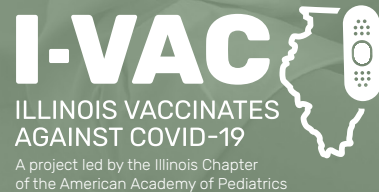


ILLINOIS COLD & FLU SEASON SOCIAL MEDIA GUIDE



THANK YOU

for downloading the I-VAC Illinois Cold, Flu, and Respiratory Virus Season Social Media Campaign!

Use this toolkit for quickly creating posts on Facebook, Instagram, or your other social media platforms. In addition, you can also use these assets on your website and in e-mails to patients.

This toolkit includes:

- Guidance on when to post on each platform for maximum reach
- Copiable social media post text with a custom hashtag strategy and resource URLs (where appropriate).
- Downloadable image graphics (JPGs) to pair with the social media post text

How To Use This Guide:

- 1 Review social media best practices and posting guidance in this PDF to determine the best time to post for your audience.
- 2 Find the post you'd like to share on your social media platforms in this PDF and copy the post text and hashtags.
- 3 Open the "Graphics" folder and find the corresponding image to the post you'd like to use.
- 4 Open your social media platform of choice, paste your copied text and hashtags in the posting area.
- 5 Upload the corresponding graphic and post.

Funding for this project was made possible by the Office of Disease Control, through the Illinois Department of Public Health.



Make the Most of Your Social Media Platforms

Best Practices for Identifying the Most Impactful Platforms

Each social media platform has a unique audience with equally unique engagement habits. To make the most impact with this social media toolkit, please consider the following:

There are five commonly agreed upon generations currently identified in the United States. Each of these generations leverage specific social media platforms, including:

- **Gen Z, iGen, or Centennials:** Born 1996 – TBD
 - ▷ TikTok, SnapChat, YouTube
- **Millennials or Gen Y:** Born 1977 – 1995
 - ▷ Instagram, Facebook, Pinterest
- **Generation X:** Born 1965 – 1976
 - ▷ Facebook, LinkedIn
- **Baby Boomers:** Born 1946 – 1964
 - ▷ Facebook
- **Traditionalists or Silent Generation:** Born 1945 and before
 - ▷ NA

When choosing where to post, consider your patient roster, and select the appropriate platform accordingly.

Best Practices for Hitting High-Traffic Posting Windows

Each social media platform has specific peak-traffic times based on their unique user base. If you intend to mass post across platform, it's best to choose the most highly-trafficked times. Use this data to make the most informed posting decisions.

Highest-Traffic Windows Across Platform:

7 am to 9 am CT | 1 pm to 3 pm CT | 7 pm to 9 pm CT

Highest-Traffic Days Across Platform:

Wednesday | Thursday | Tuesday | Friday

Platform Specific Posting Windows

If you are choosing to post on a single platform like Facebook, Instagram, or LinkedIn, use the timetables below to schedule your posts for maximum impact:

Facebook:

- **Monday:** 5 am to 3 pm CT
- **Tuesday:** 6 am to 3 pm CT
- **Wednesday:** 6 am to 3 pm CT
- **Thursday:** 5 am to 3 pm CT
- **Friday:** 6 am to 3 pm CT
- **Saturday:** 7 am to 2 pm
- **Sunday:** 10 am to 3 pm

Instagram:

- **Monday:** 9 am to 10 am CT
- **Tuesday:** 9 am to 10 am CT
- **Wednesday:** 5 am, 11 am, or 3 pm CT
- **Thursday:** 12 pm or 5 pm CT
- **Friday:** 9 am to 10 am or 5 pm to 6 pm CT
- **Saturday:** 8 am to 12 pm CT
- **Sunday:** 10 am to 2 pm CT

LinkedIn:

- **Monday:** 1 pm CT
- **Tuesday:** 8 am to 10 am CT
- **Wednesday:** 2 pm CT
- **Thursday:** 4 pm CT
- **Friday:** 10 am CT
- **Saturday:** 6 am to 7 am CT
- **Sunday:** 8 pm CT

POST 01



Post Copy:

Limit the risk of you and your loved ones this fall by ensuring everyone in your family has their 2024/2025 COVID-19 vaccine and by always keeping these protective items handy! By being proactive, we can help keep our communities safe and healthy during cold and flu season! #Illinois #IllinoisSafety #ColdAndFlu #ColdAndFluSeason #RespiratoryVirus #COVID #Immunization #Vaccine #COVIDvaccine #HealthyKids #HealthyFamilies #HealthyIllinois

Artwork File Name:

I-VAC_SocialMedia_IllinoisColdFlu_Post-01.jpg

POST 02



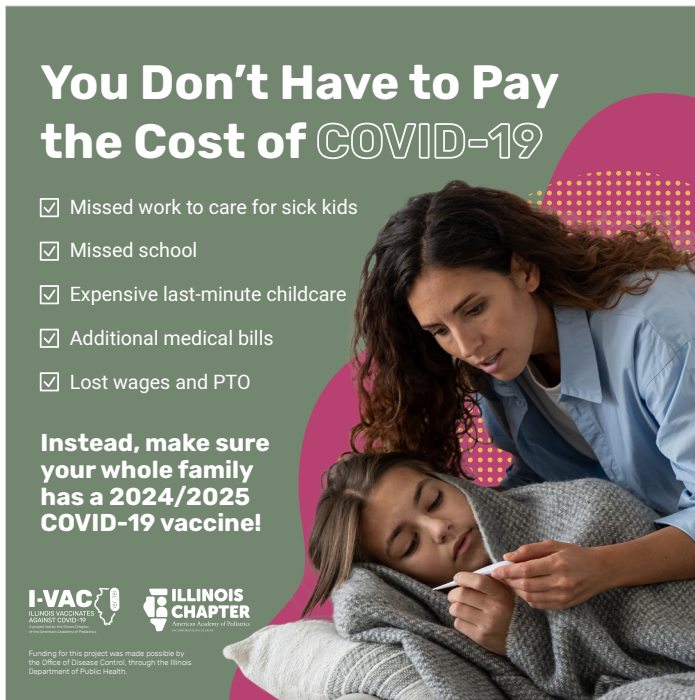
Post Copy:

It's fall in Illinois! That means we're in for beautiful scenery, homemade treats, and cold noses. But more time inside means viruses can spread more easily! Protect yourself and those you love by making sure you have your 2024/2025 COVID-19 vaccine before the first snow falls! #Illinois #IllinoisSafety #ColdAndFlu #ColdAndFluSeason #RespiratoryVirus #COVID #Immunization #Vaccine #COVIDvaccine #HealthyKids #HealthyFamilies #HealthyIllinois

Artwork File Name:

I-VAC_SocialMedia_IllinoisColdFlu_Post-02.jpg

POST 03



Post Copy:

Getting sick can be tough – and expensive! From paying for last-minute childcare to losing out on missed activities to those urgent care medical bills – it can all feel like too much. This year, avoid the hassle and protect your whole family with the updated COVID-19 vaccine! #Illinois #IllinoisSafety #ColdAndFlu #ColdAndFluSeason #RespiratoryVirus #COVID #Immunization #Vaccine #COVIDvaccine #HealthyKids #HealthyFamilies #HealthyIllinois

Artwork File Name:

I-VAC_SocialMedia_IllinoisColdFlu_Post-03.jpg

POST 04



Post Copy:

It's that time of year again! Fall is in the air, and unfortunately, so are germs and viruses! Keep your family, your community, and all of Illinois safer this cold & flu season by getting your 2024/2025 COVID-19 vaccine! Find a COVID vaccine near you: <https://www.vaccines.gov/> #Illinois #IllinoisSafety #ColdAndFlu #ColdAndFluSeason #RespiratoryVirus #COVID #Immunization #Vaccine #COVIDvaccine #HealthyKids #HealthyFamilies #HealthyIllinois

Artwork File Name:

I-VAC_SocialMedia_IllinoisColdFlu_Post-04.jpg

POST 05



Post Copy:

There's a lot you already do to keep your kids safe. You teach them how to ride a bike, to look out for cars, and to identify dangers. You've even shown them what to do in case of emergencies like fires or tornados. Adding the 2024/2025 updated COVID-19 vaccine is just another way you can make sure your kids continue to grow up happy and healthy! Find a COVID-19 vaccine near you: <https://www.vaccines.gov/> #Illinois #IllinoisSafety #ColdAndFlu #ColdAndFluSeason #RespiratoryVirus #COVID #Immunization #Vaccine #COVIDvaccine #HealthyKids #HealthyFamilies #HealthyIllinois

Artwork File Name:

I-VAC_SocialMedia_IllinoisColdFlu_Post-05.jpg

POST 06



Post Copy:

Did you know that getting vaccinated is not only safe for pregnant people, but it is also a great way to help protect your newborn? Approach cold, flu, and respiratory virus season with confidence this year by scheduling your 2024/2025 COVID-19 vaccine now! #Pregnant #Expecting #NewBaby #NewFamily #HealthyPregnancy #HealthyBabies #Illinois #IllinoisSafety #ColdAndFlu #ColdAndFluSeason #RespiratoryVirus #COVID #Immunization #Vaccine #COVIDvaccine #HealthyChicago

Artwork File Name:

I-VAC_SocialMedia_IllinoisColdFlu_Post-06.jpg