

COVID-19

vaccine: social

media content

Key messages to help you support the vaccination roll-out and hear about people's experiences

About

This document looks at key messages for vaccination comms, supported by potential tweets that can be repurposed across other social media channels.

Key messages:

- Vaccination is the country's best hope of returning to 'normal life', releasing the burden of COVID-19 on the NHS and lifting lockdown restrictions that help prevent virus transmission.
- As a network we need to help people understand the reasons why people should get the vaccine and to challenge false information so people can make a fully informed decision.
- Word of mouth is the most likely way to dispel vaccine myths and encourage people to take up the vaccine.
- We need to acknowledge the disparities that affect people from Black, Asian and Minority Ethnic background (pre and during COVID) if we hope to gain trust within these communities.
- We also know from our research that people are often waiting for others to get the vaccine before they get it themselves, so we have a role to play in showing this

We recommend that you localise the content below where possible.

We need to provide reasons demonstrating **why** people should get the vaccine

a) Vaccinations  are shown to have a greater effect on a population if the majority of people have had it. The more people don't have the vaccine, the more flare-ups of the disease there will be over time. #Stay informed  [\[advice link\]](#)

b) Vaccines  will not solve all of our COVID-19 problems, but they will help us to get to a new normal without the current strict restrictions. #Stay informed  [\[advice link\]](#)

c) So far, millions of people have been given a COVID-19 vaccine  and reports of serious side effects, such as allergic reactions, have been very rare. Find out more about the vaccine and why it's important: #Stay informed  [\[advice link\]](#)

Acknowledge the disparities that affect people from Black, Asian and Minority Ethnic background (pre and during COVID)

a) #COVID19 has brought to light the disparities that exist for people in healthcare. We all need to take it upon ourselves to talk about it and challenge false information if we hope to dispel systemic barriers to vaccination. #Stay informed  [\[advice link\]](#)

Word of mouth is the most likely way to dispel vaccine myths and encourage people to take up the vaccine

a) #LetsGetTalking . Share this post with your followers to help get the importance of vaccination spread far and wide. Vaccination is our best chance of being able to safely see our loved ones again. Find out more  [\[advice link\]](#)

b) Do you know someone who's been vaccinated ? Ask them about what it's really like so that

you can be fully informed. With a lot of false information, it can be hard to work out what's true and what's not. #LetsGetTalking 

Positive experiences of being vaccinated

a) It's great to hear about XXX's experience of getting the vaccination in [insert location].

** Accompany this with quote cards created using [BrandStencil](#). **

b) XXX went for their vaccination appointment at [insert location] and encourages others to do the same. **Accompany this with quote cards created using [BrandStencil](#).**

Get in touch

Do you have any volunteers at vaccination centres whose experiences you can share on social media or as a blog on your website to encourage others to get the vaccine? Perhaps they can do a video account of their experience to attract more engagement? If you have any content that you think would be useful to be shared nationally - get in touch at hub@healthwatch.co.uk

Challenge false information

a) Check your facts. If something doesn't sound quite right to you - make sure you research the truth from trusted sources such as <https://www.gov.uk/government/collections/coronavirus-covid-19-list-of-guidance#guidance-for-the-public> #StayInformed #Vaccination 

b) Misinformation can result in someone losing their life. #Stayinformed and visit our latest advice on the #COVID19 vaccine : [\[advice link\]](#)

c) #DYK Neither the Pfizer, AstraZeneca, nor the Moderna vaccines contains any animal products. [\[advice link\]](#) #StayInformed #Vaccination

e) Can the #COVID19 vaccine  make you infertile? The answer is simple - no. Find out more about the vaccine at [\[advice link\]](#) #StayInformed #Vaccination

f) You will NEVER be asked for money by the NHS  to get your vaccine. Beware of fraudulent emails, texts and cold callers. [\[advice link\]](#) #StayInformed #Vaccination

g) Do you still need the #vaccine even though you've already had COVID-19? YES. Due to the severe health risks associated with the virus, you should still take the vaccine when offered. [\[advice link\]](#) #StayInformed #Vaccination

h) The #COVID19 vaccine CANNOT alter your DNA. The vaccine teaches your body an immune response to COVID-19 in case you are exposed. [\[advice link\]](#) #StayInformed #Vaccination

Encourage people to share their views

a) What do your friends and family think about vaccination ? Are they going to take up the offer when contacted? We want to know more about people's attitudes to vaccination and any potential barriers. Get in touch: [\[link\]](#) #LetsGetTalking #Vaccination

b) Are you hesitant about having the vaccine  against #COVID19? We want to understand why

so that we can help people make a fully informed decision. Tell us what you think at [\[link\]](#) #LetsGetTalking

Help people understand the priority groups

a) Carers

The best way of being identified as an unpaid carer is being registered as such with your GP practice. If not already registered with your GP, get in touch and we can help. [\[contact us\]](#)

📣 Unpaid carers are now eligible for the #COVID19 vaccine 📣. If you're not already registered as a carer with your local GP, get in touch and we can help. [\[contact us\]](#)

b) Asthma

Guidance for people with Asthma 📣. If you have ever had an emergency hospital admission for your asthma, or ever been prescribed three courses of steroid tablets in a three-month period you will fall into priority group six and now eligible for the #vaccine. Find out more from [@asthmauk](#)