



AFCON 2023 Media Campaign

Social Media Toolkit

This toolkit was made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of Breakthrough ACTION and do not necessarily reflect the views of USAID or the United States Government.



Hashtag

Please use the following hashtags on all social media posts across platforms

#TeamVaccine

Other suggested hashtags that can be used as appropriate

#showyourpassion

#vaccinechampion

#covid19vaccine

#routineimmunization

Links to all artwork and video files

- [Instagram](#)
- [Facebook](#)
- [Twitter or X](#)
- [LinkedIn](#)

Twitter/X

These suggested captions comply with Twitter/X's 280-character limit.

Ensure your loved ones are up to date on their vaccines by checking their vaccine cards with a healthcare provider near you. [#TeamVaccine](#)

Ensure your loved ones are up to date on ALL vaccinations. [#TeamVaccine](#)

Always check with your health care provider to make sure your family's vaccine card is up to date. [#TeamVaccine](#)



Twitter/X

These suggested captions comply with Twitter/X's 280-character limit.

Staying up to date on all essential vaccines is essential to your family's health. #TeamVaccine



Twitter/X

These suggested captions comply with Twitter/X's 280-character limit.

From early childhood vaccines and boosters through COVID-19, your entire family needs vaccinations to stay healthy and prevent diseases. [#TeamVaccine](#)

Anyone who is at high risk for severe disease, those with on-going diseases as well as pregnant women, and elders should be vaccinated against COVID-19. [#TeamVaccine](#)

Discuss getting your family members vaccinated against COVID-19 with your health provider, especially if anyone is pregnant, has underlying health issues and/or is elderly. [#TeamVaccine](#)

COVID-19 is still a serious disease, especially for those who are at high risk, and vaccination is the strongest tool to prevent severe COVID-19 disease. [#TeamVaccine](#)



Twitter/X

These suggested captions comply with Twitter/X's 280-character limit.

Vaccine preventable diseases, such as measles, hepatitis, and polio are still a threat to your family's health (or to your family staying healthy) so it's important to stay up to date on all vaccines. #TeamVaccine

If you think your children may have missed any vaccines, go the health clinic to get them "caught up" on the vaccines they need. #TeamVaccine

Take control of your children's health. Vaccination can help them stay healthy from diseases. #TeamVaccine



Twitter/X

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Protect your loved ones, ensure vulnerable members of your household, such as those with underlying health issues or elderly as well as pregnant women are up to date with their COVID-19 vaccinations. [#TeamVaccine](#)

COVID-19 vaccines protect us and our families by helping our bodies develop immunity so we will not get severely ill with the virus. [#TeamVaccine](#)

COVID-19 vaccines, unlike many other vaccines, need to be received more than one time. These are called “booster” shots. As the virus, evolves, the vaccine needs to evolve as well to continue to be effective. [#TeamVaccine](#)



Twitter/X

These suggested captions comply with Twitter/X's 280-character limit.

You CAN be a captain in your family. Show the passion for the team that matters most—your family! Make sure your family members are caught up on their vaccinations, including your COVID-19 vaccines. #TeamVaccine



Twitter/X

These suggested captions comply with Twitter/X's 280-character limit.

Consult the website of the Ministry of Health, the World Health Organization or visit your local health facility for precise information concerning vaccination.

[#TeamVaccine](#)

Always check with your health care provider to make sure your family's vaccine card is up to date. [#TeamVaccine](#)



