



SOCIAL MEDIA MESSAGING


MEASLES MESSAGING

1. Don't just protect your skin this summer, protect your well-being & get your measles shot today! #OhioHealthy
 - a. Facebook or Twitter Post
2. We're not just doctors and public health officials. We're parents too. It's your choice, get the facts and discuss with your doctor about getting your family vaccinated for measles before traveling this summer #OhioHealthy
 - a. Facebook Post
3. Do you plan on traveling this summer? Stay protected as you explore and discover Ohio. Ask your doctor about getting a measles shot.
 - a. Facebook or Twitter Post
4. Are you up to date on all your vaccinations? #OhioHealthy – Click here ([link](#)) to learn more about how to stay healthy all summer long!
 - a. Facebook or Twitter Post
5. You wouldn't go hiking without hiking boots, would you? Before traveling this summer – talk to your doctor about getting vaccinated for measles. Ask the question #OhioHealthy
 - a. Facebook Post
6. Take control of your health this summer. Have you been vaccinated for measles? Retweet us & let us know! #OhioHealthy
 - a. Twitter Post
7. As to date, Ohio has been recorded as having the 2nd largest outbreak of the measles in over two decades, since 1994. Protect your health & get vaccinated today! #OhioHealthy
 - a. Facebook Post
8. Measles Outbreak – How to Protect Your Family ([link](#)) #OhioHealthy
 - a. Facebook or Twitter Post

EXAMPLE TWEETS:

 **OAH** @TeenHealthGov · 5h
#MMR vaccine is your best protection against #measles. Visit Vaccines.gov to learn about lifesaving vaccines!
Expand ↩ Reply ↻ Retweet ★ Favorite ... More

 **BabyCenter** @BabyCenter · 33m
Measles outbreak - how to protect your family bit.ly/1mSZ4H6 #babycenterblog
Expand ↩ Reply ↻ Retweet ★ Favorite ... More

 **Healthy People 2020** @GoHealthyPeople · 2h
Spread the word: With #measles cases on the rise, make sure all vaccinations are up to date: go.usa.gov/8ysJ
Expand ↩ Reply ↻ Retweet ★ Favorite ... More

 **CDC** @CDCgov · May 30
#Measles spreads easily through the air when an infected person coughs or sneezes. Get vaccinated. go.usa.gov/8mv3
Expand ↩ Reply ↻ Retweet ★ Favorite ... More

 **PLOS** @PLOS · May 30
This! #Measles hits 20 year high in US, 'driven by unvaccinated people' #vaccines vrge.co/1k4KKy9 via @verge
Expand ↩ Reply ↻ Retweet ★ Favorite ... More


 **The Verge**

Measles hits 20 year high in US, 'driven by unvaccinated people'

Measles cases have soared to a 20-year high in the US, with 288 cases reported since the beginning of the year — the most in a five-month period since 1994. Though measles was declared to be...



[View on web](#)

 **Kathleen Sebelius** @Sebelius · May 30
Measles cases are on the rise in the US. We encourage you to visit @CDCgov for info on #measles vaccination: go.usa.gov/8yRk.
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