

AmVAXador Social Media Tips

When writing a post:

- Tag organizations using the @ symbol
- Use hashtags to categorize your posts #COVID19 #AmVAXador #VaxMontco
- Use graphics and videos from reputable sources
 - o Reputable sources often have websites that end in a .org or .gov
- Keep your messages short and sweet – 1 sentence is enough

Types of posts you could create

- Relatable posts
 - o Explain your reason for getting vaccinated and help others find their “why’
 - o Informative posts that include statistics and facts
 - Cite your sources
 - o Resourceful posts
 - Local resources like Montco Vaccine Clinic locations and hours

Remember – before engaging in a conversation with someone on your timeline on a post that you shared, consider reaching out to them in a private direct message, as they will probably feel more comfortable talking about this sensitive subject privately than on your actual social media page.

Lastly, remember to express to the people that you’re talking to that this conversation is judgement-free and that you are here to support and provide resources if they are interested in learning more about the vaccine and how to get vaccinated.