



# Office of Minority Health and Health Equity

#VaccineReady  
Social Media Toolkit

[www.fda.gov/HealthEquity](http://www.fda.gov/HealthEquity)

## Vaccine Ready Social Media Toolkit

Over the last year, the COVID-19 pandemic has highlighted the health inequities that affect certain communities within the United States, specifically racial and ethnic minority groups. Many of these communities have particularly been disproportionately impacted by COVID-19. The FDA's Office of Minority Health and Health Equity has joined the U.S. Department of Health and Human Services' #VaccineReady campaign to address these disparities. We've developed social media messages to encourage members of diverse communities to get vaccinated against COVID-19. In this toolkit, you will find Twitter and Facebook messages with a variety of graphics and videos on topics such as vaccine development, vaccine authorization, and the benefits of getting vaccinated against COVID-19.

### We encourage diverse communities to:

- Get the facts about COVID-19 vaccines.
- Share accurate vaccine information.
- Participate in clinical trials.
- Get vaccinated when the time comes.
- Practice COVID-19 safety measures.

### As more vaccines become available, there are steps communities can take to protect themselves until they can get vaccinated. Be sure to:

- Wear a mask to protect yourself and others and stop the spread of COVID-19.
- Wash your hands often with soap and water for at least 20 seconds.
- Stay at least 6 feet (about 2 arm lengths) from others who don't live with you.
- Avoid crowds. The more people you are in contact with, the more likely you are to be exposed to COVID-19.

### To learn more visit:






- [www.fda.gov/HealthEquity](http://www.fda.gov/HealthEquity)
- [www.fda.gov/covid19vaccines](http://www.fda.gov/covid19vaccines)
- [www.fda.gov/coronavirus](http://www.fda.gov/coronavirus)

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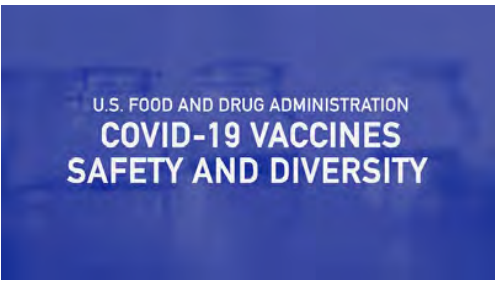



## Tweets (English)

| Graphics   | Messages   |
|--|--|
|  <p><b>VACCINES 101</b></p> <p>FDA</p>  | <p>Are you looking for the latest news and updates on #COVID19 vaccines? Check out these podcasts, videos, and more to keep you informed: <a href="http://www.fda.gov/covid19vaccines">www.fda.gov/covid19vaccines</a> #VaccineReady</p> |
|  <p><b>Vaccines 101</b></p> <p>Vaccines are one of the safest ways to help prevent infectious diseases and they can help protect you and your loved ones from COVID-19.</p> <p><a href="http://www.fda.gov/healthequity">www.fda.gov/healthequity</a></p> <p>FDA</p>                | <p>Do you have questions about #COVID19 vaccines? Find the latest news and updates at <a href="http://www.fda.gov/covid19vaccines">www.fda.gov/covid19vaccines</a> #VaccineReady</p>   |
|  <p>When everyone gets vaccinated against COVID-19, we can get back to spending time with our loved ones and doing the things we enjoy.</p> <p><a href="http://www.fda.gov/HealthEquity">www.fda.gov/HealthEquity</a></p> <p>FDA</p>   | <p>Why should you get vaccinated against #COVID19? Read the latest information from @CDCgov on the benefits of getting a COVID-19 vaccination. <a href="https://go.usa.gov/xsdE4">https://go.usa.gov/xsdE4</a> #VaccineReady</p>         |
|  <p>Diverse researchers and scientists that look like you have worked hard to develop vaccines to help protect our communities.</p> <p><a href="http://www.fda.gov/HealthEquity">www.fda.gov/HealthEquity</a></p> <p>FDA</p>  | <p>Did you know that @US_FDA and @CDCgov have multiple ways of monitoring the safety of #COVID19 vaccines after they are authorized? Learn more: <a href="https://go.usa.gov/xH49d">https://go.usa.gov/xH49d</a> #VaccineReady</p>       |
|  <p>People of different races, ethnicities, genders, and ages participated in COVID-19 clinical trials so researchers could learn if any group responds differently to the vaccines.</p> <p><a href="http://www.fda.gov/HealthEquity">www.fda.gov/HealthEquity</a></p> <p>FDA</p> | <p>#COVID19 vaccines will continue to be monitored by @US_FDA, @CDCgov, and other organizations. Learn more: <a href="https://go.usa.gov/xH4X3">https://go.usa.gov/xH4X3</a> #VaccineReady</p>   |



