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PUBLIC RELATIONS

TENNESSEE PHARMACISTS RESEARCH AND EDUCATION FOUNDATION

2023 COVID-19 Toolkit

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

COVID-19 vaccinations – and the steps Tennesseans can take to protect themselves and their communities from this disease – remain as important as ever in the TPREF's efforts to educate our state about best health practices.

How

The 2023 COVID-19 toolkit equips pharmacies across Tennessee with 10 social media posts per vaccine season designed to build awareness among Tennesseeans about the importance of vaccinations. 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.

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

To use on all posts:
#VaccineConfidence
#VaccinesSaveLives
#PharmSupport
#ClosingTheGapCohort
#COVIDSafety
#PharmacistsProvideCare

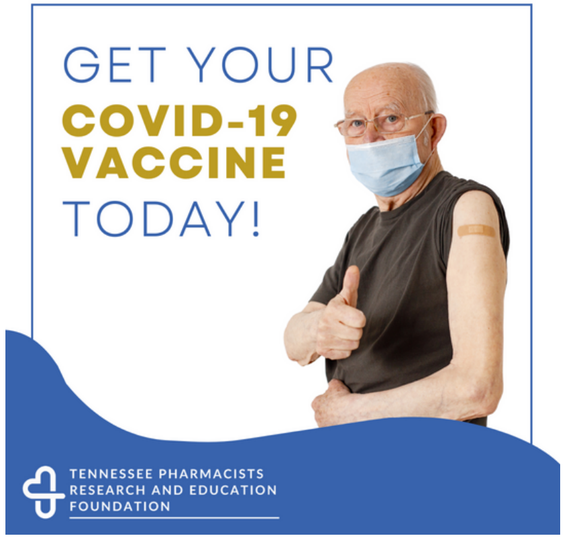
Other recommended hashtag options:
#HealingStartsHere
#ImVaccinated
#IGotVaccinated
#VaccinesWork
#CancelCovid
#CovidVaccine
#TheTruthAboutCovid
#CovidTruths
#CovidMyths
#LifeInAPandemic

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 COVID-19 vaccines in posts.

Posts have been written so that platforms with no caption character limit (LinkedIn, Instagram, Facebook etc.) can include contact information (and links if the platform allows), while captions for posts over 280 characters have a shortened version of post copy to meet Twitter's character limit.

Get Vaccinated – Post 1



Copy

You can be one of millions to receive a COVID vaccine – whether it's your first time being vaccinated or your next booster shot – by calling your pharmacist today and scheduling an appointment. Call us today at [CONTACT INFO]!

Get Vaccinated – Post2

Copy

It's important to be aware of the ways you can care for your mental and emotional health. Follow these tips to combat stress and support your wellbeing, and call us at [NUMBER] to consult a pharmacist if you need additional assistance.

Stop New Variants

Copy

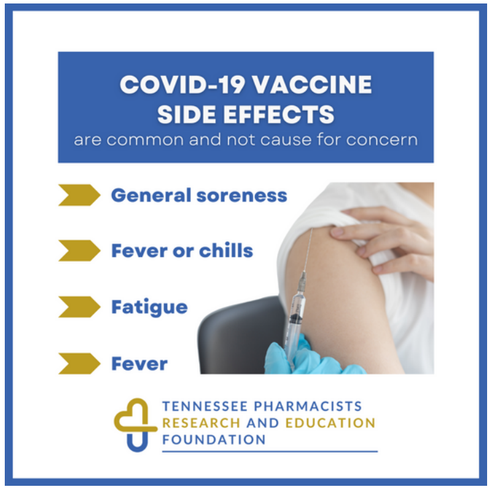
New COVID-19 variants can develop naturally, and you can help prevent their spread by getting vaccinated and boosted. Visit us today or call us at [NUMBER] and receive the COVID-19 vaccine that's right for you so we can continue to #SlowTheSpread!

No Live Virus

Copy

Are you curious about how the COVID-19 vaccine works? With no live virus, COVID-19 vaccines simply provide instructions to the immune system to combat infection. Receiving a vaccine is the best way to protect yourself from COVID-19, so call us at [NUMBER] to schedule an appointment!

