COVID-19 Social Media Toolkit
For Community Partners

Learn more about today’s COVID-19 vaccines.
Go to www.MadeToSave.org

In this document, community partners can access a variety of downloadable social media posts and graphics to share with their communities. The suggested posts emphasize that it is still important to get vaccinated against COVID-19, where to learn more about the vaccines and how to find a nearby vaccine location.

We encourage you to download and share these posts on your social media channels to help keep community members informed.

You will also find a guide to social media best practices and recommendations to help you make the most out of your social media efforts.
SOCIAL POSTS

POST 1

The COVID-19 vaccines were made to save lives. It's still important for all of us to do our part by getting vaccinated and boosted to keep our communities and loved ones safe. Find out where you can get a COVID-19 vaccine at vaccines.gov #MadeToSave #WorthIt

POST 2

Getting vaccinated still means: Protecting yourself. ❤️ Protecting your loved ones. Protecting your community. Find out where you can get a COVID-19 vaccine here at vaccines.gov #MadeToSave #WorthIt

POST 3

The COVID-19 vaccines were made to save lives. It's still important for all of us to do our part by getting vaccinated and boosted to keep our communities and loved ones safe. Find out where you can get a COVID-19 vaccine at vaccines.gov #MadeToSave #WorthIt
FACEBOOK POST COPY: The Centers for Disease Control and Prevention (CDC) gave final approval for use of the Pfizer COVID-19 vaccine for children six months through four years old and the Moderna COVID-19 vaccine for children six months through five years old. Vaccines are now available to all ages six months and older. Check with your child's health care provider or visit https://covid19.colorado.gov/vaccine to find a vaccine location near you.

TWITTER POST COPY: Vaccines are now available to all ages six months and older. Check with your child's health care provider or visit https://covid19.colorado.gov/vaccine to find a vaccine location near you.
SOCIAL MEDIA POSTING BEST PRACTICES AND RECOMMENDATIONS

When sharing content to social platforms, consider these best practices for each of the “big three” channels to ensure your posts are set up for success:

TWITTER

- **Best Time to Post**: Consider tweeting in the *evening*. Tweets that go live between 8 p.m. and 11 p.m. Mountain Time earn the highest volume of retweets and engagement, on average. If you must tweet earlier in the day, avoid tweeting between 12 p.m. and 1 p.m. Mountain Time, as that is when the highest volume of tweets is often shared, leaving less opportunity for audiences to see tweets from your organization.

- **Adding Hashtags**: Add 1-2 hashtags that are specifically relevant to your community. This may include localized hashtags, company/organization hashtags, etc. The posts we've created for use include #MadeToSave and #WorthIt.

- **Post More Than Once**: Plan ahead for when you’d like to post; you can share the same tweet more than once (especially during different times of day), but always have 3-4 other posts in between. For example, if you tweet on Monday morning at 9 a.m., you can also post that same tweet Friday afternoon, so long as you tweet out other content in between the two.

- **Moderating Tweets**: Check in on the post after tweeting to look for any audience reactions and responses; expect to answer any questions within 24 hours.

FACEBOOK

- **Best Time to Post**: Tuesdays, Wednesdays and Fridays are the best days to post on Facebook. To get in feeds when people are most active on the channel, you’ll want to post between 9 a.m. and 1 p.m. Mountain Time on those days.

- **Respond to your Community**: Engagement on Facebook is a two-way street and, as a result, is rewarded by the algorithm. The heaviest weighed activity in Facebook’s current algorithm is threaded (or back-and-forth) conversation. So, responding to audience questions or comments will not only satisfy consumers, but it will also be rewarded with higher in-feed reach and visibility.
INSTAGRAM

- **Best Times to Post**: In general, the best day and time to post on Instagram is Tuesday between 11 a.m. and 2 p.m. Mountain Time. Outside of that, weekday mornings tend to be the best times. Otherwise, you can consider tailoring your posting based on your unique follower base. To determine the best posting times according to when your page's followers are most likely to be online:
  - Tap the Insights button on your profile home to get audience data.
  - Once in the Insights tab, tap on the “Your Audience” section.
  - Scroll down to the “Most Active Times” section.
  - From here, you can toggle between “Days” and “Hours” to determine the best days and times at which to post for your unique followers.

- **Space Out Posts**: Try not to post on Instagram more than once per day. If you already have something planned or scheduled that must go out on a certain date, ensure that is the only post to go live on that day. Otherwise, you risk cutting off the potential reach of your content.

- **Extend Reach with Location Tags**: Before sharing your post to Instagram, be sure to click on “Add Location” and search for a fitting location. We recommend keeping the location general to reach the largest audience, so try something like the “City of Denver.”

- **Personalize Hashtags**: Consider adding hashtags on Instagram that are relevant to your organization or audience. Include up to three extra hashtags in the caption copy. The posts we've created for use include #MadeToSave and #WorthIt.

- **Share Feed Posts to Stories**: Once a post is shared to your Instagram feed, **reshare it to your Stories**. To do that:
  - Tap the airplane icon below the in-feed image.
  - At the top, you’ll see the option to “Create A Story.” Tap that option.
  - Add any GIF stickers, text, background colors, etc. to customize the Story.