

Using Social Media to Effectively Communicate about COVID-19 Vaccines

February 16, 2022



Vaccinate ALL 58

Together we can end the pandemic.



Housekeeping



For Panelists: Please remember to mute yourself when not speaking.



For Attendees: Please access today's slides through the following link: <https://eziz.org/covid/30conversations>



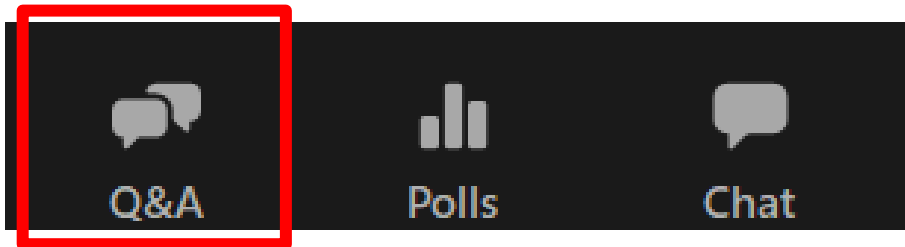
Please use “Q&A” to ask questions.



If you have technical difficulties, please contact rachel.jacobs@cdph.ca.gov

Questions & Answers

During today's session, please use the **Q&A panel** to ask your questions so our panelists can respond.



Webinar Objectives

Participants will learn how to:

- Engage effectively on social media
- Disseminate simple, evidence-based messaging to build vaccine trust and combat misinformation
- Use sample COVID-19 social media posts for your platforms



Agenda: Wednesday, February 16, 2022

	Item	Speaker(s)	Time (PM)
1	Welcome	Leslie Amani (CDPH)	12:30 – 12:35
2	Your Role as a Trusted Messenger on Social Media	Alex McDonald, MD, FAAFP	12:35 – 12:45
3	Tips for Effective Social Media Messaging	Vicki Chan, MD	12:45 – 1:00
	Questions & Answers		1:00 – 1:10
4	Resources, Polls, and Wrap-Up	Leslie Amani (CDPH)	1:10 – 1:15

Your Role as a Trusted Messenger on Social Media

Alex McDonald, MD, FAAFP
Family & Sports Medicine, Kaiser Permanente
San Bernadino
Co-Founder, #ThisIsOurShot



Engaging Effectively on Social Media

Vicki Chan, MD

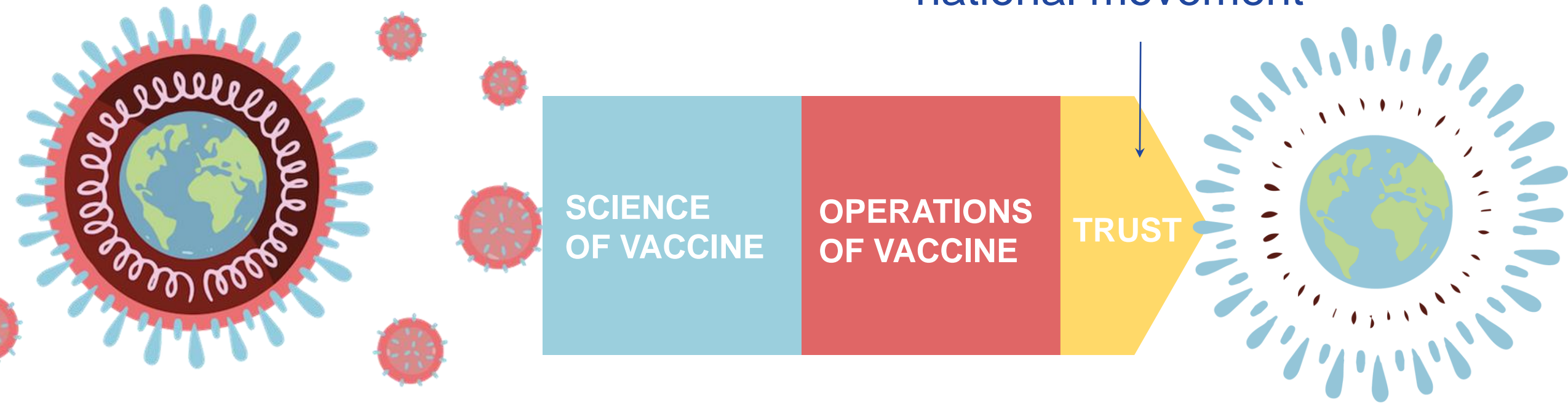
Ophthalmologist, Kaiser Permanente
Orange County

