

Social Media: COVID Boosters (Updated: All Adults)

The social media posts here are based on [THIS CDC Website](#), “COVID-19 Booster Shots”. The decision on behalf of the CDC to recommend booster doses for all people 18 years and older was updated Nov 19, 2021. [HERE](#) is a media release from the CDC.

You are welcome to modify these posts, **but if you make substantial changes**, please remove the MTPHI logo or check us at info@mtphi.org.

Facebook

- If you aren't sure how to post to Facebook, we've got instructions [HERE](#).
- You can also call or text Kirsten Krane at 406-838-3485.

5 Min Post (No Community-specific Changes) *****

1. Open the slide.
2. File → Download as PNG

Topic	Post Link
COVID Booster Overview	Slide HERE Speaker's Notes for post wording
COVID Booster FAQ: Formulation	Slide HERE
COVID Booster FAQ: Fully Vaccinated	Slide HERE
COVID Booster FAQ: What to expect?	Slide HERE
COVID Booster Who is Eligible (Public Health Collaborative)	PNG HERE
COVID Vaccines Free to Everyone (Public Health Collaborative)	PNG HERE

More on the next page.

15 Min Post (Include Community-specific Changes) *****

1. Open the slide.
2. File → Make a copy
3. Add your logo
4. Make any changes to the copy that you need to make
5. File → Download as PNG

Topic	Post Link
Local Info with Moderna/Pfizer COVID booster info	Slide HERE Speaker's Notes for post wording (includes J&J info in Notes)

30 Min Make a Video Post (Include Community-specific Changes) *****

1. This is a basic outline for you to use if you want to make a Facebook Live or TikTok for your community. You'll have to use your own personality and wording to make it authentic, but we've organized some main points for you.
2. Bonus points if you can get a Primary Care Provider in your community to post a video!

COVID BOOSTERS

Topic:	Main Points:
Introduce Yourself	<ul style="list-style-type: none"> - Name - Position - Organization
We've Got Boosters!	<ul style="list-style-type: none"> - Everyone 18 and older is eligible! - Boosters improve immunity against COVID 19. - Make COVID less severe and keeping us out of the hospital - In the booster we give a lower dose of the vaccine than what you got in your first vaccination.
Johnson & Johnson	<p>EVERYONE who got J&J</p> <ul style="list-style-type: none"> - more than 2 months ago - Is over 18 years old <p>Come get your booster. You can get another J&J or a Moderna or Pfizer - your choice.</p>

<p>Moderna or Pfizer</p>	<p>EVERYONE who got Moderna or Pfizer</p> <ul style="list-style-type: none"> - more than 6 months ago - Is over 18 years old <p>Come get your booster. You can get another J&J or a Moderna or Pfizer - your choice.</p>
<p>When & Where to Get Boosters</p>	<p>Tell people where they can get boosters in your community.</p> <p>Places / Times / Phone Numbers / Need to make an Appt?</p> <p>If you're doing a drive thru or other special clinic - give more details about timing, traffic, etc.</p>
<p>What to Bring</p>	<p>Bring your vaccine card Bring your ID Bring your Insurance card if you have one (Boosters are FREE) Wear a short sleeve shirt so we can get to your upper arm</p>
<p>How to contact you</p>	<p>Give your phone number or other ways to get in touch with you if they still have questions.</p>
<p>Thank everyone</p>	<ul style="list-style-type: none"> - Thanks for protecting yourself, your family, our community.
<p>Final connection</p>	<p>Best of luck to the XX at the game on Saturday! [INSERT COMMUNITY ACTIVITY] Be safe & have fun!</p>