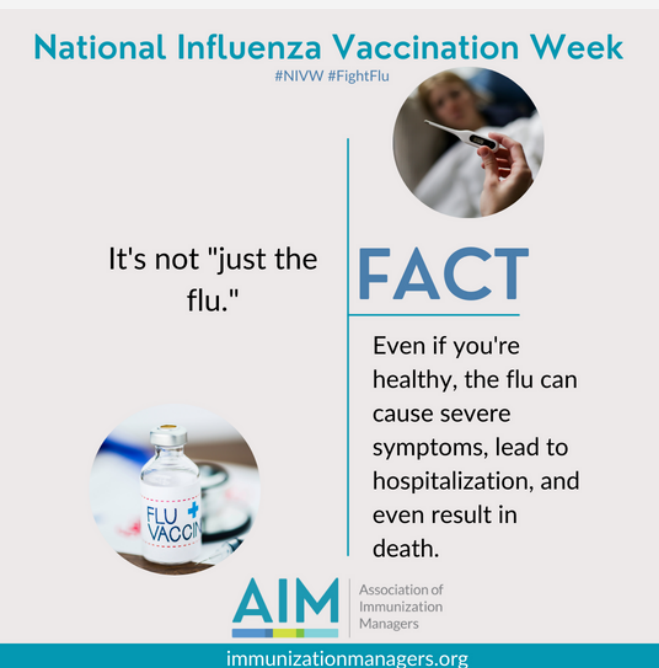
One common misconception is that the flu is “no big deal.” That isn’t true. Even in a healthy person, the flu can lead to severe damage. The best protection from the flu is the flu vaccine. Protect yourself and your loved ones this National Influenza Vaccination Week by getting the vaccine. #FightFlu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

### X/Threads

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



**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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The graphic features a light blue background with a vertical line. On the left, there is a circular image of a hand holding a white thermometer. Below that is a circular image of a glass vial labeled 'FLU VACCINE'. The text is arranged in a clean, modern layout with a teal footer bar.

## Mensaje 7: Mitos al descubierto

### Facebook/LinkedIn

Una idea errónea y común es que la gripe “no es gran cosa”, pero eso no es cierto. Incluso en una persona sana, la gripe puede provocar daños graves. La mejor protección contra la gripe es la inmunización. Protégete a tí mismo y a tus seres queridos esta Semana Nacional de Vacunación contra la Influenza ¡vacunándote! #FightFlu #NIVW

### Instagram

Una idea errónea y común es que la gripe “no es gran cosa”, pero eso no es cierto. Incluso en una persona sana, la gripe puede provocar daños graves. La mejor protección contra la gripe es la inmunización. Protégete a tí mismo y a tus seres queridos esta Semana Nacional de Vacunación contra la Influenza ¡vacunándote! #FightFlu #NIVW #CombateLaInfluenza

### X/Threads

Una idea errónea y común es que la #gripe “no es gran cosa”, pero sí lo es. Incluso en una persona sana, la gripe puede provocar daños graves. Protégete a tí y a tus seres queridos, vacunándote esta Semana Nacional de Vacunación contra la Influenza. #FightFlu #NIVW

### Semana Nacional de Vacunación contra la Influenza

#NIVW #FightFlu

No se puede  
decir que  
“es solo una  
gripe”



### LA REALIDAD ES:

Incluso si estás sano,  
la gripe puede causar  
síntomas graves, llevar  
a la hospitalización  
e incluso provocar  
la muerte.



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## Message 8: 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

### X/Threads

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"><li>• Sore arm</li><li>• Mild discomfort</li></ul>	<ul style="list-style-type: none"><li>• High fever</li><li>• Cough</li><li>• Body ache</li><li>• Headache</li><li>• Sore throat</li></ul>

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## Mensaje 8: Mitos al descubierto

### Facebook/LinkedIn

La vacuna contra la gripe no contiene el virus vivo de la gripe y no puede enfermarte. Los efectos secundarios de la vacuna, como dolor en el brazo o molestias leves, son comunes y generalmente desaparecen en pocos días. ¡Únete a la lucha contra la influenza este año, programando tu cita durante la Semana Nacional de Vacunación contra la Influenza! #NIVW #FightFlu

### Instagram

La vacuna contra la gripe no contiene el virus vivo de la gripe y no puede enfermarte. Los efectos secundarios de la vacuna, como dolor en el brazo o molestias leves, son comunes y generalmente desaparecen en pocos días. ¡Únete a la lucha contra la influenza este año, programando tu cita durante la Semana Nacional de Vacunación contra la Influenza! #NIVW #FightFlu #CombateLaInfluenza