#ThisIsOurShot



Journey to a COVID-Free World

#ThisIsOurShot
national movement

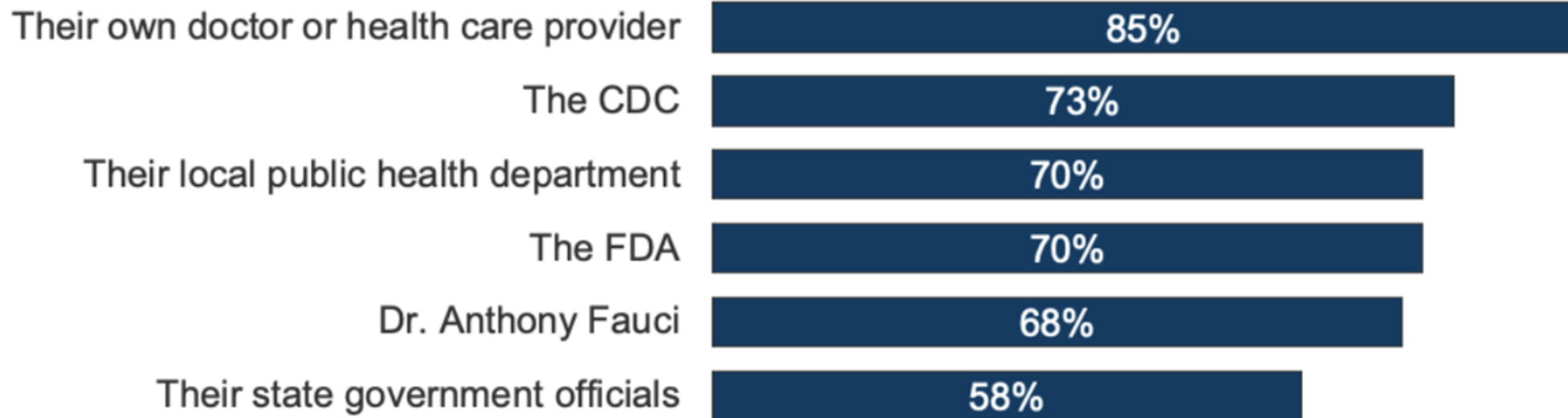


MISSION: To build healthier communities by elevating trusted voices of health heroes.

Figure 15

Personal Health Care Providers Are Most Trusted Source Of Information On COVID-19 Vaccine

Percent who say they have a **great deal** or a **fair amount** of trust in each of the following to provide reliable information about a COVID-19 vaccine:



**KFF COVID-19
Vaccine Monitor**

Engaging Digitally



FACEBOOK

Participate in groups
Engage in the comments
Host live Ask Me Anythings



INSTAGRAM

Check the comments
Search for vaccine curious content (i.e. #COVID19, #Vaccine)
Reply to Stories



TWITTER

Search for vaccine curious content
Combat misinformation
Don't feed the trolls.



THINK OUTSIDE THE BOX

Clubhouse. TikTok. LinkedIn.
NextDoor. Yelp. ZocDoc. Reddit.

Where to Have These Conversations



anasofiaj
 The glorious sun was shining this morning. I have been praying for an end to the pandemic. Today I received my vaccination and am feeling hopeful. Please do your part. Wear your mask, wash your hands, maintain 6 feet of physical distance and when your time comes please consider the vaccination. #docs4vaccines, #covidvaccine, #faceymedicalgroup, #sciencereal, #blackwomenphysicians, #bethechange

Brandon @AmateurAnatoly · Apr 8
 Replying to @morgan_freeman @TheDailyShow and @TheCreativeC
 I love you Mr Freeman but no vaccine for me. I don't trust government much as it is. I think the best thing for me is to ride it out at home and pray for others.