COVID-19 Vaccine Side Effects



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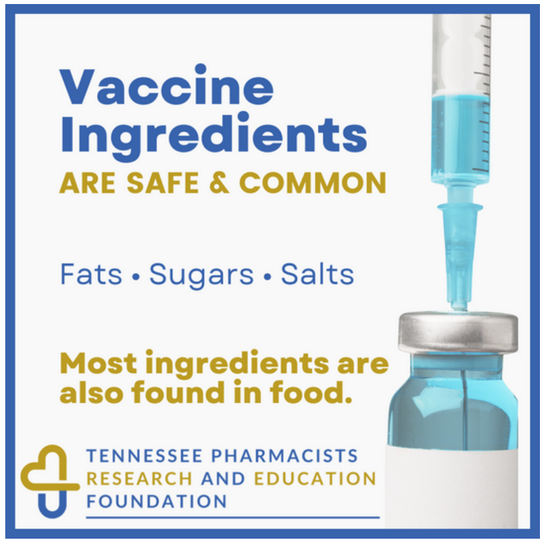
Feeling side effects after a dose of your COVID-19 vaccine? Don't worry. You're feeling your body's natural response to building protection. Call us at [NUMBER] if you have questions about how to treat side effects or to schedule your vaccine or booster!

Vaccine Ingredients



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Did you know vaccine ingredients are safe and common? According to the CDC, your body will discard vaccine ingredients once it learns to build an immune response after receiving a COVID-19 vaccine – the same way it would after nutrients are absorbed from consuming food. Call your pharmacist today at [NUMBER] to schedule a safe and effective COVID-19 vaccination, or visit us online at [LINK]. #CovidTruths

Twitter Copy (280 chars. or less)

Did you know vaccine ingredients are safe and common? Call your pharmacist today at [NUMBER] to schedule a safe and effective COVID-19 vaccination, or visit us online at [LINK]. #CovidTruths

Levels of Immunity

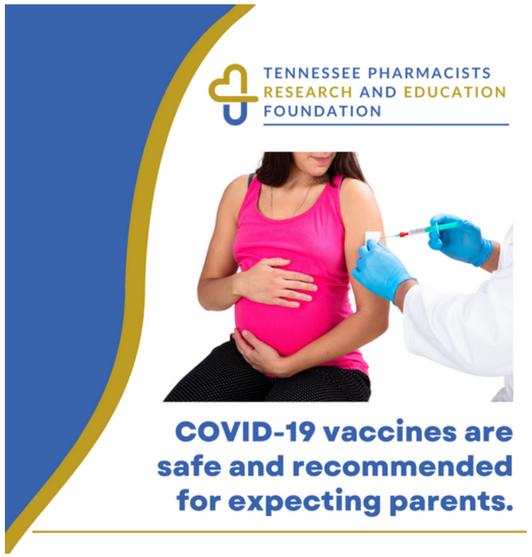
Copy

The best way to build immunity to COVID-19 is to get vaccinated! Getting sick with the virus doesn't provide the same level of immunity people receive by getting a vaccine. Your pharmacist can answer your questions and help you schedule your vaccine appointment, so call us at [NUMBER] or stop by today!

Twitter Copy (280 chars. or less)

Getting sick with COVID-19 doesn't provide the same level of immunity people receive by getting a vaccine. Your pharmacist can answer your questions and help you schedule your vaccine appointment, so call us at [NUMBER] or stop by today!

Vaccines for Expecting Parents



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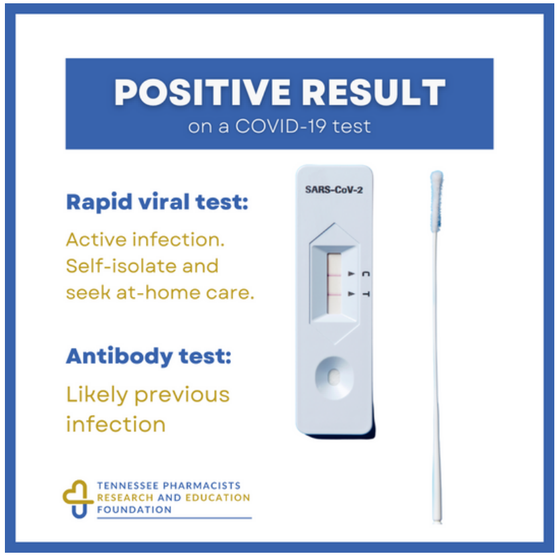
COVID-19 vaccines are not only safe but recommended for people who are pregnant, trying to conceive, or wish to become pregnant in the future. Your family's safety is important, and your pharmacist can answer all your vaccine-related questions. Make an appointment with us today to discuss how a vaccine can help protect the health and safety of your family. [CONTACT INFO, LINK]

