
COVID-19 Vaccine Confidence Toolkit #1

Children's Hospitals' Social Media Campaign

Background: As part of the CDC's Building Confidence in the COVID-19 Vaccine collaborative, the Children's Hospital Association (CHA) has created social media content that aims to instill pediatric vaccine confidence and reduce vaccine hesitancy for parents, families, and communities. We encourage all children's hospitals to get involved and engage on social media using the content provided below. This campaign helps support the dissemination of vaccine confidence messaging and CDC guidance, encouraging parents to make the empowered choice to get their children vaccinated to prevent further COVID-19-related tragedies within our communities.

Important social media channels to follow and tag:

Children's Hospital Association

Twitter: [@hospitals4kids](https://twitter.com/hospitals4kids)

Facebook: [@childrenshospitals](https://facebook.com/childrenshospitals)

Instagram: [@speaknowforkids](https://instagram.com/speaknowforkids)

LinkedIn: <https://www.linkedin.com/company/children's-hospital-association/>

Preferred Hashtag:

#MakeCOVID19History

Proposed content and graphics:

Download the digital graphics located on the CHA COVID-19 Vaccine Confidence Toolkit page which include different graphic options for your use with the social copy below. These helpful social media graphics are optimized for most social media channels.

- Choosing to vaccinate your child against COVID-19 isn't just about protecting them. It's also about protecting those in your community who may be immunocompromised. As a proud member of the [tag Children's Hospital Association], we encourage you to ask your pediatrician about your COVID-19 vaccine options. #MakeCOVID19History
- As a proud member of the [tag Children's Hospital Association], we know the importance of understanding your children's COVID-19 vaccine options. We urge you to connect with your pediatrician to learn more and stay informed on your choices. #MakeCOVID19History
- You never know who's healthy or not. That's why it's important to talk to your pediatrician about your COVID-19 vaccine options. [HOSPITAL NAME] is a proud member of the [tag Children's Hospital Association] and we encourage you to fully understand all your choices. Let's make COVID-19 history. #MakeCOVID19History
- As a proud member of the [tag Children's Hospital Association], we encourage you to ask your pediatrician how a COVID-19 vaccine protects those most at risk. #MakeCOVID19History

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Same Family.
Different immune systems.

Your never know who is at risk.



Healthy, or
immunocompromised?
Impossible to tell.



Armani Jefferson
Healthy

Amaya Jefferson
Immunocompromised



A COVID-19 vaccine
protects more than
just you.