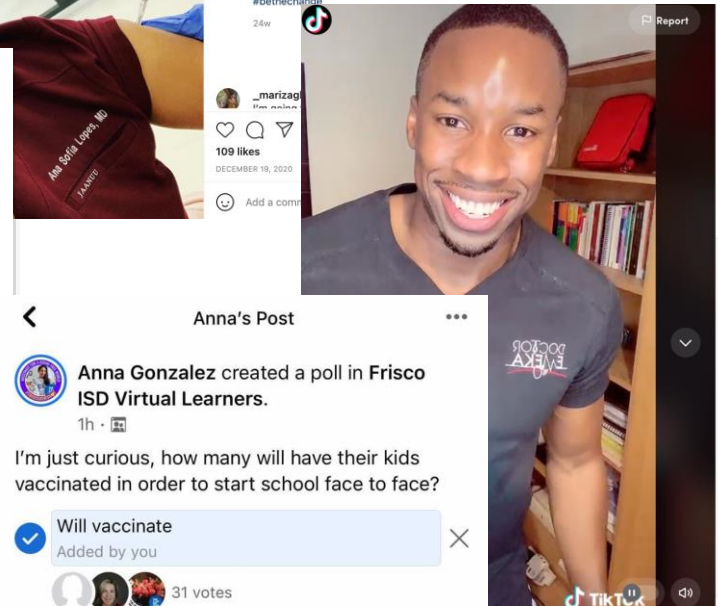


Debbi Puentes
 Congratulations just now qualified to sign up a bit nervous but all you Boos getting this done has motivated me to get mine.
 Like · Reply · 8h

Terri Burcham
Debbi Puentes believe me, nobody is more of a chicken than me when it comes to needles. I got vaccine #1 this morning and didn't feel a thing. Just tired now.
 Like · Reply · 8h

Debbi Puentes
Terri Burcham it's not the needle that worries me it's the actual vaccine itself I know it's crazy just the way I am.
 Like · Reply · 7h

Emmie Johnson
Debbi Puentes Not crazy...it's totally fair to have concerns. There are also tons of health care providers available to answer your questions and get you the info you need to feel comfortable with it. And congrats **Terri Burcham** on dose #1!!!
 Like · Reply · 2h



doctor.emeka · 5-4
 Can you get your vaccine? Find out here! #LearnOnTikTok #CovidVaccine #UK
 Monkeys Spinning Monkeys - Kevin MacLeod
 683 likes · 27 comments
 https://www.tiktok.com/@doctor.emeka/Video/6958515... COPY LINK

misscrypto111
 my family member took a blood clot in his brain a week. He had no health issues before. This vaccine is only fda approved for emergency use
 5-5 Reply

Take a Bow UK
 @doctor.emeka is it safe to have whilst breastfeeding?
 5-23 Reply

nikki
 System is toooo slow, every day my son is a risk.
 5-5 Reply

user7218443033101
 Just shush and marry me
 5-21 Reply

Anna's Post
 Anna Gonzalez created a poll in Frisco ISD Virtual Learners.
 1h · 📷

I'm just curious, how many will have their kids vaccinated in order to start school face to face?

Will vaccinate
 Added by you
 31 votes

Will not
 Added by you
 5 votes

As soon as it becomes available for my child's age group
 Added by you
 2 votes

Thinking about it
 Added by you
 1 vote

+ Add a poll option...

Amy Hood
 April 1 at 11:53 AM · 🧑

Pros and Cons on the Covid vaccine?

Visit the COVID-19 Information Center for vaccine resources.
[Get Vaccine Info](#)

28 Comments

Like Comment

Understanding the Social Media Algorithm

Consistency is key.

Posting frequently with consistent messaging will increase your organic reach, placing your content in front of more of your followers.

Visuals. Visuals. Visuals.

All platforms will prioritize content that includes media. Photos and videos are preferred.

Make it personal.

Share your stories of those within your close circle who were hesitant. Share your “why”

Avoid spamming.

Too many tags, sharing posts from only one source, and excessive posting can push your content to the bottom of friends’ news feeds.

Be timely. Provoke emotion.

Content that moves and impacts will typically make people laugh, cry, or scared. Be authentic.

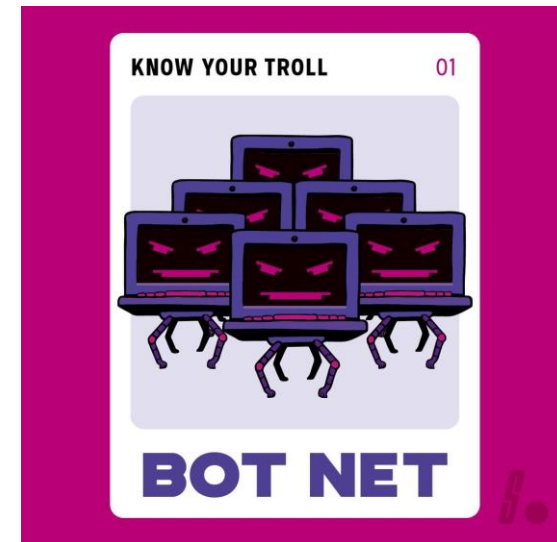
Re-define community.