### X/Threads

La #vacuna contra la #gripe no tiene el virus vivo y no te enferma. Los efectos secundarios, como dolor en el brazo o molestias leves, desaparecen en pocos días. ¡Únete a la lucha contra la gripe programando tu cita en esta Semana Nacional de Vacunación contra la Gripe! #FightFlu

## Semana Nacional de Vacunación contra la Influenza

#NIVW #FIGHTFLU

Los efectos secundarios típicos en

### LA VACUNA

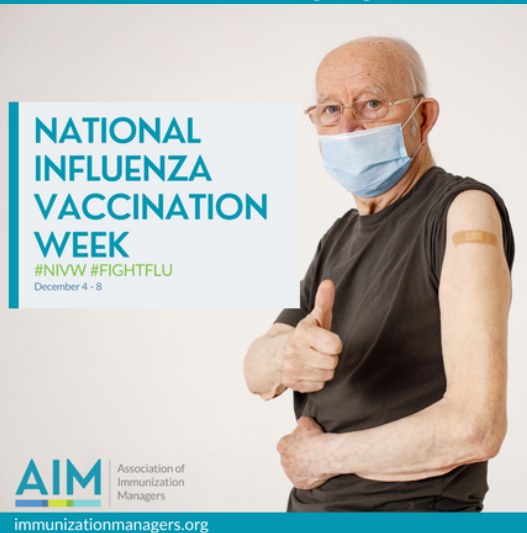
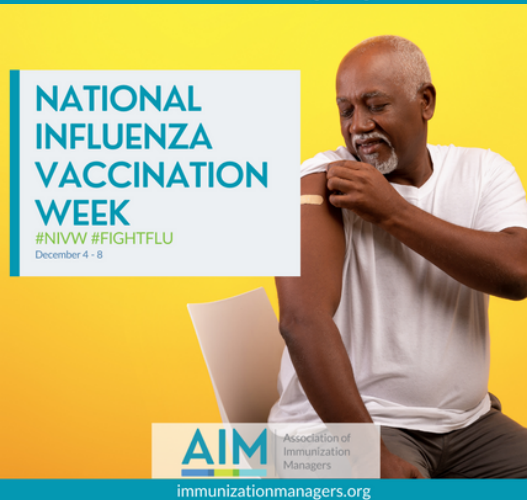
- Dolor en el brazo
- Leve malestar

### LA GRIPE

- Fiebre alta
- Tos
- Dolores corporales
- Dolor de cabeza
- Dolor de garganta



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## Message 9: 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

### X/Threads

#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



La semana nacional de vacunación contra la influenza es del 4 al 8 de diciembre  
#NIVW #FIGHTFLU

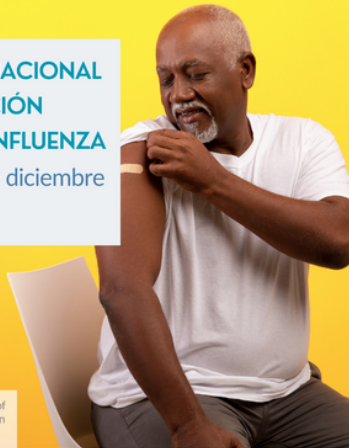


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LA SEMANA NACIONAL DE VACUNACIÓN CONTRA LA INFLUENZA es del 4 al 8 de diciembre

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LA SEMANA NACIONAL DE VACUNACIÓN CONTRA LA INFLUENZA es del 4 al 8 de diciembre

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#NIVW #FIGHTFLU



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## Mensaje 9: Vacuna contra la gripe para adultos mayores

### Facebook/LinkedIn

¿Sabías que las personas mayores de 65 años suelen ser quienes sufren la mayor carga de enfermedad grave por la gripe? Los estudios muestran que los adultos mayores deben recibir una dosis más alta o una vacuna contra la gripe con adyuvante para obtener la mejor protección. Habla con tu médico o farmacéutico sobre la mejor opción de vacuna. ¡Programa tu vacuna durante la Semana Nacional de Vacunación contra la Influenza! #NIVW #FightFlu

### Instagram

¿Sabías que? Las personas mayores de 65 años suelen ser quienes sufren la mayor carga de enfermedad grave por la gripe. Los estudios muestran que los adultos mayores deben recibir una dosis más alta o una vacuna contra la gripe con adyuvante para obtener la mejor protección. Habla con tu médico o farmacéutico sobre la mejor opción de vacuna. ¡Programa tu vacuna durante la Semana Nacional de Vacunación contra la Influenza! #NIVW #FightFlu

### X/Threads

¿Sabías que las personas mayores de 65 años pueden enfermarse de gripe con más gravedad? Ellos deben recibir una dosis más alta o una vacuna contra la gripe con adyuvante para obtener la mejor protección. ¡Habla con tu médico o farmacéutico y vacúnate! #NIVW #FightFlu



## NATIONAL INFLUENZA VACCINATION WEEK

#NIVW #FIGHTFLU

December 4 - 8



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## Message 10: Flu Vaccine for Adults with Chronic Medical Conditions

### Facebook/LinkedIn

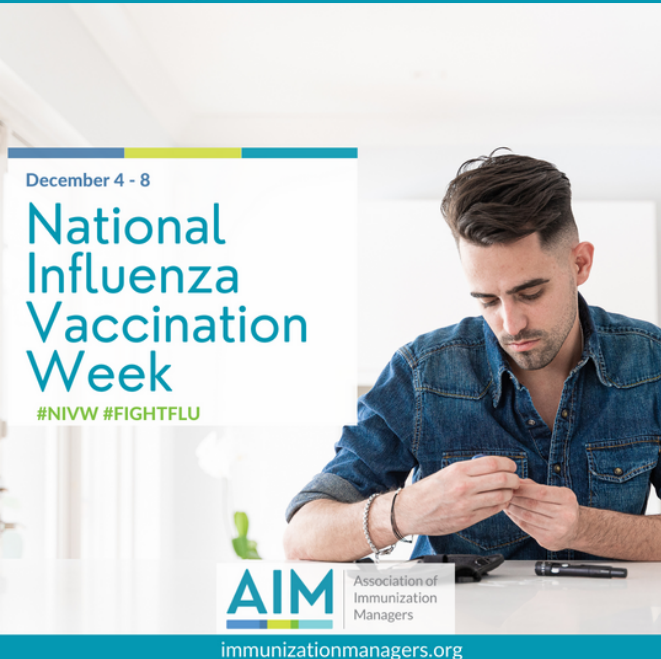
Did you know? People with asthma, diabetes, heart disease, and other chronic health conditions, or people with a weakened immune system (like those who have cancer), can get really sick or even die from the flu. The flu can also make underlying medical conditions worse. Encourage loved ones with chronic medical conditions to get vaccinated and to talk to their healthcare provider about getting the flu shot. #NIVW #FightFlu

### Instagram

Did you know? People with asthma, diabetes, heart disease, and other chronic health conditions, or people with a weakened immune system (like those who have cancer), can get really sick or even die from the flu. The flu can also make underlying medical conditions worse. Encourage loved ones with chronic medical conditions to get vaccinated and to talk to their healthcare provider about getting the flu shot. #NIVW #FightFlu

### X/Threads

#DYK? The flu can make people with chronic health conditions, or a weakened immune system, sick or even die or worsen underlying medical conditions. Encourage loved ones with chronic medical conditions to talk to their healthcare provider about the flu shot. #NIVW #FightFlu



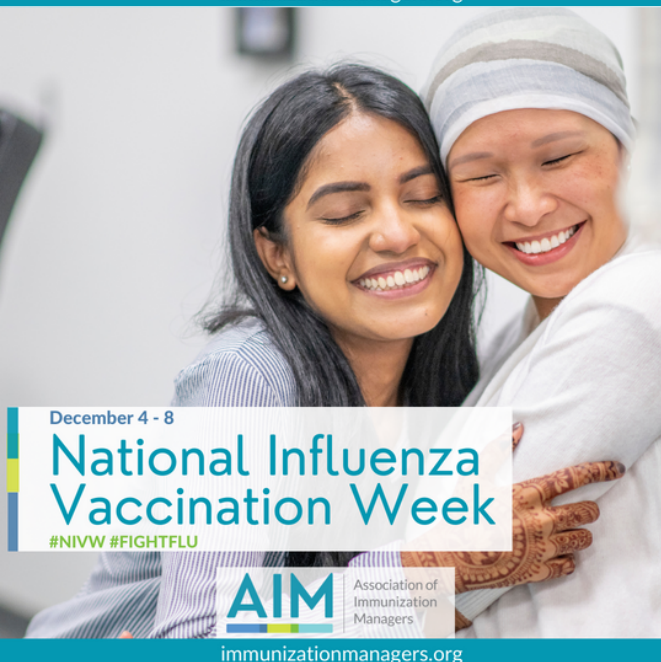
December 4 - 8

## National Influenza Vaccination Week

#NIVW #FIGHTFLU



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December 4 - 8

## National Influenza Vaccination Week

#NIVW #FIGHTFLU



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## Message 11: Flu Vaccine for Adults from Racial/Ethnic Minority Populations

