

COVID-19 Vaccine Social Media Toolkit

The first shipments of the COVID-19 vaccine have begun to arrive in Oregon. While vaccination gives us hope that the pandemic will end, we need Oregonians to take the vaccine when it becomes available to them and to continue taking public health precautions.

Below you will find [sample graphics](#) and messages that you can share on your social media channels to help combat misinformation around the new COVID-19 vaccine and help the public understand what actions they need to take to protect their health and the health of those around them.

For more social media resources, visit [OHA’s website](#) and [the Governor’s website](#).

Make sure you’re following Governor Brown and the Oregon Health Authority:

Facebook: <https://www.facebook.com/oregongovernor>

Twitter: [@OregonGovBrown](https://twitter.com/OregonGovBrown)

Instagram: [@Oregongovbrown](https://www.instagram.com/oregongovbrown)

Facebook: <https://www.facebook.com/OregonHealthAuthority>

Facebook Spanish: <https://www.facebook.com/OHAespanol>

Twitter: [@OHAOregon](https://twitter.com/OHAOregon)

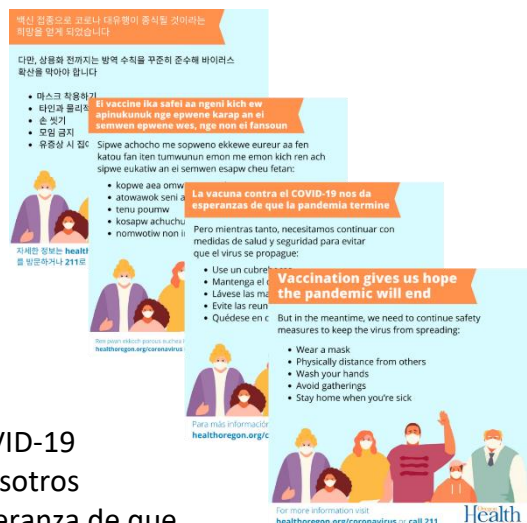
Vaccinations give us hope

Facebook:

Although the first COVID-19 vaccines have arrived in Oregon, getting a vaccine is still months away for many of us. While vaccination gives us hope the pandemic will end, we can’t let our guard down just yet. Protect your health and the health of your loved ones by taking these simple steps.

Facebook Spanish:

Aunque han llegado las primeras vacunas contra el COVID-19 a Oregon, todavía faltan meses para que muchos de nosotros recibamos la vacuna. Aunque la vacunación nos da esperanza de que



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la pandemia terminará, no podemos bajar la guardia todavía. Proteja su salud y la salud de sus seres queridos siguiendo estos pasos sencillos.

Twitter:

For most of us, getting the #COVID19 vaccine is still months away. While vaccination gives us hope the pandemic will end, we can't let our guard down just yet. Protect your health and the health of your loved ones by taking these simple steps. #VaccinesWork

Twitter Spanish:

Para la mayoría de nosotros, aún faltan meses para recibir la vacuna contra el #COVID19. Aunque la vacunación nos da esperanzas de que la pandemia termine, no podemos bajar la guardia todavía. Proteja su salud y la salud de sus seres queridos siguiendo estos pasos.

COVID-19 vaccines are safe

Facebook:

Vaccines to protect against COVID-19 have been developed with unprecedented speed, and we know for some of you that's raised concerns about safety. Like any vaccine, COVID-19 vaccines are being carefully evaluated through clinical trials and must meet safety standards before being approved by the FDA.

Facebook Spanish:

Las vacunas para proteger contra el COVID-19 se han desarrollado con una velocidad sin precedentes y sabemos que para algunos de ustedes eso ha generado preocupaciones sobre la seguridad. Como cualquier vacuna, las vacunas contra el COVID-19 se están evaluando cuidadosamente a través de ensayos clínicos y tienen que cumplir con los estándares de seguridad antes de ser aprobadas por la FDA.

Twitter:

#Vaccines to protect against #COVID19 have been developed with unprecedented speed, and we know for some of you that's raised concerns about safety. Like any vaccine, COVID-19 vaccines must meet safety standards before being approved by the @US_FDA.

Twitter Spanish:

Las #vacunas para protegerse contra el #COVID19 se han desarrollado con una velocidad sin precedentes, y sabemos que eso ha generado preocupaciones sobre la seguridad. Como

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cualequier vacuna, será necesario cumplir con los estándares de seguridad antes de ser aprobada por @US_FDA.

Vaccines undergo rigorous testing

Facebook:

Vaccines, like the ones being developed for COVID-19, undergo rigorous testing to ensure they're safe and effective. In the coming months, many of us will have a chance to save lives by taking the vaccine when it becomes available. Protect yourself and your loved ones by taking it as soon as you can.

Facebook Spanish:

Las vacunas, como las que se están desarrollando para combatir el COVID-19, se someten a pruebas rigurosas para asegurar que sean seguras y eficaces. En los próximos meses, muchos de nosotros tendremos la oportunidad de salvar vidas al recibir la vacuna cuando esté disponible. Protéjase y proteja a sus seres queridos recibéndola tan pronto como pueda.

Twitter:

Vaccines, like the ones being developed for #COVID19, undergo rigorous testing to ensure they're safe and effective. In the coming months, many of us will have a chance to save lives by taking the vaccine. Protect yourself and your loved ones by taking it as soon as you can.

Twitter Spanish:

Las vacunas, como las que se están desarrollando para combatir el #COVID19, se someten a pruebas rigurosas para asegurar que sean seguras y efectivas. En los próximos meses, podremos salvar vidas al vacunarnos. Protéjase y a sus seres queridos vacunándose tan pronto posible.

COVID-19 vaccine myths

Facebook:

There's been some speculation on social media about [fill in myth from card]. Here's what the Oregon Health Authority experts had to say about this myth.

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Facebook Spanish:

Se ha especulado en las redes sociales sobre [fill in myth from card]. Esto es lo que dijeron los expertos del Oregon Health Authority (OHA) sobre este mito.

Twitter:

There's been some speculation on social media about [fill in myth from card]. Here's what the @OHAOregon experts had to say about this myth. #COVID19 #COVIDMyths

Twitter Spanish:

Se ha especulado en las redes sociales sobre [fill in myth from card]. Esto es lo que los expertos de @OHAOregon dijeron sobre este mito. #COVID19 #MitosDeCOVID