Where people work, play, and pray. What communities are you part of?



Do Not Feed the Trolls

It is the internet - some trolling is inevitable.
Ignore it, block it, report it. Do not egg it on.



Language to Use on Social Media

Do Say	Do Not Say
Vaccination	Injection or shot
A safe and effective vaccine	A vaccine developed quickly
Authorized by FDA based on clinical testing	Approved by FDA; Operation Warp Speed; Emergency Use Authorization*
Get the latest information	There are things we still don't know
Keep your family safe; keep those most vulnerable safe	Keep your country safe
Public Health	Government
Health/medical experts and doctors	Scientists
People who have questions	People who are hesitant, skeptical, resistant, or “anti-vaxxers”

* *The perceived speed of vaccine development is a current barrier among many audiences.*

These recommendations are based partly on research conducted by the de Beaumont Foundation



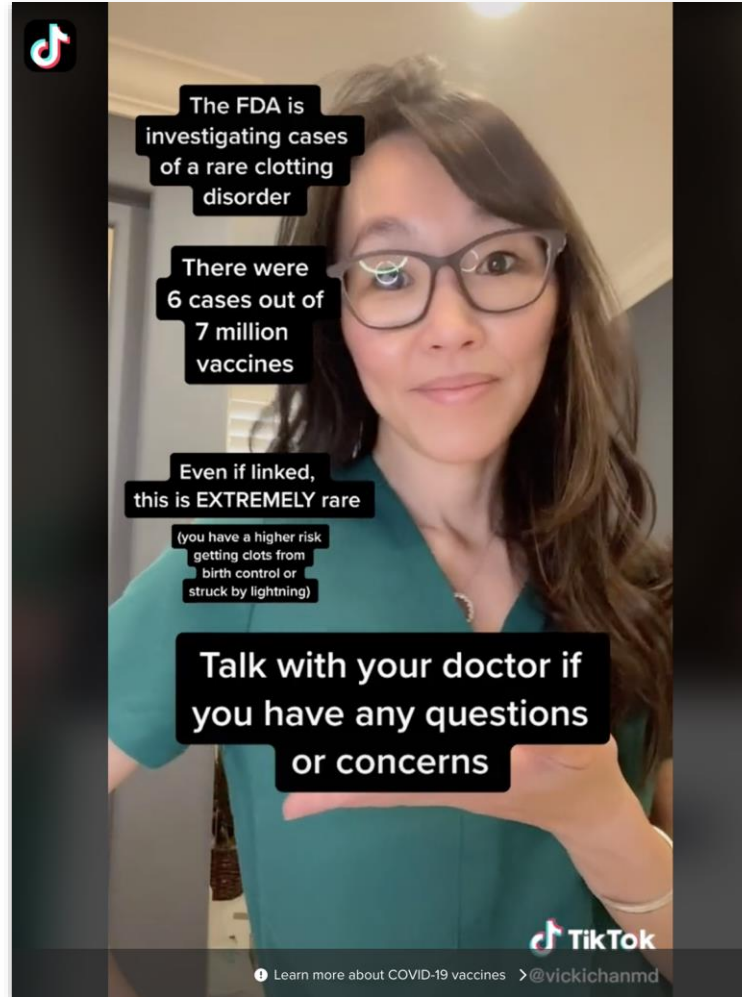
More Social Media Tips

- Speak in the first person
- Respect copyright, HIPPA, and privacy laws
- Be professional
 - Be responsible, accurate, and use good judgement
- Add value!
- Know your follows/users
- Have fun and learn



Our Advocates at Work!