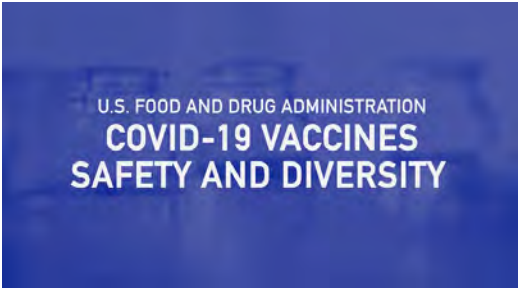



## Tweets (English)

| Graphics  | Messages  |
|---|---|
|  <p>Why Should You Get Vaccinated?</p> <p>www.fda.gov/HealthEquity</p>                                   | <p>Some racial and ethnic minority communities have been disproportionately affected by #COVID19. Protect yourself by getting vaccinated as more vaccines become available:<br/> <a href="https://go.usa.gov/xH49N">https://go.usa.gov/xH49N</a> #VaccineReady</p>    |
|  <p>U.S. FOOD AND DRUG ADMINISTRATION<br/> <b>COVID-19 VACCINES</b><br/> <b>SAFETY AND DIVERSITY</b></p> | <p>Watch @FDAHealthEquity's new video and learn how getting vaccinated against #COVID19 can help us all get back to doing the things we enjoy with the people we love.<br/> <a href="https://youtu.be/-zreFV1U6el">https://youtu.be/-zreFV1U6el</a> #VaccineReady</p> |
|  <p>RADM Richardae Araojo<br/>   Associate Commissioner for Minority Health</p>                         | <p>Did you know that diverse researchers and scientists who look like you helped develop the #COVID19 vaccines? Learn more:<br/> <a href="https://youtu.be/gymnt-UeEKc">https://youtu.be/gymnt-UeEKc</a> #VaccineReady</p>  |








## Facebook Posts (English)

| Graphics   | Messages  |
|--|---|
|  <p><b>Vaccines 101</b></p> <p>Vaccines do not give you the illness they are protecting you from.</p> <p><a href="http://www.fda.gov/healthequity">www.fda.gov/healthequity</a></p>   | <p>Vaccination is a safe and effective way to prevent disease and save lives. Keep yourself and your family healthy by getting vaccinated against #COVID19. Learn more: <a href="http://www.fda.gov/covid19vaccines">www.fda.gov/covid19vaccines</a> #VaccineReady</p>  |
|  <p><b>Fast Facts</b></p> <p>The FDA has been holding virtual public meetings to discuss vaccines before before issuing an authorization or approval.</p> <p><a href="http://www.fda.gov/healthequity">www.fda.gov/healthequity</a></p> | <p>Did you know that the FDA holds virtual public meetings to discuss vaccines before issuing an authorization or approval? Learn more: <a href="https://go.usa.gov/xsdy2">https://go.usa.gov/xsdy2</a> #VaccineReady</p>   |
|  <p><b>Why Should You Get Vaccinated?</b></p> <p><a href="http://www.fda.gov/HealthEquity">www.fda.gov/HealthEquity</a></p>  | <p>Some racial and ethnic minority communities have been disproportionately affected by #COVID19. When we get vaccinated, we aren't just protecting ourselves, our communities as well. <a href="https://go.usa.gov/xH49N">https://go.usa.gov/xH49N</a> #VaccineReady</p>   |
|  <p>U.S. FOOD AND DRUG ADMINISTRATION<br/><b>COVID-19 VACCINES<br/>SAFETY AND DIVERSITY</b></p>   | <p>People of different races, ethnicities, genders, and ages participated in #COVID19 vaccine clinical trials. Watch this new video from FDA's Office of Minority Health and Health Equity, and learn how diverse participation helped researchers and scientists develop COVID-19 vaccines: <a href="https://youtu.be/-zrefV1U6el">https://youtu.be/-zrefV1U6el</a> #VaccineReady</p>          |
|  <p><b>RADM Richardae Arajo</b><br/>Associate Commissioner for Minority Health</p>  | <p>Diverse researchers and scientists who look like you have worked hard to develop #COVID19 vaccines to help protect our communities. Watch this message from FDA's Associate Commissioner for Minority Health, RADM Richardae Arajo, and learn why you should get vaccinated when you are eligible: <a href="https://youtu.be/gymnt-UeEKc">https://youtu.be/gymnt-UeEKc</a> #VaccineReady</p> |



