



COVID-19 VACCINATION CAMPAIGN

# Holiday Toolkit

WINTER 2023



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# December Social Media Posts

# Social Post 1: Christmas

## SOCIAL POST COPY

Spread holiday cheer, not COVID-19, this year.  
Get your booster today to enjoy the holidays  
with your loved ones. Vaccines.gov #AllInIllinois  
#LongLiveIllinois

[CLICK TO ACCESS GRAPHICS](#)

*Social graphics are available in sizes for  
Facebook, Instagram, and Instagram Stories.*

## DECEMBER SOCIAL GRAPHICS

*Social Graphic 1*



# Social Post 2: Winter

## SOCIAL POST COPY

Share love, not the bug, this holiday season. Keep yourself and your loved ones safe by getting up to date with your COVID-19 protection. Vaccines.gov #AllInIllinois #LongLiveIllinois

[CLICK TO ACCESS GRAPHICS](#)

*Social graphics are available in sizes for Facebook, Instagram, and Instagram Stories.*

## DECEMBER SOCIAL GRAPHICS

Social Graphic 2



## Social Post 3: Hannukah

### SOCIAL POST COPY

Celebrate the high holidays without worry.  
Get your proven protection from COVID-19  
today. Your family will thank you. Vaccines.gov  
#AllInIllinois #LongLiveIllinois

[CLICK TO ACCESS GRAPHICS](#)

*Social graphics are available in sizes for  
Facebook, Instagram, and Instagram Stories.*

### DECEMBER SOCIAL GRAPHICS

*Social Graphic 3*



## Social Post 4: Gift Giving

### SOCIAL POST COPY

Knowing you and your family are safe from COVID-19 is the greatest gift you can give this holiday season. Visit [Vaccines.gov](https://www.vaccines.gov) to schedule your appointment today. #AllInIllinois #LongLiveIllinois

[CLICK TO ACCESS GRAPHICS](#)

*Social graphics are available in sizes for Facebook, Instagram, and Instagram Stories.*

### DECEMBER SOCIAL GRAPHICS

Social Graphic 4



# Social Post 5: Kwanza

## SOCIAL POST COPY

Celebrating the spirit of the season starts with being healthy. Protect yourself and your loved ones by getting the COVID-19 vaccine and booster. [Vaccines.gov](https://www.vaccines.gov) #AllInIllinois #LongLiveIllinois

[CLICK TO ACCESS GRAPHICS](#)

*Social graphics are available in sizes for Facebook, Instagram, and Instagram Stories.*

## DECEMBER SOCIAL GRAPHICS

Social Graphic 5





## Social Post 6: Gathering

### SOCIAL POST COPY

It's often the littlest things that make the biggest memories. Protect your precious moments from COVID-19 by getting boosted today. [Vaccines.gov](https://www.vaccines.gov) #AllInIllinois #LongLiveIllinois

[CLICK TO ACCESS GRAPHICS](#)

*Social graphics are available in sizes for Facebook, Instagram, and Instagram Stories.*

### DECEMBER SOCIAL GRAPHICS

Social Graphic 6



# January Social Media Posts

# Social Post 1: Ambitions

## SOCIAL POST COPY

It's time to leave COVID-19 in the past. Get your booster today and be ready for your exciting new year plans. Vaccines.gov #AllInIllinois #LongLiveIllinois

[CLICK TO ACCESS GRAPHICS](#)

*Social graphics are available in sizes for Facebook, Instagram, and Instagram Stories.*

## JANUARY SOCIAL GRAPHICS

*Social Graphic 1*



## Social Post 2: Resolutions

### SOCIAL POST COPY

New year, new plans, new resolutions. Don't let COVID-19 hold you back from making your wishes a reality. Contact your doctor or local pharmacy to schedule your vaccine appointment today. [Vaccines.gov](https://www.vaccines.gov) #AllInIllinois #LongLiveIllinois

[CLICK TO ACCESS GRAPHICS](#)

*Social graphics are available in sizes for Facebook, Instagram, and Instagram Stories.*

### JANUARY SOCIAL GRAPHICS

Social Graphic 2



## Social Post 3: Friends

### SOCIAL POST COPY

COVID-19 kept us away from our friends for too long! Let's make up for all the missed moments and beat COVID-19 together by getting up to date on our vaccinations. [Vaccines.gov](https://www.vaccines.gov)  
#AllInIllinois #LongLiveIllinois

[CLICK TO ACCESS GRAPHICS](#)

