

# Social Media Toolkit - Welcome!

## **Interactive Menu**

Thank you for supporting the “Vaccines and COVID-19 Teach-Out!”

## **Welcome**

In this toolkit, you will find messaging from the “Vaccines and COVID-19 Teach-Out” landing page, the course logo, downloads to promotional videos, a shortened link to the course description page, and sample social media posts that you are welcome to share through your channels.

## **About Page**

## **Media Assets**

Please contact us at [ai-marketing@umich.edu](mailto:ai-marketing@umich.edu) if you have any questions or ideas for additional opportunities to collaborate in support of this course.

## **Social Copy**

# Social Media Toolkit - About

## Course Description

Vaccination is one of the most successful public health interventions our world has ever seen and with the current COVID-19 pandemic and new vaccines in development, these interventions are needed now more than ever.

Since we started vaccinating more than 200 years ago, we have seen the elimination or control of diseases such as smallpox, polio, diphtheria, measles, and pertussis. Despite these successes, we are starting to see increased concern or hesitancy about vaccines. Understanding that vaccination can be a complex topic, this Teach-Out seeks to bring learners like you together, from all over the world, to:

Learn about vaccines

Discuss your experiences

Consider personal actions you can take to apply this knowledge

In this Teach-Out you will learn from vaccine experts who understand this complex issue through the lenses of epidemiology, medicine, nursing, journalism, sociology, policy, economics, and parenthood.

This Teach-Out will address the following questions:

What is a vaccine? How does it work?

What are the common diseases that vaccines prevent?

What are the common myths associated with vaccines?

Why do people think vaccines cause autism?

How do we more effectively communicate about vaccines?

What is vaccine hesitancy?

What are the economic implications of vaccines?

How did we develop the COVID-19 vaccines?

How do we decide who gets the COVID-19 vaccines first?

What is the best distribution strategy for the new COVID-19 vaccines?

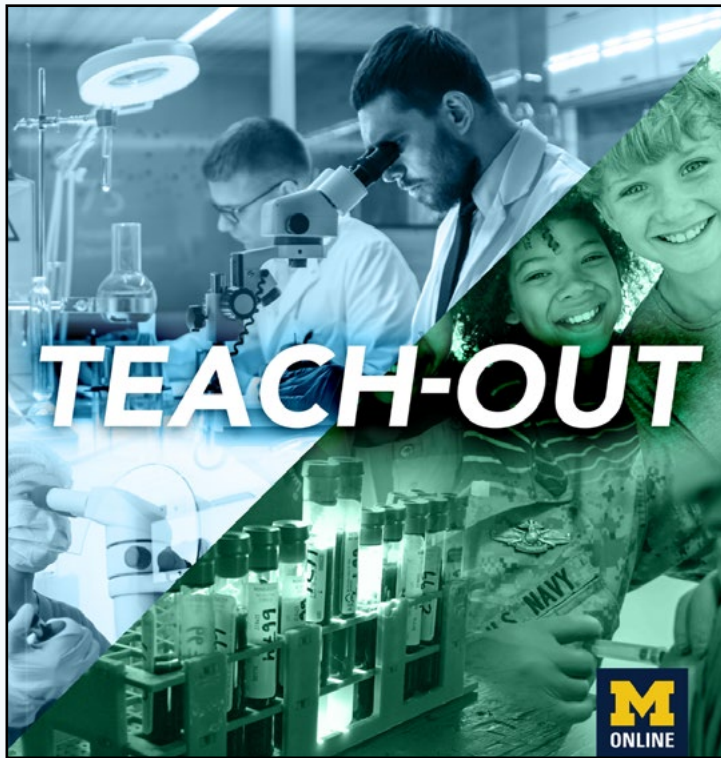
## Course Image



*Click on the image to download.*

# Social Media Toolkit - Media Assets

## Social Image



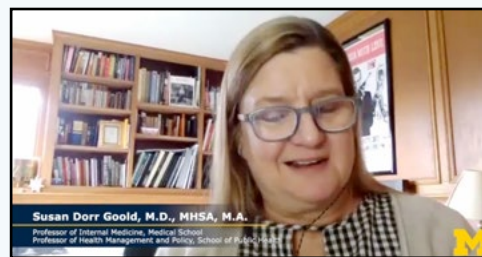
## Video Files

### COVID-19 Vaccine Development



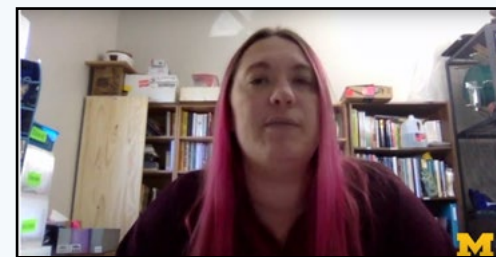
YouTube Link: <https://youtu.be/W7DsgZKKIfM>

### Covid-19 Vaccine Allocation and Hesitancy



YouTube Link: <https://youtu.be/JsLaTfSuQzI>

### What if my child is "the one" with vaccine side effects?



YouTube Link: <https://youtu.be/-R9CedP0Hi4>

Click on the thumbnails to download the image or video.

# Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/bv8wl>

Recommended Hashtags:

**#COVID19**

**#COVIDVaccine**

**#Vaccine**

**#GlobalPandemic**

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You're invited to join a month-long conversation in the "Vaccines and COVID-19 Teach-Out."

Led by the University of Michigan School of Public Health, this Teach-Out aims to engage in a discussion about vaccination, personal experiences, and personal actions people can take.

Join now at <https://myumi.ch/bv8wl>.

## **Recommended Content: Social Images**

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Are you hesitant to get a COVID-19 vaccination?

Dr. Susan Goold, a physician, bioethicist, and health policy researcher from the University of Michigan Medical School, discusses allocation of COVID-19 vaccines and answers questions people have about receiving it.

This preview is from the "Vaccines and COVID-19 Teach-Out." Learn more about the COVID-19 vaccine and what goes into developing it at <https://myumi.ch/bv8wl>.

## **Recommended Content: Covid-19 Vaccine Allocation and Hesitancy**

Copy the text to use for social post promotion.



# Social Media Toolkit - Social Copy

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Recommended Hashtags:

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Learn how the COVID-19 vaccine was developed so quickly compared to past vaccines with Dr. Emily Martin, an Associate Professor of Epidemiology at the University of Michigan.

This preview is from the “Vaccines and COVID-19 Teach-Out.”

Join the ongoing discussion now at <https://myumi.ch/bv8wl>.

## **Recommended Content: Covid-19 Vaccine Development**

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There is concern about the safety of vaccines.

Tara Haelle, a science journalist specializing in reporting on vaccines, and public and health, acknowledges fears parents have about adverse reactions to vaccination but also shares the risks of leaving children unprotected. Watch more in this preview of the “Vaccines and COVID-19 Teach-Out” led by the University of Michigan School of Public Health.

Join the conversation, happening now at <https://myumi.ch/bv8wl>.

## **Recommended Content: What if my child is “the one” with vaccine side effects?**

Copy the text to use for social post promotion.

