

WORD ON THE STREET

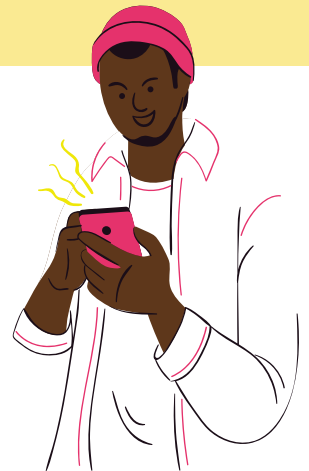
NAVIGATING COVID-19 CONVERSATIONS

SPECIAL EDITION: SOCIAL MEDIA TOOLKIT

A content guide for community organizations, health educators & navigators to share updated COVID-19 information more widely & combat misinformation.

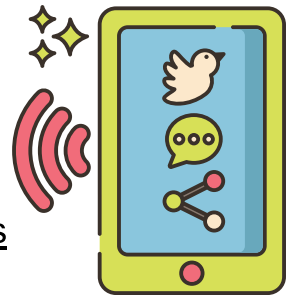
Check out the Toolkit [HERE](#)

- Content and Infographics focusing on:
 - COVID-19 Vaccine Boosters
 - COVID-19 and Pregnancy/Fertility
 - How to talk about COVID-19 and the Vaccines
 - Pediatric vaccinations
- Recommended language for posting
- All images are available for download [here!](#)



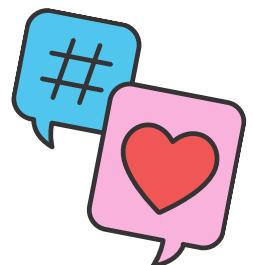
Additional Social Media Resources

- [True/False Campaign](#)
- [COVID-19 Vaccine Booster Doses Campaign](#)
- [COVID-19 Vaccine for Children Ages 5+](#)
- [Resources to Promote the COVID-19 Vaccine for Children & Teens](#)
- [General vaccine education art for social media messaging](#)

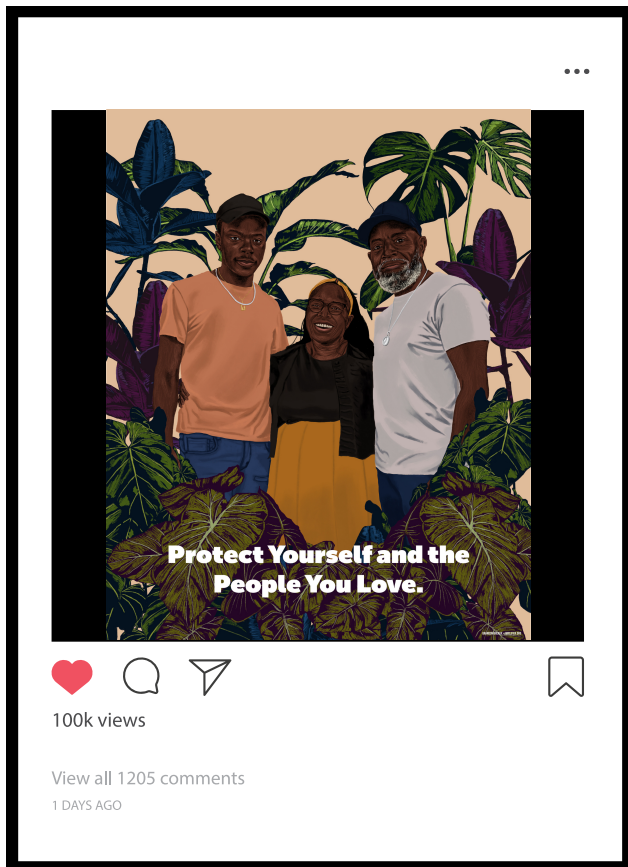


Personalize your own social media content

- [Canva](#)
- [Venngage](#)
- [Pixlr](#)
- [Desygner](#)
- [Snappa](#)
- [Piktochart](#)
- [Unsplash](#)



SAMPLE SOCIAL MEDIA POSTS



Sample caption:

As the holiday season gets busy, share this message from @amplifierart artist @bbreaux with friends and family near and far. COVID-19 vaccines help keep the ones we love safe.



sample hashtags:

#amplifierart
#protectyourlovedones
#mypandemicsurvivalplan

Sample caption:

Not looking forward to some tough conversations with people you don't see eye-to-eye with about the vaccine? Try out the OARS technique! Shaming has never been a helpful public health tactic. Ask open questions, affirm people's experiences, and share your insights in ways that open the door.



Idea: Tag #NYCEAL so we can see and share your social feeds with the network!



Institute for Health Equity Research