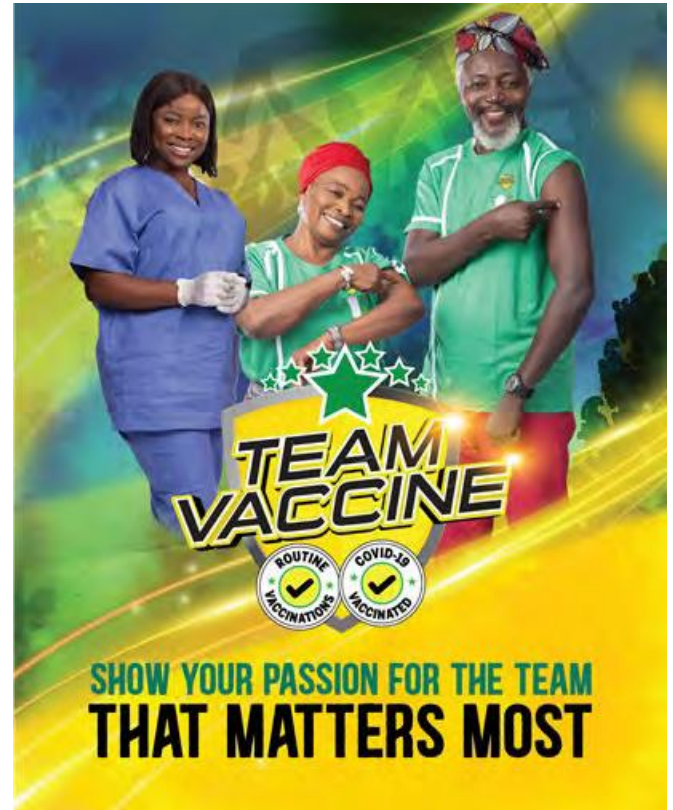
Twitter/X

These suggested captions comply with Twitter/X's 280-character limit.

Vaccines help your immune system recognize and defend against specific diseases. Vaccines have prevented millions of deaths. If you are alive today, you've most likely received a vaccine!

[#TeamVaccine](#)

Hundreds of millions of people have been vaccinated against COVID-19. [#TeamVaccine](#)



Twitter/X

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COVID-19, like most vaccines, can have side effects, but they are generally mild and short-lived. Common side effects include soreness at the injection site, fatigue, and mild fever.
[#TeamVaccine](#)

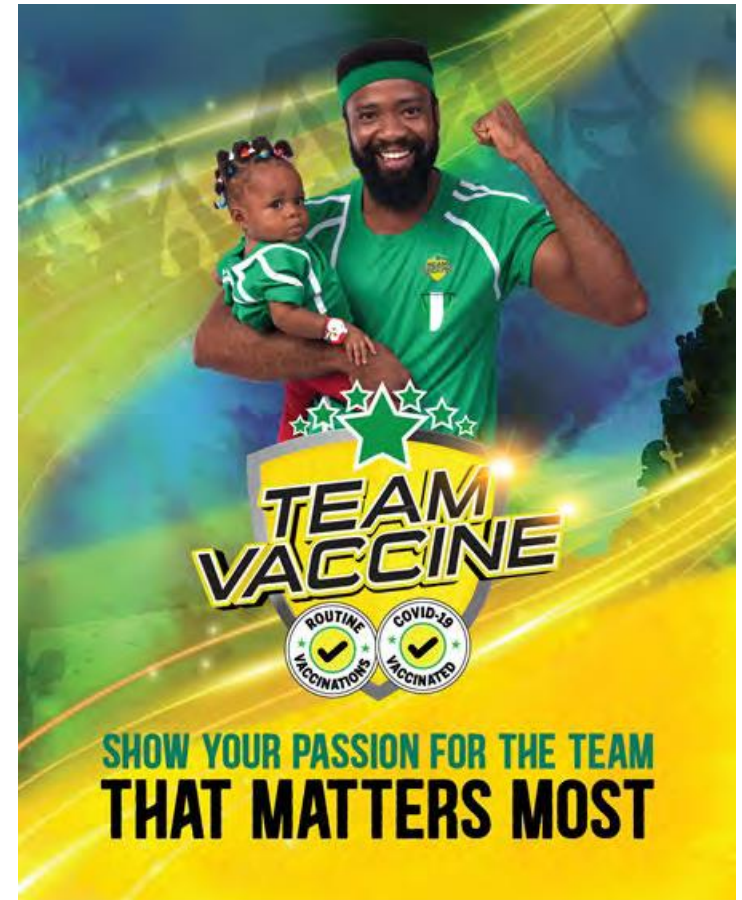


Twitter/X

These suggested captions comply with Twitter/X's 280-character limit.

If you think your child may have missed any vaccines, go to the health clinic to get them "caught up" on the vaccines they need. Make sure to bring your child's vaccine card or get a new one at the clinic.

[#TeamVaccine](#)



FACEBOOK + LINKEDIN + INSTAGRAM



Facebook, LinkedIn & Instagram

These suggested captions can be used on platforms without character limits.

