

Power of Providers Commitment Toolkit: Sample Social Media

Find the full toolkit at www.doh.wa.gov/POP

Purpose: Share your commitment to COVID-19 vaccination with your followers and patients


Intended for: Health care providers, clinics, community health workers

Suggested use: Use this content to create Facebook, Twitter, or Instagram posts about your commitment to SAVE and your support of COVID-19 vaccination and to encourage your patients to come in for vaccination.

Content:

Sample social media posts

Facebook

	Suggested graphic
<p>[Insert name of your organization] is committed to the health of our patients and communities. We've joined the @WADeptHealth to support getting as many people vaccinated against COVID-19 as possible. If you haven't gotten yours yet, talk to us today!</p>	Use picture of your clinic or of your staff
<p>[Insert name of your organization] has joined @WADeptHealth and thousands of other WA providers in committing to supporting COVID-19 vaccination in our community through the four steps of SAVE: SEEK, ASK/EDUCATE, VACCINATE, EMPOWER. Come see us to find out more!</p>	

Power of Providers Commitment Toolkit: Sample Social Media

The COVID-19 vaccine is the best way to prevent the spread of the virus. We've joined @WADeptHealth and thousands of other providers with a commitment to support getting more community members vaccinated against COVID-19. We commit to the SAVE action steps with everyone who visits our clinic:

SEEK – We will seek our patients' COVID-19 vaccination status.

ASK/EDUCATE – We will ask our patients if they are vaccinated. If they're not, we'll offer them the education and information they need to make an informed decision.

VACCINATE – If a patient agrees, we will provide them with a COVID-19 vaccine or a referral for vaccination

EMPOWER – We will empower our patients to share their vaccination status with the community.



Twitter standalone posts

[Insert name of your organization] has joined @WADeptHealth in committing to educating every patient who visits our clinic about #COVIDvaccine using these four action steps: SEEK, ASK/EDUCATE, VACCINATE, EMPOWER. Come in today for your #COVID19 protection.




The #COVIDvaccine is the best way to prevent the spread of the virus. We've joined @WADeptHealth and thousands of other WA providers with a commitment to educate and vaccinate our patients against this serious disease. Book your appt today at [insert your website here, or use vaccinelocator.doh.wa.gov].



Power of Providers Commitment Toolkit: Sample Social Media

Twitter thread

Tweet 1	[Insert name of your organization] has joined @WADeptHealth and other providers in committing to supporting COVID-19 vaccination in our community. This commitment has 4 steps: SEEK, ASK/EDUCATE, VACCINATE, EMPOWER.	
Tweet 2	SEEK We seek our patient's COVID-19 vaccination status.	
Tweet 3	ASK/EDUCATE We ask our patients if they are vaccinated against COVID-19. If they're not, we'll offer them the education and information they need to make an informed decision.	
Tweet 4	VACCINATE If a patient agrees, we will provide them with a #COVID19 vaccine or a referral for vaccination.	
Tweet 5	EMPOWER. We will empower our patients to share their #covidvaccine status with the community, like on social media.	
Tweet 6	Learn more about #covidvaccine or book your appt today at [insert your website here, or use www.covidvaccinewa.org] .	

Instagram

Any of the text from the Twitter or Facebook posts will work for Instagram with two steps:

1. Add your own picture. We suggest a client getting vaccinated, a picture of your staff, or something similar.
2. Add hashtags that are appropriate for the post. Some suggestions:

#VaccinateWA
#ThisIsOurShot
#covidvaccine
#covid19
#DontHesitateVaccinate