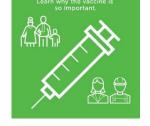
Community Outreach Resources • Social Media Toolkit for COVID Vaccine

SINGLE-GRAPHIC POST

Facebook

- 1. Download the photo from the TexasHealth.org/CommunityResources page and save to your device.
- 2. Start a new post
- 3. Select the downloaded photo from your device (example shown \rightarrow)
- 4. Copy-and-paste this suggested text into your new post:
 - Protect your family and learn more about the COVID-19 vaccine.
 Visit www.TexasHealth.org/Vaccine @TexasHealth
- 5. Submit the post



Instagram:

- 1. Download the photo from the TexasHealth.org/CommunityResources page and save to your device.
- 2. Start a new post
- 3. Select the downloaded photo from your device (example shown \rightarrow)
- 4. Copy-and-paste this suggested text into your new post:
 - Protect your family and learn more about the COVID-19 vaccine.
 Visit www.TexasHealth.org/Vaccine @TexasHealth
- 6. Submit the post



Twitter

- 1. Start a new Tweet
- 2. Copy-and-paste this suggested text into your post adding the link shown will populate the photo into your post once you submit
 - Learn about why the COVID-19 #vaccine is so important from this @texashealth blog post: https://www.texashealth.org/about-texas-health/right-there-with-you-whatever-comes/here-for-you-and-your-safety/vaccine-information
- 3. Submit the post

MULTIPLE GRAPHIC "CAROUSEL" POST

Facebook

- 1. Download the photo zip file from the TexasHealth.org/CommunityResources page and save all 5 photos to your device.
 - a. Note there are two different versions to choose from, depending on which family photo you prefer as the first photo in the series
- 2. Start a new post
- 3. Select all 5 of the photos from your device, in the order they are shown here (with the Texas Health logo being the last photo)

Version 1













Version 2













- 4. Copy-and-paste this suggested text into your new post:
 - Protect your family and learn more about the COVID-19 vaccine. Visit www.TexasHealth.org/Vaccine @TexasHealth
- 5. Submit the post

Instagram:

- 1. Download the photo zip file from the TexasHealth.org/CommunityResources page and save all 5 photos to your device.
 - i. Note there are two different versions to choose from, depending on which family photo you prefer as the first photo in the series
- 2. Start a new post
- 3. Select all 5 of the photos from your device, in the order they are shown here (with the Texas Health logo being the last photo)

Version 1













Version 2













- 4. Copy-and-paste this suggested text into your new post:
 - Protect your family and learn more about the COVID-19 vaccine. Visit www.TexasHealth.org/Vaccine @TexasHealth
- 5. Submit the post

Handles (where to tag us in your post):

Instagram: @TexasHealth
Facebook: @TexasHealth
Twitter: @TexasHealth