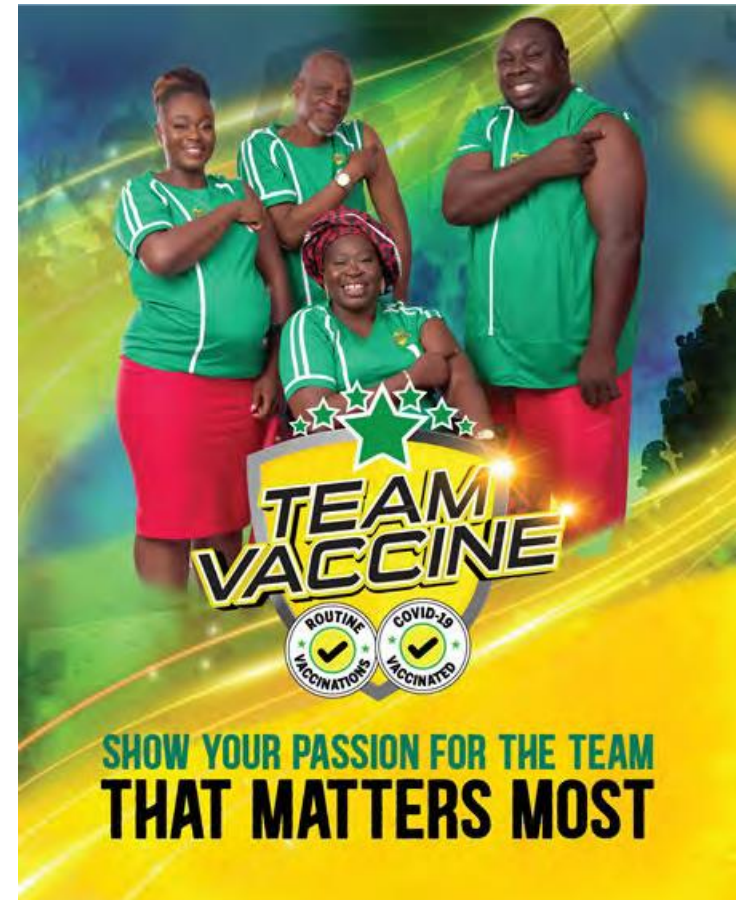
While most vaccines are given to children under 5, adolescents also need to get vaccines, for example to protect against HPV- a virus that can cause cancer. Check with your health care provider to find out which vaccines your family members may need. [#TeamVaccine](#)



Facebook, LinkedIn & Instagram

These suggested captions can be used on platforms without character limits.

COVID-19 is still a serious disease, especially for those who are at high risk such as people with underlying health issues, the elderly, and pregnant women. The vaccination is the strongest tool to prevent severe COVID-19 disease. [#TeamVaccine](#)



Facebook, LinkedIn & Instagram

These suggested captions can be used on platforms without character limits.

COVID-19 is still a serious disease, especially for those who are at high risk such as people with underlying health issues, the elderly, and pregnant women. The vaccination is the strongest tool to prevent severe COVID-19 disease. [#TeamVaccine](#)



Facebook, LinkedIn & Instagram

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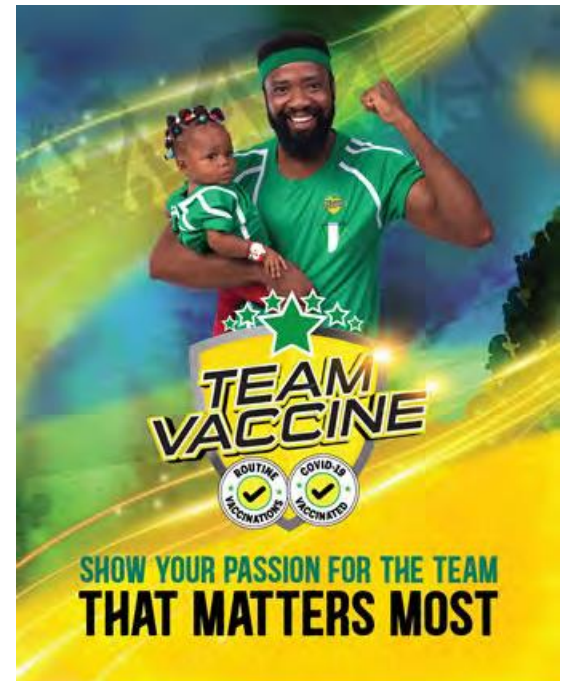
If your child misses a vaccine, they can still catch up. Visit your healthcare facility to check the status of your child's vaccines and what they need. The sooner you visit the clinic, the easier it is to get caught up. Be your family's captain! Visit the clinic today to make sure everyone on your team is caught up on their vaccines. [#TeamVaccine](#)