- Alex M. McDonald, MD CAQSM FAAFP @AlexMMTri · Apr 13**
This morning the @US_FDA & @CDCgov released a joint statement recommend pausing administration of Johnson & Johnson COVID-19 vaccine due to 6 cases of rare blood clots out of 6.8 million vaccines given. First, DO NOT PANIC...
What you need to know... 1/?
- Alex M. McDonald, MD CAQSM FAAFP @AlexMMTri · Apr 13**
1 there were 6 cases cerebral venous sinus thrombosis (a blood clot in the brain) all women between the ages of 18-48 which occurred 6-13 days AFTER vaccination out of 6.8 million doses given. 2/?
- Alex M. McDonald, MD CAQSM FAAFP @AlexMMTri · Apr 13**
2 The blood clot occurred with thrombocytopenia (low platelets) which makes treating this clot more challenging 3/?
- Alex M. McDonald, MD CAQSM FAAFP @AlexMMTri · Apr 13**
3 There is no need to panic b/c we don't know yet if the J&J vaccine caused the blood clots. Based on the number of events and doses given <1/million people. 4/?
- Alex M. McDonald, MD CAQSM FAAFP @AlexMMTri · Apr 13**
4 This type of blood clot is rare, but it does affect about 5 people per million each year 5/?
- Alex M. McDonald, MD CAQSM FAAFP @AlexMMTri · Apr 13**
5 The ACIP (Advisory Committee on Immunization Practices) will meet Wednesday to review these cases and assess significance. 6/?



Dr. Nicole Baldwin
Yesterday at 9:09 AM · 🌐

This morning the FDA and CDC released a joint statement that they were recommending a pause in the administration of the Johnson & Johnson/Janssen COVID-19 vaccine due to 6 cases of rare but severe blood clots.

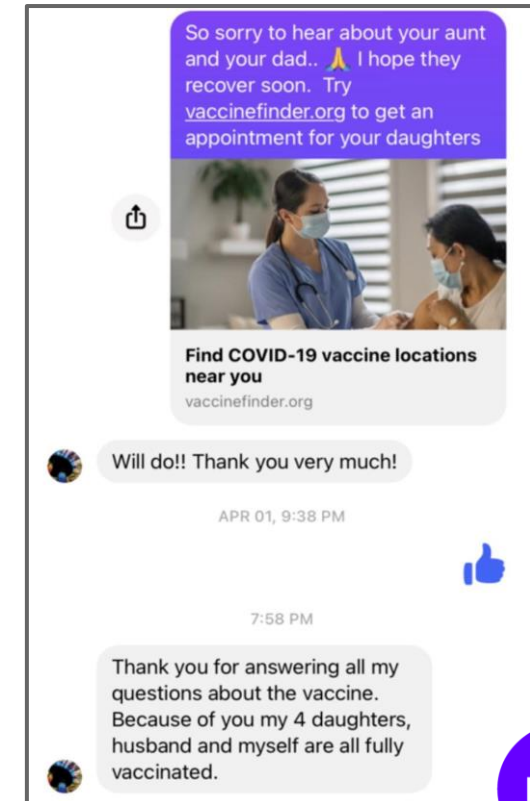
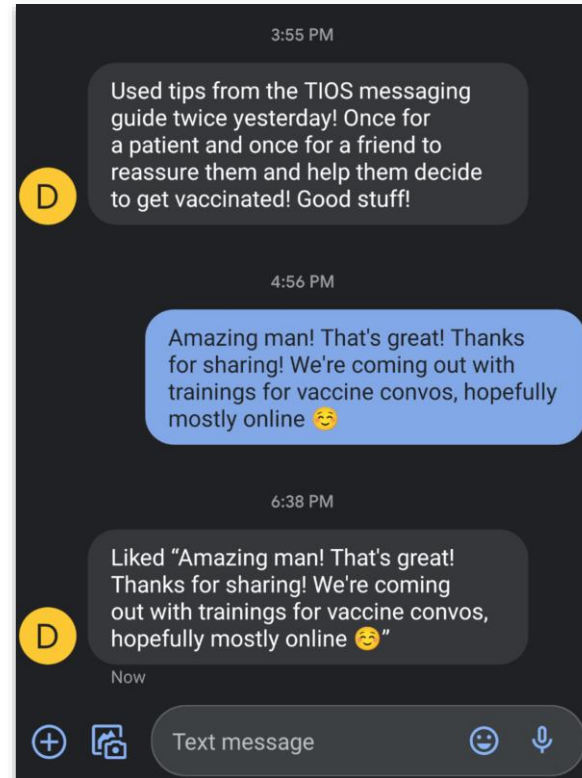
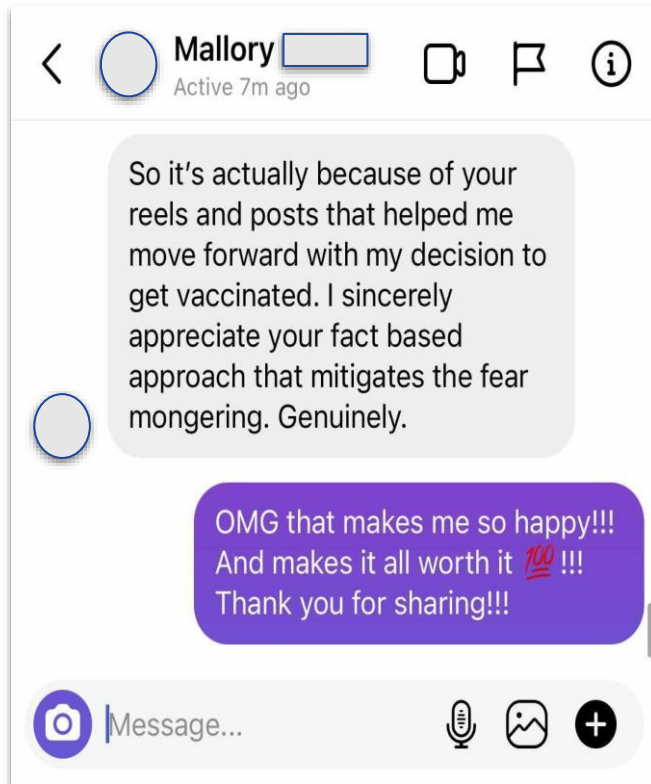
- What you need to know:
Cases occurred in 6 women between the ages of 18-48 with symptoms starting 6-13 days AFTER vaccination
The type of clot is a cerebral venous sinus thrombosis (CVST) in combination with thrombocytopenia (low platelets) which makes treating this clot problematic as common treatments (such as blood thinners) can worsen the situation
- Why you don't need to panic:
We don't yet know if there is a causal relationship between the vaccine and CVST
To date over 6.8 million doses of the J&J vaccine have been administered in the US which means that cases of CVST have occurred in LESS THAN 1 in 1 million doses
While CVST is a rare form of stroke, it does affect about 5 people per million each year
- What happens next?
The ACIP (Advisory Committee on Immunization Practices) will meet Wednesday to review these cases and assess significance.
- If you or a loved one received the J&J vaccine and experience severe headache, abdominal pain, leg pain or shortness of breath within 3 weeks of vaccination, contact your healthcare provider immediately.

