PIERCE

PUBLIC RELATIONS

TENNESSEE PHARMACISTS RESEARCH AND EDUCATION FOUNDATION

2023 Toolkit: Influenza

Who

Founded in 1990, the Tennessee Pharmacists Research and Education Foundation (TPREF) is a 501(c)3 tax-exempt educational organization and a direct subsidiary of the Tennessee Pharmacists Association (TPA). The TPREF exists to advance the practice of pharmacy through research and education.

What

Influenza vaccinations – and the steps Tennesseans can take to protect themselves and their communities – remain as important as ever in the TPREF's efforts to educate our state about best health practices. Posts in this toolkit highlight the benefits of these vaccines and include calls to action to schedule vaccination appointments.

How

This comprehensive toolkit equips pharmacies across Tennessee with social media posts on the topic of influenza. Posts encourage vaccination and provide information about the disease. The materials in this toolkit are designed to provide pharmacies with concise, informative tips that encourage contact with local pharmacists as a source of accurate information and support. To access the graphics, click on the corresponding photo and download the image. This toolkit is designed to serve as a guide. Please edit and customize posts and imagery to meet the needs of your pharmacy and customers.

When

TPREF recommends consistently posting toolkit content at least once a week. Based on industry research, the most likely times people are on social media tend to be in the mornings (between 8-10 am) or around lunchtime (between 11 am-1 pm).

Hashtags

Generic

#VaccineConfidence
#PharmSupport
#ClosingTheGapCohort
#PharmacistsProvideCare
#HealingStartsHere
#ImVaccinated
#IGotVaccinated
#VaccinesSaveLives
#VaccinesWork
#Influenza
#Flu
#FluVaccine
#FluShot

Contact Information & Links

Pharmacies that use the social media materials in this toolkit are advised to include their contact information (phone numbers, email addresses or business addresses) and links to their website or any other websites that provide information on vaccines in posts.

The copy of each post caption has been written so each post can be shared across all platforms, including Twitter (X) with its 280 character limit. Ideally, even posts that include a link should fit in a tweet. Some posts call for a full slate of contact information, which functions better on a platform such as LinkedIn, Instagram or Facebook, which have no caption character limit.

TENNESSEE PHARMACISTS
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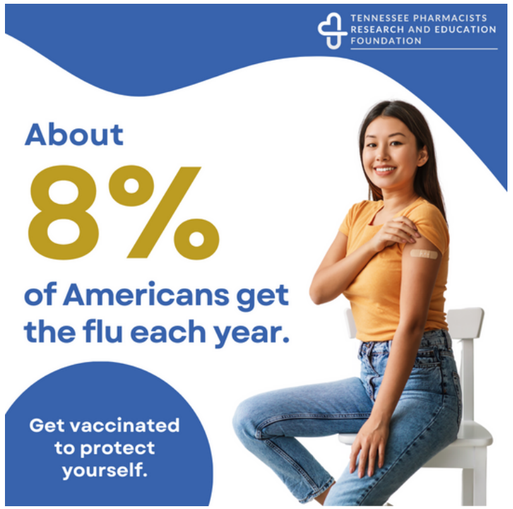
Influenza Posts

8% Get Sick



Copy

Nearly 1 in 12 Americans contract influenza, or the flu, each year. Getting vaccinated is the easiest and best way to protect yourself. Call us today at [PHONE NUMBER] to schedule an appointment!

65 or Older

Copy

Older adults are at greater risk of flu-related complications, but there are vaccines specifically designed for people 65 and up that boost the flu shot's effectiveness. If you are 65 or older, make plans to get a flu vaccine – just call us at [PHONE NUMBER]!

A and B Strands

Copy

Getting a flu vaccine protects you from the harsh effects of contracting influenza, and this year's version is no different. If you have questions about the specific strains this year's vaccine will protect you against, call us at [PHONE NUMBER]!

Fear of Needles

Copy

Let’s face it: there are more enjoyable things to do than getting a shot. Fortunately, there are options available if you want to get a flu vaccine but don’t want to worry about needles. Call us at [PHONE NUMBER] to learn about nasal spray vaccines and schedule an appointment.

Avoid the Flu

Copy

Getting vaccinated is the best way to prevent the flu, but these best practices are always good to follow to protect yourself and your health. Visit us at [ADDRESS] if you’d like to learn more about vaccine options or schedule an appointment to get your flu vaccine!

Child's First Flu Shot

Copy

Most children receiving a flu vaccine for the first time need two doses, approximately four weeks apart. Consult your child’s healthcare provider to check their dosage requirements, and call us at [PHONE NUMBER] to make an appointment!

Egg Allergy

Copy

If you have an egg allergy, you might be worried about flu vaccination options. The good news is the CDC has several options that are safe for those with allergies. Visit us in store at [ADDRESS] and we can administer the right vaccine for your circumstances.

Vaccines Off Schedule

Copy

A late vaccine is better than no vaccine! While most people get flu vaccines in early fall, there's no bad time to get a flu vaccine. If you haven't received your vaccination ahead of this year's flu season, call us at [PHONE NUMBER] to schedule an appointment today.

Who Should Get Vaccinated?

Copy

Did you know flu vaccines can protect children as young as six months old? If your child is 6 months of age or older, make an appointment to get them vaccinated! Visit us at [ADDRESS], and we'll take care of your family.

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We're excited to continue working with you. The work of the Tennessee Pharmacists Research and Education Foundation is paramount to keeping Tennesseans safe and healthy.

Brent Snyder
brent@tnpharm.org