Twitter Copy (280 chars. or less)

COVID-19 vaccines are not only safe but recommended for people who are pregnant, trying to conceive, or wish to become pregnant in the future. Call us today at [NUMBER] to discuss how a vaccine can help protect the health and safety of your family.

Positive Result on COVID-19 Test



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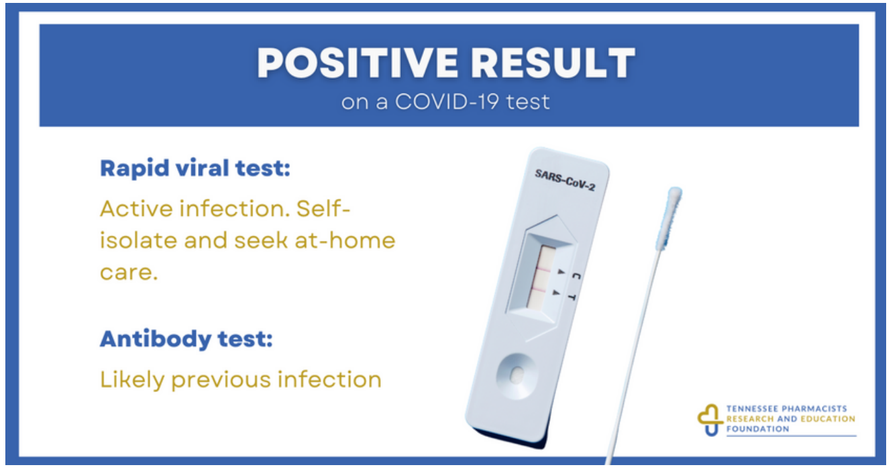
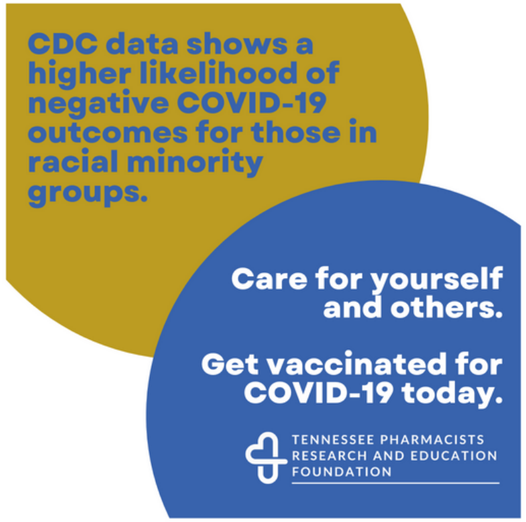
It's important to know what a positive result means on different types of COVID-19 tests. Your pharmacist can help you determine the best course of action after testing, so get in touch if you have questions following your COVID test results. Call us today at [NUMBER] or visit us online at [LINK] to learn more about when to test and what to do if you receive a positive result.



Twitter Copy (280 chars. or less)

It's important to know what a positive result means on different types of COVID-19 tests. Call us today at [NUMBER] to learn more about when to test and what to do if you receive a positive result.

Racial Minority Groups



Copy

According to the CDC, studies show that racial minority groups are at higher risk for negative health outcomes if they contract COVID-19. Stop by today or visit our website at [LINK] to learn more about how you can help keep you and your community safe by getting vaccinated.

Twitter Copy (280 chars. or less)

According to the CDC, studies show that racial minority groups are at higher risk for negative health outcomes if they contract COVID-19. Call us at [NUMBER] to learn more about how you can help keep you and your community safe by getting vaccinated.

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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.

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