Source: <https://www.fda.gov/.../joint-cdc-and-fda-statement...>



U.S. Calls for Pause on Johnson & Johnson Vaccine After Clotting Cases

It Works!



What You Can Do Today

Make a vaccine post about a missed moment you can now enjoy because of vaccination and encourage your friends to find their free vaccine at [vaccines.gov](https://www.vaccines.gov) or [MyTurn.ca.gov](https://www.MyTurn.ca.gov) to get back to things they love.

***Tags: #crucialcovidconversations
@ThisIsOurShot #ThisIsOurShot
@vacunate_ya #VacunateYa***

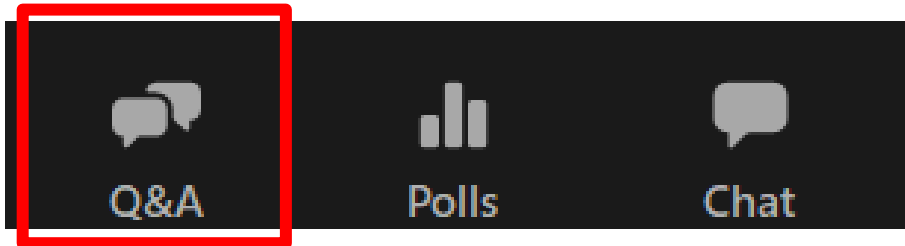


Recap

- Your voice is trusted and matters
- Engage on the platform that makes sense for you
- Use social media and language best practices to maximize your impact

Questions & Answers

During today's session, please use the **Q&A panel** to ask your questions so our subject matter experts can respond directly.



Resources & Poll

Leslie Amani, CDPH

Follow-Up Social Media Peer-to-Peer Training

Please join us on Wednesday, March 2 at 12:30PM for a small group training

- Participants will be placed in small breakout groups, each with a #ThisIsOurShot facilitator experienced in your preferred social media platform
- [Register here!](#)

We appreciate your feedback


Following this training, how confident are you in your ability to effectively communicate on social media about COVID-19 vaccines?