Facebook, LinkedIn & Instagram

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If your child misses a vaccine, they can still catch up. Visit your healthcare facility to check the status of your child's vaccines and what they need. The sooner you visit the clinic, the easier it is to get caught up. Be your family's captain! Visit the clinic today to make sure everyone on your team is caught up on their vaccines. [#TeamVaccine](#)



Facebook, LinkedIn & Instagram

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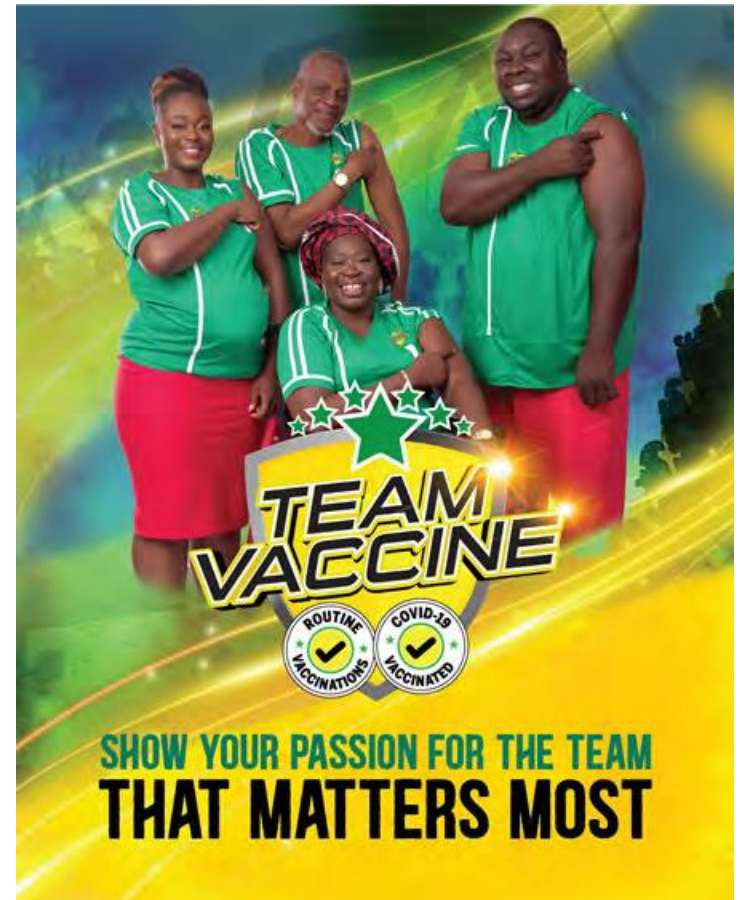
Vaccinations are an important part of your family's game plan throughout life. Babies and young children receive vaccines to prevent diseases such as measles, hepatitis, polio and others. Older children receive an HPV vaccine, which protects them against certain forms of cancer. And people of all ages should receive the COVID-19 vaccine. Check with your health care provider to find out which vaccines your family members may need. [#TeamVaccine](#)



Facebook, LinkedIn & Instagram

These suggested captions can be used on platforms without character limits.

Many COVID-19 vaccines require two doses to achieve full protection. Just like a great coach changes their tactics to stay ahead of the competition, doctors are continually developing new “booster” shots to keep up with the ever-changing COVID-19 virus. Visit your health care facility to learn about the latest COVID-19 vaccine. [#TeamVaccine](#)



Facebook, LinkedIn & Instagram

These suggested captions can be used on platforms without character limits.

Vaccines are very safe because they are thoroughly tested in clinical trials to ensure they don't harm people, and they are continuously monitored for safety once they're in use. In the game of life, vaccines are your family's best defenders against disease! [#TeamVaccine](#)



Facebook, LinkedIn & Instagram

These suggested captions can be used on platforms without character limits.

The virus has changed over the past two years and the boosters help protect against new COVID-19 variants. Also, COVID-19 vaccines are safe and effective for pregnant women. It is important for pregnant women to receive the booster as they are at higher risk for severe disease. Visit your local clinic to find out if a booster is right for you. [#TeamVaccine](#)

