**Social Media Copy Guide**

Below are posting guidelines and social media copy to use with the flu social media campaign images. DSHS encourages organizations to explore using your own graphics along with the suggested captions on your social media platforms, personalizing posts for the target audience.

**NOTE ON IMAGES**

All images are in the flu social media campaign image folder, organized by theme. Images are compatible with the copy below. Choose a caption that works well with the image, resonates most with the community you serve and best represents your desired message.

**POSTING GUIDELINES**

Social media posts are intended for Facebook, Instagram and Threads. Below are some suggested guidelines for posts.

***Threads:*** *200–300 characters max per post, including spaces. Continue posting from October to March of next year. Use multiple hashtags.*

***Facebook:*** *Four sentences or less per post. If you do choose a longer caption, use paragraph spaces to break up the text. Continue posting from October to March of next year.*

***Instagram:*** *Four sentences or less per post. If you do choose a longer caption, use paragraph spaces to break up the text. Continue posting from October to March of next year. Use multiple hashtags.*

**HASHTAGS**

#FightFlu, #EveryDoseMatters, #DontWaitVaccinate, #ProtectTwoFromTheFlu

**CAPTION COPY**

DSHS encourages our partners and stakeholders to share these messages and modify the language as necessary for the age groups and audience you are targeting.

|  |  |  |
| --- | --- | --- |
| **Caption Copy** | **Suggested Platforms** | **Theme** |
| The flu is more than a common cold. Every year, thousands of Texans get the flu, resulting in hospitalizations and, sadly, some deaths. We can prevent this. Get vaccinated. #FightFlu | Threads  Facebook  Instagram | The flu is serious  Myth busting  Flu facts |
| Flu vaccines are a simple way to protect ourselves and others. It helps reduce flu cases, hospitalizations and can save lives. Get ahead of the spread. Get your flu shot. #FightFlu #DontWaitVaccinate #EveryDoseMatters | Threads  Facebook  Instagram | The flu is serious  Flu facts |
| Getting sick is no fun. Five minutes spent getting a flu shot can save you a week—or longer—of painful symptoms. Make an appointment with your health care provider to get vaccinated. #FightFlu #DontWaitVaccinate | Threads  Facebook  Instagram | Getting sick is not fun |
| If you’re 65 or older, you’re at a higher risk of getting sick from the flu. Talk to your doctor about the best time to get vaccinated. Don’t wait. Get your flu shot.  #FightFlu #DontWaitVaccinate | Threads  Facebook  Instagram | The flu is serious |
| Love feeling sick? Neither do your friends and family. Get your flu shot and protect the ones you love. #FightFlu #DontWaitVaccinate | Threads  Facebook  Instagram | Getting sick is not fun  Protect the ones you love |
| The flu vaccine is safe to get during any trimester of pregnancy, and it’s recommended for all pregnant women. Protect you and your baby’s health by getting vaccinated for the flu. #FightFlu #DontWaitVaccinate #Protect2FromTheFlu | Threads  Facebook  Instagram | Pregnancy/ Infants  Protect the ones you love  Myth busting |
| Did you know it’s safe to get the flu shot anytime during pregnancy? When you get vaccinated during pregnancy, it protects your baby up to six months after birth. #FightFlu #DontWaitVaccinate #Protect2FromTheFlu | Threads  Facebook  Instagram | Pregnancy/ Infants  Protect the ones you love  Myth busting |
| Babies younger than six months are at a higher risk of catching the flu but are too young to be vaccinated. If you are caring for an infant, it's important you get your flu shot. #FightFlu | Threads  Facebook  Instagram | Pregnancy/ Infants  Protect the ones you love |
| Spread love, not the flu. Get your flu shot to protect your friends, community, and loved ones. Schedule an appointment with your doctor or local pharmacy today. #FightFlu #EveryDoseMatters | Threads  Facebook  Instagram | Protect the ones you love |
| Flu can affect not only children and older adults but also young, and healthy people. Make sure you stay protected this flu season by getting vaccinated. #FightFlu #DontWaitVaccinate #EveryDoseMatters | Threads  Facebook  Instagram | Myth busting  Flu facts |
| Healthy people can get the flu and spread the virus to others, especially to those who are more susceptible, like newborn babies, older adults, and those with weakened immune systems.  Do what you can. Get your flu shot. #FightFlu #DontWaitVaccinate #EveryDoseMatters | Facebook  Instagram | Myth busting  Flu facts |
| Everyone should get the flu shot, including people who are young and healthy. Healthy people can also spread the virus to others. Do what you can. Get your flu shot. #FightFlu | Threads | Myth busting |

|  |  |  |
| --- | --- | --- |
| No, flu vaccines cannot give you the flu. The viruses in the flu shot are killed, so they cannot cause infection. If you get sick after receiving the flu shot, it’s probably because you were already infected or the vaccine protection hadn’t kicked in yet. It takes two weeks after the flu vaccine for your body to build its immune response and protect you from the flu. #FightFlu #DontWaitVaccinate | Facebook  Instagram | Myth busting  Flu facts |
| No, flu vaccines do not give you the flu. The viruses in the flu shot are killed—they cannot cause infection. #FightFlu #DontWaitVaccinate | Threads | Myth busting  Flu facts |
| The flu shot is the best way to avoid severe sickness from the flu. Not only does the flu shot decrease the likelihood of getting the flu, but it also reduces the severity of your symptoms if you do get the flu.  #FightFlu #DontWaitVaccinate | Threads  Facebook  Instagram | Myth busting  Flu facts |
| It’s important to get the flu shot every year, because flu viruses change. The FDA updates the vaccine formulation yearly to protect you against the dominant strain that flu season. Stay protected and get your flu shot. #FightFlu #DontWaitVaccinate | Threads  Facebook  Instagram | Myth busting |
| Friendly reminder to get your flu shot! The best protection from the flu is getting a yearly flu vaccine. The CDC recommends that people aged six months and older get a flu vaccine. #FightFlu #DontWaitVaccinate #EveryDoseMatters | Threads  Facebook  Instagram | Myth busting |
| The best time to get a flu vaccine is anytime between September and October. Missed that window? It’s not too late! Flu season lasts through May—get vaccinated. #FightFlu #DontWaitVaccinate | Threads  Facebook  Instagram | Myth busting  Flu Facts |

|  |  |  |
| --- | --- | --- |
| Getting the flu kills the vibe. Make sure you’re protected this year—get vaccinated, y’all. #FightFlu #DontWaitVaccinate #EveryDoseMatters | Threads  Facebook  Instagram | Getting sick is not fun |
| Sharing time with friends and family is fun, but sharing the flu is not. Enjoy the holiday season, virus-free. #DontWaitVaccinate #EveryDoseMatters | Threads  Facebook  Instagram | Protect the ones you love  Getting sick is not fun |