1. Very confident
2. Confident
3. Somewhat confident
4. Slightly confident
5. Not confident

Ways to Get Connected

- [Vicki Chan, MD on TikTok](#)
- [Vicki Chan, MD Webpage](#)
- [@AlexMMTri on Twitter](#)
- [#TIOS/VacunateYa Private Facebook Group](#)
- Slack channel for #ThisIsOurShot and WhatsApp channel for #VacunateYa – Put your name and email in chat to get added

We will send you sample social media posts at the beginning of each week – check your email!



FREE GUIDE: TIKTOK FOR DOCTORS

Are you a doctor (or any business owner) overwhelmed or confused when it comes to the newest social media platform, TikTok? Whether you are intending to leverage it for your business or to just have fun, here is a free resource to help you get started.

Get your **FREE GUIDE** here



#THISISOURSHOT
VACCINATE FOR A COVID FREE WORLD

Follow

Alex McDonald, MD CAQSM FAAFP ✓
@AlexMMTri

Family&Sports Med @AAFP #CAFP #CMA #ExerciselsMedicine #LifestyleMed #POCUS co-founder @ThisIsOurShot, husband, dad, former pro triathlete, tweets=opinion

📍 California, USA 🌐 medscape.com/alex-mcdonald-... 📅 Joined August 2009

Toolkits, Fliers, Conversation Guides, and Videos

#ThisIsOurShot Toolkit Crucial COVID-19 Conversations Campaign

#THIS IS OUR SHOT VACU NATE YA COVID-19 VACCINE CONVERSATIONS TOP 5 MESSAGES

SAFETY
The vaccine will protect you from getting very sick from COVID. Over 150 million Americans have been safely vaccinated and are now protected.

SIDE EFFECTS
Side effects are common. They are a sign your body is building up its defenses to protect you. Many people temporarily feel:

1. Sore arm (near site of vaccination)
2. Fatigue
3. Headache
4. Muscle pain
5. Joint pain

EFFECTIVENESS AND VARIANTS
Each vaccine is nearly 100% effective at preventing hospitalization and death from COVID and its variants! It will allow us to do the things we love and miss most. Vaccinated individuals can get a mild COVID infection.

SPEED
It's good to be careful when new things come along. Health experts took all the necessary steps to produce a safe vaccine, and it was built on 20 years of research and science.

QUESTIONS?
I'm glad you want to know more. Ultimately, the choice is yours. If you have questions, talk with your doctor or healthcare provider soon. Text your zip code to GETVAX (438829) to get your free vaccine today.

Help spread the truth about COVID vaccines.

#ThisIsOurShot | f ThisIsOurShot2021 | ThisIsOurShot | www.thisisourshot.info

#THIS IS OUR SHOT VACU NATE YA LANGUAGE DO'S & DON'TS

Do Say	Don't Say
Vaccination	Injection or shot
A safe and effective vaccine	A vaccine developed quickly
Authorized by FDA based on clinical testing	Approved by FDA, Operation Warp Speed, Emergency Use Authorization ¹
Get the latest information	There are things we still don't know
Keep your family safe; keep those most vulnerable safe	Keep your country safe
Public Health	Government
Health / medical experts and doctors	Scientists
People who have questions	People who are hesitant, skeptical, resistant, or 'anti-vaxxers'

1. The perceived speed of vaccine development is a current barrier among many audiences. These recommendations are based partly on research conducted by the de Beaumont Foundation.

Messaging Elements That Resonate

Validate Concerns & Answer Questions
Acknowledge people's hesitancy rather than challenge it. Provide scientifically-based plain language answers.

Moments Missed
Reference things the people miss most. With many feeling COVID-19 fatigue, missed moments (especially human connections that we took for granted like visiting family and friends) serve as a powerful reminder of the ultimate end goal: vaccination as a pathway to the possibility of regaining these moments.

Protection
Emphasize "protecting myself, loved ones, and those in my community" (rather than "coming together as a nation").

Positive Tone
Be inviting and respectful as opposed to demanding. Acknowledge that the "choice is yours to make," which connects with the deeply rooted American value of liberty.

Messaging Elements That DON'T Resonate

Negativity & Fear
People push back when reminded of how difficult a year it's been—it tends to put them in a pessimistic, hopeless or frustrated frame of mind. Fear tactics are likely to backfire because this does little to generate trust or answer people's questions about vaccines.

