



# COVID-19 Vaccine Social Media Best Practices

Because circumstances surrounding the vaccine will be different for every pharmacy, we recommend that you develop customized content for social media and other communication channels. Below are some key messages you can use in your communications to get you started, as well as best practices for customizing your messages.

## Key messages for social media captions

- We are proud to serve our community as your local COVID-19 vaccination site.
- We are excited to inform you that the COVID-19 vaccine is now available at our pharmacy.
- We are filled with hope as we begin this next phase in the fight against the coronavirus.
- Please know we are doing everything we can to ensure that everyone who wants a vaccine is able to receive one.
- We thank you for your patience as we work hard to vaccinate our community.
- Follow us on social media to stay up to date with the latest information about the COVID-19 vaccine.
- The safety of the COVID-19 vaccine is a top priority. The approved vaccines have been shown to be safe and effective by the FDA.
- We are here to safely vaccinate our community and are proud to be your local COVID-19 vaccination site.
- Safely vaccinating our community is our top priority. Please reach out with any questions or concerns about timing and eligibility.

## Best practices

- Assign a social media point person who is responsible for monitoring your social media channels on an ongoing basis and responding to patients' questions and comments.
- Update your patients as quickly as possible if you have new information about the vaccine, supply, or process changes. Social media is one of the quickest and most effective channels to communicate updates to patients.



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## Tips to customize your messages

- Incorporate details specific to your pharmacy such as:
  - A link to your appointment scheduler
  - A link to your business website or MyGNP.com local page
  - COVID-19 vaccine walk-in hours if appointments aren't required
  - Information about where you would like patients to direct their questions (e.g., phone, email, social media, etc.)
- Incorporate details about the vaccine that may be unique to your pharmacy, your community or the specific vaccine you are administering.
- Answer patients' frequently asked questions, including:
  - Which populations are currently eligible for the vaccine in your area?
  - How can patients schedule an appointment for the vaccine?
  - Do you have a waiting list for the vaccine?
  - Will patients need multiple doses of the vaccine?
  - How much does the vaccine cost?
  - What safety measures is your pharmacy taking while administering the vaccine?
  - Do patients need to arrive early to their vaccine appointment?
  - Are there any possible side effects patients should be aware of?
  - Where in the pharmacy should patients go for their vaccine appointment?