



**COVID-19 Vaccine Education
Social Media Tool Kit**

While there is much excitement about the arrival of the COVID-19 vaccine, there is also some skepticism with polls showing that up to 30 percent of Americans say they are not sure that they will get the vaccine. To ensure confidence in the COVID-19 vaccine, BioFlorida launched the [COVID-19 Vaccine Facts](#) educational resource to link Floridians to third-party scientific and evidenced-based information related to the vaccine development and distribution process. Topics include safety, efficacy, availability, and affordability of COVID-19 vaccines.

The resource, which is translated in English and Spanish, provides Floridians with answer to “frequently asked questions” related to vaccine development and distribution.

Please see below for a social media resource guide to help us promote this new resource. We appreciate your help, and let us know if there’s any other resources you need to ensure vaccine confidence in your community.

Sample Posts for Facebook and LinkedIn:

- With so much COVID-19 vaccine information out there, it's easy to get confused. Check out @BioFlorida's new #COVIDVaccineFacts tool to find credible information. <https://bit.ly/3vxL0xt>
- Get the facts on vaccine development from @BioFlorida's new #COVIDVaccineFacts resource. Learn more about the scientific rigor that goes into developing a vaccine, and how the vaccine process is safe and effective. <https://bit.ly/3vxL0xt>
- How are vaccines developed? First, safety steps, followed by clinical trials, then FDA review and long-term safety monitoring. Learn more about the rigorous process and how patient safety is central to research and development with the @BioFlorida #COVIDVaccineFacts resource. <https://bit.ly/3vxL0xt>
- How do we know the COVID-19 vaccine is safe and effective? With development moving so quickly, it's easy to understand the confusion. But it's important to remember the scientific and regulatory process vaccine developers must follow. Learn more from @BioFlorida and get the #COVIDVaccineFacts <https://bit.ly/3vxL0xt>
- What is a vaccine? In essence, a vaccine stimulates our body's natural response to an infectious disease — like COVID-19 — without having to actually live through the disease. Find out more answers to your frequently asked questions with @BioFlorida and get the #COVIDVaccineFacts. <https://bit.ly/3vxL0xt>
- ¿Qué es una vacuna? En pocas palabras, una vacuna estimula la respuesta natural de nuestro cuerpo a una enfermedad infecciosa, como el COVID-19 — sin tener que atravesar por la enfermedad en sí. #COVIDVaccineFacts <https://bit.ly/3vxL0xt>

Sample Posts for Twitter:

- With so much #COVID19 #vaccine information out there, it's easy to get confused. Check out @BioFlorida's new #COVIDVaccineFacts tool to find credible information. #FLPol #sayfie <https://bit.ly/3vxL0xt>
- Get the facts on #vaccinedevelopment from @BioFlorida's new #COVIDVaccineFacts resource. Learn more about the scientific rigor that goes into developing a #vaccine, and how the vaccine process is safe and effective. #FLPol #sayfie #COVID19 <https://bit.ly/3vxL0xt>
- How are #vaccines developed? Safety steps, #clinicaltrials, @US_FDA review, and long-term safety monitoring. Learn more about the rigorous process and how patient safety is central to R&D with @BioFlorida's #COVIDVaccineFacts. #FLPol #sayfie #COVID19 <https://bit.ly/3vxL0xt>
- How do we know the #COVID19 #vaccine is safe & effective? With development moving so quickly, it's easy to understand the confusion. Get the #COVIDVaccineFacts about the scientific and regulatory process vaccine developers must follow from @BioFlorida. <https://bit.ly/3vxL0xt>
- What is a #vaccine? It stimulates our body's natural response to infectious diseases, like #COVID19, without having to actually live through the disease. Find out more answers to your FAQ's with @BioFlorida and get the #COVIDVaccineFacts. #FLPol #sayfie <https://bit.ly/3vxL0xt>
- ¿Qué es una #vacuna? En pocas palabras, una vacuna estimula la respuesta natural de nuestro cuerpo a una enfermedad infecciosa, como el #COVID19 — sin tener que atravesar por la enfermedad en sí. #COVIDVaccineFacts <https://bit.ly/3vxL0xt>

Social Graphic to Use:

