

Washington MyIR Earned Media Promotional Toolkit

How to Promote Online Access to Immunization Records



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Introduction

What is MyIR?

MyIR stands for “**My Immunization Record**” and it’s an electronic portal for consumers to directly access their official state immunization records online. MyIR is a Scientific Technologies Corporation (STC) product that is supported in Washington State by the Department of Health and Human Services Office of the Chief Technology Officer and the Centers for Disease Control and Prevention through a project called “Consumer Engagement for Immunization Information Systems (IIS).”

In the past, consumers could only get their immunization records by calling or visiting a healthcare provider or their child’s school or contacting the state health department. This process can be time-consuming and burdensome for providers, patients, school staff, and state health departments, particularly during kindergarten registration, back-to-school season, or disease outbreaks when providers receive a high volume of immunization record requests. Registering for MyIR gives consumers a secure, easy method for accessing their and their dependents’ immunization records in real time.

MyIR Marketing Toolkit

The Washington MyIR Marketing Toolkit includes messages, images, text, brochures, and videos for promoting MyIR in Washington State. This content is free to be used on social media, websites, and other methods of distribution to consumers who may need access to their immunization records.

The following content is available:

- MyIR flat panel card (available in English and Spanish)
 - [3.5” x 8.5”](#)
- MyIR promotional videos (hosted on the STC YouTube channel)
 - [Back-to-school](#)
 - [Travel](#)
- MyIR social media messages
 - Tweets
 - Facebook posts with images
 - Facebook posts with videos
- [Stock images](#)
- Guidance on messaging for enabling project team evaluation of promotional efforts
 - Recommended hashtags

Thank you very much for participating in our efforts to increase awareness of MyIR and promote consumer access to official immunization records.

If you have any questions or concerns, please contact Lonnie Peterson at lonnie.peterson@doh.wa.gov.

To order MyIR flat panel cards, e-mail immunematerials@doh.wa.gov.

MyIR Promotional Social Media Posts

Twitter

Tweets:

- Are you up to date on your #vaccinations? Visit wa.myir.net today to register and view your and your family's official immunization records. #myir #yourhealthyourway #vax
- Need your family's immunization records? Not sure the last time they got the #flu shot? Review and download your official immunization records from wa.myir.net. #myir #yourhealthyourway
- Washington residents: visit wa.myir.net to securely access your #immunization records!

Recommended Hashtags:

Please use the following hashtags on all MyIR tweets to help the MyIR project team track promotional efforts:

- #myir
- #yourhealthyourway

Discovery Hashtags:

The following hashtags are recommended for linking tweets with similar content online:

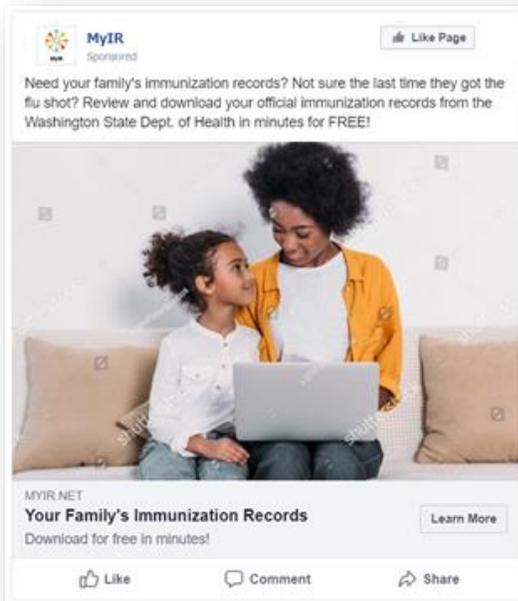
- #immunizationrecord
- #healthrecords
- #vax
- #vaccinations
- #immunization

Facebook & Instagram Posts

The following content may be posted on your Facebook and Instagram pages to promote MyIR. See [stock images](#) for more photos that may be used to accompany your social media messaging.

Promotional Post 1: Access immunization records

- **Text:**
Need your family's immunization records? Not sure the last time they got the flu shot? Review and download your official immunization records from the Washington State Department of Health in minutes for FREE!
- **Headline:**
Your Family's Immunization Records
- **Newsfeed Link Description:**
Download for free in minutes!



Promotional Post 2: Travel

- **Text:**
Traveling internationally this holiday season? Do you have your immunization records? Review and download your official immunization records from the Washington State Department of Health in minutes for FREE!
- **Headline:**
Immunization Records for Foreign Travel
- **Newsfeed Link Description:**
It's easy. It's convenient. It's secure.



Promotional Video 1: Travel

- **Text:**
Traveling internationally and need access to your immunization records? Visit wa.myr.net.
- **Link:** [Travel video](#)

Promotional Video 2: School registration

- **Text:**
Do you need access to your child's immunization record for school or camp registration? Visit wa.myr.net for secure, online access to immunization records.
- **Link:** [Back-to-school video](#)

Evaluation

As a pilot project, we want to evaluate and gauge the impact of unpaid marketing efforts. **If you promote MyIR through your websites and social media channels, please reach out to Kelly Carulli at kcarulli@ainq.com and share the link to your posts.**

Otherwise, please continue to use the following hashtags, which will be tracked by the project team:

- #myir
- #yourhealthyourway

Thank you so much for participating in this project and helping us increase consumer engagement around immunizations. If you have any suggestions for content, promotional ideas, questions, or concerns, please reach out to the project team through Kelly Carulli at kcarulli@ainq.com or Lonnie Peterson at lonnie.peterson@doh.wa.gov.