

COVID-19 VACCINATION CAMPAIGN

Holiday Toolkit

WINTER UPDATE!

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.



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
#LongLivelllinois

CLICK TO ACCESS GRAPHICS

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



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.



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 to schedule your appointment today. #AllInIllinois #LongLiveIllinois

CLICK TO ACCESS GRAPHICS

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



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 #AllInIllinois #LongLiveIllinois

CLICK TO ACCESS GRAPHICS

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



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 #AllInIllinois #LongLivelllinois

CLICK TO ACCESS GRAPHICS

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

Social Graphic 6

Don't let COVID-19 crash the party.

Long Live the annual toast... and your favorite mini toasts.

Get up to date on your booster today.

Vaccines.gov 1-800-232-0233

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.



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 #AllInIllinois #LongLivelllinois

CLICK TO ACCESS GRAPHICS

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



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 #AllInIllinois #LongLiveIllinois

CLICK TO ACCESS GRAPHICS

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



Social Post 4: New Possibilites

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.



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



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



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



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 #AllInIllinois #LongLiveIllinois

CLICK TO ACCESS VIDEO



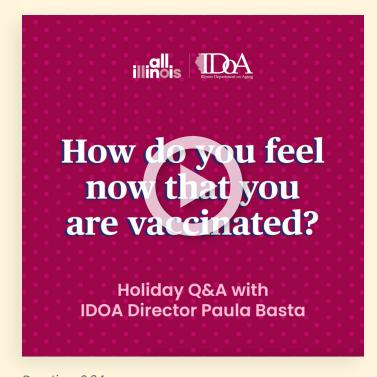
Duration: 0:22s

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



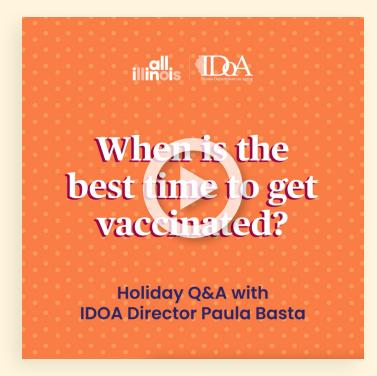
Duration: 0:34s

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



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 #AllInIllinois #LongLiveIllinois

CLICK TO ACCESS VIDEO



Duration: 0:31s

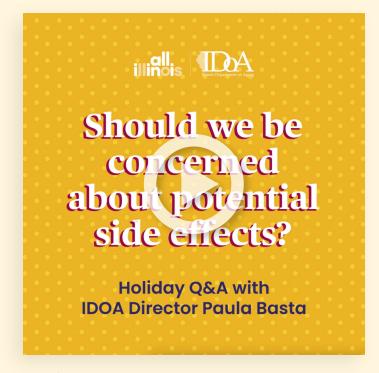
Q&A Video Short: Side Effects

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 #AllInIllinois #LongLiveIllinois

CLICK TO ACCESS VIDEO



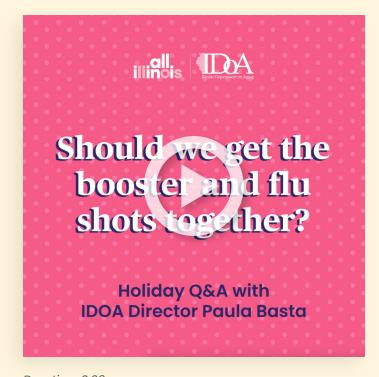
Duration: 0:31s

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 #AllInIllinois #LongLiveIllinois

CLICK TO ACCESS VIDEO



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



Duration: 0:19s



Thank you!