*Social graphics are available in sizes for Facebook, Instagram, and Instagram Stories.*

### JANUARY SOCIAL GRAPHICS

Social Graphic 3



## Social Post 4: New Possibilities

### SOCIAL POST COPY

New year, new possibilities to reconnect with loved ones — or make new connections — while staying protected from COVID-19. Vaccines.gov for more details. #AllInIllinois #LongLiveIllinois

[CLICK TO ACCESS GRAPHICS](#)

*Social graphics are available in sizes for Facebook, Instagram, and Instagram Stories.*

### JANUARY SOCIAL GRAPHICS

Social Graphic 4



# Winter Social Video Creative



# Video A: Here's To Us

## SOCIAL POST COPY

Winter cheer is here! Freeze out COVID-19 and welcome the warmth of family and friends into your home. Vaccines.gov  
#AllInIllinois #LongLiveIllinois

[CLICK TO ACCESS VIDEO](#)

## DECEMBER VIDEOS



Duration: 0:25s



# Video B: Long Live Illinois

## SOCIAL POST COPY

Don't let COVID-19 stop you in your tracks.  
Enjoy your favorite winter activities by getting  
boosted today. Vaccines.gov #AllInIllinois  
#LongLiveIllinois

[CLICK TO ACCESS VIDEO](#)

## DECEMBER VIDEOS



Duration: 0:27s

# Q&A Hero Video: Longform Session

## SOCIAL POST COPY

As we celebrate the holidays, Dept. on Aging Director Basta and IDPH Director Dr. Vohra have a reminder for older adults: get up to date on your COVID-19 vaccinations to stay healthy in the new year! Vaccines.gov #AllInIllinois #LongLiveIllinois

[CLICK TO ACCESS VIDEO](#)

Q&A LONGFORM



Duration: 4:13s

# Q&A Video Short: Prepare

## SOCIAL POST COPY

As we celebrate the holidays, make sure the updated booster and flu shot are on your to do list. One appointment is easier than two! [Vaccines.gov](https://www.vaccines.gov) #AllInIllinois #LongLiveIllinois

[CLICK TO ACCESS VIDEO](#)

## Q&A SHORTS



Duration: 0:22s

# Q&A Video Short: Relief

## SOCIAL POST COPY

"Relieved" is a common feeling after getting protected with the COVID-19 vaccine. Make sure you're up to date so we can stay protected entering a new year. Vaccines.gov  
#AllInIllinois #LongLiveIllinois

[CLICK TO ACCESS VIDEO](#)

## Q&A SHORTS



Duration: 0:34s

# Q&A Video Short: Best Time

## SOCIAL POST COPY

Vaccines take a couple weeks to take full effect, so the best time to get your COVID-19 shot is right now! Vaccines.gov #AllInIllinois #LongLiveIllinois

[CLICK TO ACCESS VIDEO](#)

## Q&A SHORTS



Duration: 0:29s

# Q&A Video Short: Booster Shot

## SOCIAL POST COPY

The updated booster shot better protects against newer variants of COVID-19. Get yours today. [Vaccines.gov](https://www.vaccines.gov) #AllInIllinois #LongLiveIllinois

[CLICK TO ACCESS VIDEO](#)

## Q&A SHORTS



Duration: 0:31s

# Q&A Video Short: Side Effects

## SOCIAL POST COPY

Some people will feel side effects from the vaccine – that’s normal! It means the vaccine is working to build protection in your body. [Vaccines.gov](https://www.vaccines.gov) #AllInIllinois #LongLiveIllinois

[CLICK TO ACCESS VIDEO](#)

## Q&A SHORTS



Duration: 0:31s

# Q&A Video Short: Booster & Flu

## SOCIAL POST COPY

One appointment is easier than two! Get your booster and flu shot today to fight winter sickness. [Vaccines.gov](https://www.vaccines.gov) #AllInIllinois #LongLiveIllinois

[CLICK TO ACCESS VIDEO](#)

## Q&A SHORTS



Duration: 0:29s



# Q&A Video Short: Wishes

## SOCIAL POST COPY

Getting up to date on your COVID-19 vaccination is the best way to stay safe and healthy this holiday season. Vaccines.gov  
#AllInIllinois #LongLiveIllinois

[CLICK TO ACCESS VIDEO](#)

## Q&A SHORTS



Duration: 0:19s

all  
illinois

IDoA  
Illinois Department on Aging

# Thank you!

