

EU Flu Day Social media Toolkit

14 October 2021

Behind the Toolkit

Content

1. Social media key messages, hashtags and accounts to interact with
2. Standard event banners and editable visuals to use alongside your publications

Purpose

1. Announce the EU Flu Day 2021 hosted by the Steering Group
2. Amplify the message on the importance of flu vaccination



EU Flu Day 2021

“Protecting populations and health systems from influenza in the age of COVID-19 and beyond”

➔ Thursday, 14 October 2021
10:00–11:30 (CET)

Registration link:

https://us02web.zoom.us/webinar/register/WN_MlboChzQ5qJ85BmpQ3OPw



Suggested themes for social media communication

- **Announcing EU Flu Day** and sharing the registration link [[here](#)] – *we encourage you to post these on Twitter and LinkedIn multiple times, if you are happy to do so*
- **Why you think flu vaccination is so important** (particularly in the midst of COVID-19), e.g., as natural immunity to flu is expected to be lower than usual
- **Emphasising the 75%** coverage target
- Why it is important to **avoid complacency in an unpredictable flu season**, and the need to overwhelm health systems
- A **policy call to action** to show leadership, expand access and raise awareness
- A **wider call to action**, e.g., for citizens to get vaccinated (particularly at risk groups and the elderly) and for HCPs to get vaccinated
- **Any specific data** you would like to use
- *These are **just a handful of suggestions** – we encourage you to use any other points that you would like to add!*

See draft posts on next slide announcing the event (feel free to personalise!)



Messages

Flu is still a serious health threat. Immunisation through #vaccination is the best way to prevent it by protecting ourselves and others.

Join the conversation on #EUFluDay in an event organised by the Steering Group on Influenza Vaccination: https://us02web.zoom.us/webinar/register/WN_MliboChzQ5qJ85BmpQ3OPw

Seasonal flu vaccination is a crucial public health measure that needs to be prioritised, especially in the COVID-19 context. Learn more about the topic with insights from experts in the field at the #EUFluDay webinar taking place on 14 October:
https://us02web.zoom.us/webinar/register/WN_MliboChzQ5qJ85BmpQ3OPw

Due to low circulation of seasonal flu during #COVID19 lockdowns, the risk of a severe flu season is high. We are calling on the EU and Member States to ensure proper protection of vulnerable groups!

Join the #EUFluDay event on 14 Oct to learn more:

https://us02web.zoom.us/webinar/register/WN_MliboChzQ5qJ85BmpQ3OPw

On 14 Oct, the newly re-established Steering Group on Influenza Vaccination is hosting an #EUFluDay webinar together with @dolormmm to spread knowledge about the importance of getting your flu jab! Don't miss it:

https://us02web.zoom.us/webinar/register/WN_MliboChzQ5qJ85BmpQ3OPw

Efficient public communication and proper training of health workers is essential in tackling vaccine hesitancy and raising awareness on the value of flu vaccination.

Looking forward to the #EUFluDay discussions on 14 Oct:

https://us02web.zoom.us/webinar/register/WN_MliboChzQ5qJ85BmpQ3OPw

Alternative hashtags/Accounts to interact with

#EUFluDay
#FluVaccination #VaccinesWork #VaccinesSaveLives
#HealthUnion #StrongerTogether #SafeVaccines
#EU4Health #TogetherAgainstFlu

- Vaccines Europe: @VaccinesEurope
- Active Citizenship Network: @activecitnet @marianovotta
- ESWI: @ESWInfluenza @aidaxbakri
- WAIDID: @waidid1 @SusannaEsposit1
- LSHTM: @Ekarafillakis @LSHTM
- MEP Dolors Montserrat: @DolorsMM
- ESNO: @ber_oomen @esno_web
- World Medical Association: @medwma
- WHO: World Health Organisation @WHO @WHO_Europe
- Vaccines Today: @VaccinesToday
- GAVI, the vaccine alliance: @gavi
- European Commission: @EU_Commission
- DG SANTE: @EU_Health
- EU Commissioner for Health & Food Safety: @kyriakidestella
- EU Coalition for Vaccination: @CoalitionforVax
- European Parliament: @Europarl_EN
- One Health Platform: @OneHealthPF
- EFPIA: @EFPIA
- European Center for Disease Prevention and Control: @ECDC_EU
- EMA: @EMA_News



How to edit:

Few steps guide to personalise your quote cards

1. Open the folder with the #EUFluDay Toolkit material which has been shared via email
2. Choose the ppt slide you would like to personalise (on your behalf, or on behalf of the organisation)
3. Click on the text to continue the quote and include your personal message
4. Save the image as png/jpg format (File – Save as copy – Change «PowerPoint presentation» into «png» or «jpg»)
5. Add your organisation logo/your personal picture
6. Your quote card is ready to be posted!