### Facebook/LinkedIn

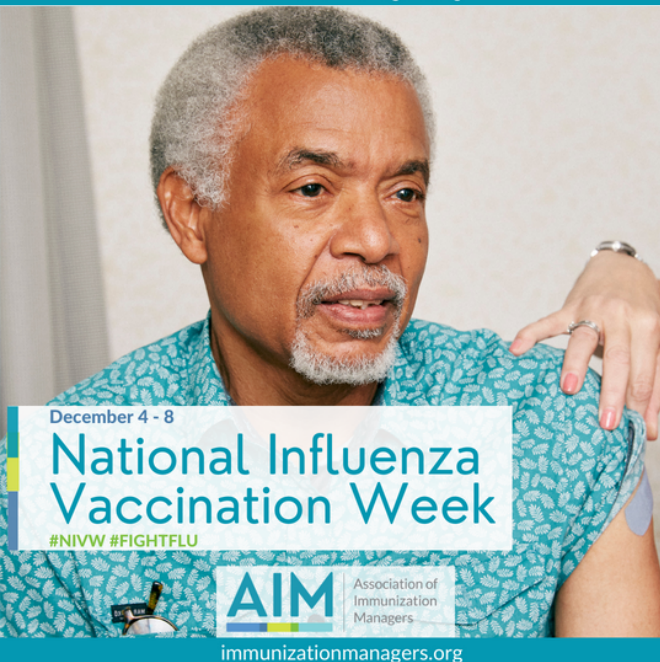
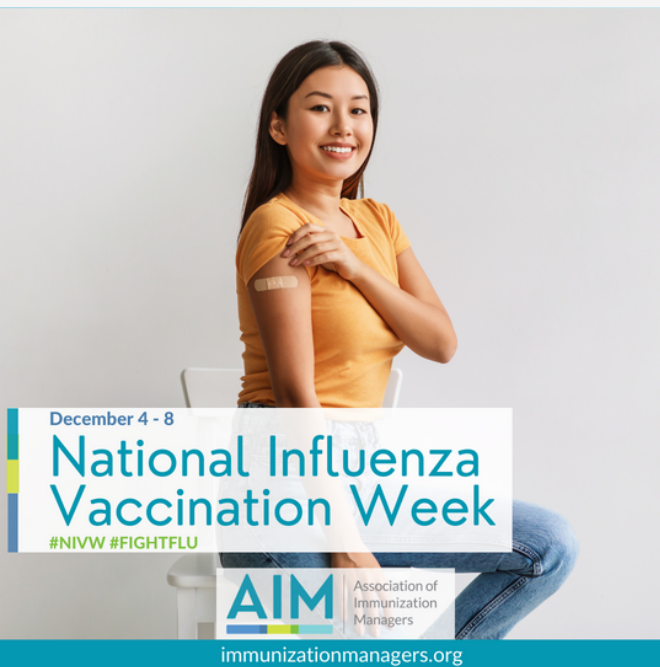
Did you know? People from Black/African American, Hispanic/Latino, and American Indian or Alaskan Native communities experience higher rates of severe complications, hospitalizations, and death from the flu. Reasons these populations are more vulnerable include long-standing social and health inequities. Getting a flu vaccine is the best way to protect against flu and its potentially serious complications. #NIVW #FightFlu

### Instagram

Did you know? People from Black/African American, Hispanic/Latino, and American Indian or Alaskan Native communities experience higher rates of severe complications, hospitalizations, and death from the flu. Reasons these populations are more vulnerable include long-standing social and health inequities. Getting a flu vaccine is the best way to protect against flu and its potentially serious complications. #NIVW #FightFlu

### X/Threads

#DYK? People from Black/African American, Hispanic/Latino, and American Indian or Alaskan Native communities experience higher rates of severe complications, hospitalizations, and death from the flu. A flu vaccine is the best protection. #NIVW #FightFlu





## Message 12: Flu Vaccine for Children

### Facebook/LinkedIn

163 children died from the flu last year. Most of those deaths were in healthy children and might have been prevented with a flu vaccine. The best protection against flu for your child is a flu vaccine. During National Influenza Vaccination Week, take time to get your child the protection they need. Find supporting data here: <https://gis.cdc.gov/GRASP/Fluview/PedFluDeath.html> #NIVW #FightFlu



### Instagram

163 children died from the flu last year. Most of those deaths were in healthy children and might have been prevented with a flu vaccine. The best protection against flu for your child is a flu vaccine. During National Influenza Vaccination Week, take time to get your child the protection they need. Find supporting data on Influenza-Associated Pediatric Mortality on CDC's FluView webpage. #NIVW #FightFlu



### X/Threads

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