Guilt
References to "many people already stepping up" can come off as pushy or accusatory. Those who are hesitant do not see themselves as "free riders" letting others take risks first, rather, they are worried about being "guinea pigs" for new COVID-19 vaccines.

Overpromising
Avoid claims that are unproven. Being overly rosy may cause concern. Be clear about the facts without any sugarcoating. Most people understand that mass vaccination is a long-term process. Avoid messages that inadvertently imply that vaccine availability will "flip the switch."

"Back to Normal"
Some just want things to "get back to normal," but for others, post-pandemic life will never be "the way it was." It's more about getting back to life rather than back to normal. Messages that focus on economic recovery—rather than public health—do not perform well.

Research, insights, & content provided by Kaiser Family Foundation, AdCouncil, & COVID Collaborative

#ThisIsOurShot | f ThisIsOurShot2021 | ThisIsOurShot | www.thisisourshot.info

TOP 5 REASONS
Your Kids Should Get the COVID-19 Vaccine

With students heading back to in-person instruction, here are some things you need to know about protecting your children with the COVID-19 vaccine.

1. **Unvaccinated children are at risk of getting COVID-19**, and can suffer very serious complications, and potential long-term impacts that we are still learning about. The vaccine is safe and effective, and no long-term problems have been seen for any vaccine.
2. **The science behind the vaccine** has been under development and studied by The U.S. Department of Health and Human Services for over 20 years.
3. **Getting those who are eligible vaccinated** can help keep school communities safe.
4. **Kids have missed critical social and emotional milestones** with their school community. Getting them safely back to the classroom and their favorite afterschool activities helps support their mental health and wellness.
5. **Vaccines are safe, effective, and free**, regardless of insurance or immigration status.

Get your children back to school safely. Get them vaccinated against COVID-19 today! Learn more at [VaccinateALL58.com](https://www.vaccinateall58.com).

VaccinateALL58.com

For CA COVID-19 Vaccine Providers

Provider Office Hours every Friday from 9AM-10AM

Access registration link for meeting [here](#)

Password: Immunize!

- ✓ One-time registration for Friday meetings.
- ✓ Once registered, look for an email confirming registration from Zoom in your focused, other, or spam email folder.
- ✓ Please add the series to your calendar using the option provided in registration confirmation from Zoom.



Additional Support

Type of Support

Description

Updated 12.29.21



COVID-19 Provider Call Center

The COVID-19 Call Center for Providers and Local Health Departments is dedicated to medical providers in California and their COVID-19 response, specifically addressing questions about State program requirements, enrollment, and vaccine distribution, including the Vaccine Marketplace.

- Email: covidcallcenter@cdph.ca.gov
- Phone: (833) 502-1245, Monday through Friday from 8AM–6PM



Enrollment Support

For Provider enrollment support, please contact myCAvax Clinic Operations at

- Email: myCAvaxinfo@cdph.ca.gov



myCAvax Help Desk

Dedicated staff provide up-to-date information and technical support on the myCAvax system.

- Email: myCAvax.HD@Accenture.com
- Phone: (833)-502-1245, option 3, Monday through Friday 7AM–7PM, Saturday and Sunday 8AM-1PM

For training opportunities: <https://eziz.org/covid/education/>



My Turn Clinic Help Desk

For **onboarding support** (those in the process of onboarding): myturnonboarding@cdph.ca.gov

For **technical support** with My Turn Clinic for COVID-19 and flu vaccines: MyTurn.Clinic.HD@Accenture.com or (833) 502-1245, option 4: Monday through Friday 7AM–7PM, Saturday and Sunday 8AM–1PM.

For job aids, demos, and training opportunities: flu at <https://eziz.org/covid/myturn/flu/> and COVID at <https://eziz.org/covid/myturn/>



Archived Communications

For archived communications from the COVID-19 Provider Call Center about the California COVID-19 Vaccination Program visit

- Website: [EZIZ Archived Communications](#)

Special Thanks to

Today's Presenter:

Alex McDonald, MD, FAAFP

Vicki Chan, MD

Webinar Planning & Support:

Leslie Amani, Blanca Corona, Cheri Banks,
Polly Dong, Rachel Jacobs



Thank you for your commitment to protect the health
and well-being of all Californians



And for joining today's webinar!