## Tweets (Spanish)

| Graphics  | Messages   |
|---|--|
|    | <p>¿Busca las últimas noticias y actualizaciones sobre las vacunas contra el #COVID19? Consulte estos podcasts, videos y mucho más para mantenerse informado<br/> <a href="http://www.fda.gov/COVID19espanol">www.fda.gov/COVID19espanol</a><br/> #ListosParaLaVacuna</p>  |
|    | <p>¿Tiene preguntas sobre las vacunas contra el #COVID19? Encuentre las últimas noticias y actualizaciones en <a href="http://www.fda.gov/COVID19espanol">www.fda.gov/COVID19espanol</a><br/> #ListosParaLaVacuna</p>  |
|   | <p>¿Por qué debe vacunarse contra el #COVID19? Lea la información más reciente de los @CDCespanol sobre los beneficios de vacunarse contra el COVID-19. #ListosParaLaVacuna<br/> <a href="https://espanol.cdc.gov/coronavirus/2019-ncov/vaccines/vaccine-benefits.html">https://espanol.cdc.gov/coronavirus/2019-ncov/vaccines/vaccine-benefits.html</a></p>   |
|  | <p>¿Sabía que la @FDAenEspañol y los @CDCespanol tienen varias formas de monitorear la seguridad de las vacunas contra el #COVID19 después de ser autorizadas? Obtenga más información:<br/> <a href="https://www.fda.gov/consumers/articulos-en-espanol/aprenda-mas-sobre-las-vacunas-contra-el-covid-19-de-la-fda">https://www.fda.gov/consumers/articulos-en-espanol/aprenda-mas-sobre-las-vacunas-contra-el-covid-19-de-la-fda</a> #ListosParaLaVacuna</p> |
|  | <p>Las vacunas contra el #COVID19 seguirán siendo monitoreadas por la @FDAenEspañol, los @CDCespanol y otras organizaciones. Aprenda más:<br/> <a href="https://www.fda.gov/consumers/articulos-en-espanol/aprenda-mas-sobre-las-vacunas-contra-el-covid-19-de-la-fda">https://www.fda.gov/consumers/articulos-en-espanol/aprenda-mas-sobre-las-vacunas-contra-el-covid-19-de-la-fda</a> #ListosParaLaVacuna</p>   |



## Tweets (Spanish)

| Graphics   | Messages  |
|--|---|
|   | <p>Algunas comunidades de minorías raciales y étnicas han sido desproporcionadamente afectadas por el #COVID19. Protéjase vacunándose contra el #COVID19. <a href="http://www.fda.gov/COVID19espanol">www.fda.gov/COVID19espanol</a> #ListosParaLaVacuna</p>                                      |
|   | <p>Vea el nuevo video de la @FDAHealthEquity y aprenda de qué manera vacunarse contra el #COVID19 puede ayudarnos a todos a volver a hacer las cosas que disfrutamos con las personas que amamos. <a href="https://youtu.be/2Yk74oblje0">https://youtu.be/2Yk74oblje0</a> #ListosParaLaVacuna</p> |
|  | <p>¿Sabía que investigadores y científicos diversos que se parecen a usted ayudaron a desarrollar las vacunas contra el #COVID19? Obtenga más información: <a href="https://www.youtube.com/watch?v=fzVKfHT-_RM">https://www.youtube.com/watch?v=fzVKfHT-_RM</a> #ListosParaLaVacuna</p>          |



## Facebook Posts (Spanish)

| Graphics  | Messages  |
|---|---|
|    | <p>La vacunación es una forma segura y eficaz de prevenir enfermedades y salvar vidas. Manténgase usted y a su familia sanos vacunándose contra el #COVID19. Aprenda más: <a href="http://www.fda.gov/COVID19espanol">www.fda.gov/COVID19espanol</a> #ListosParaLaVacuna</p>  |
|    | <p>¿Sabía que la FDA realiza reuniones públicas para hablar sobre las vacunas antes de emitir una autorización o aprobación? Aprenda más: <a href="https://www.fda.gov/consumers/consumer-updates/learn-more-about-covid-19-vaccines-fda">https://www.fda.gov/consumers/consumer-updates/learn-more-about-covid-19-vaccines-fda</a> #ListosParaLaVacuna</p>   |
|   | <p>Algunas comunidades de minorías raciales y étnicas han sido desproporcionadamente afectadas por el #COVID19. Protéjase vacunándose contra el #COVID19. <a href="http://www.fda.gov/COVID19espanol">www.fda.gov/COVID19espanol</a> #ListosParaLaVacuna</p>  |
|  | <p>Personas de diferentes razas, grupos étnicos, géneros y edades participaron en los ensayos clínicos de las vacunas contra el #COVID19. Vea el nuevo video de la Oficina de Salud de las Minorías y Equidad en la Salud de la FDA, y conozca de qué manera la participación de personas diversas ayudó a los investigadores y científicos a desarrollar las vacunas contra el COVID-19: <a href="https://youtu.be/2Yk74oblje0">https://youtu.be/2Yk74oblje0</a> #ListosParaLaVacuna</p> |
|  | <p>Investigadores y científicos diversos que se parecen a usted han trabajado arduamente para desarrollar las vacunas contra el #COVID19 para ayudar a proteger a nuestras comunidades. Vea este mensaje de la comisionada asociada para la Salud de las Minorías de la FDA, RADM Richardae Arajo, y aprenda por qué debe vacunarse. <a href="https://www.youtube.com/watch?v=fzVKfHT-_RM#ListosParaLaVacuna">https://www.youtube.com/watch?v=fzVKfHT-_RM#ListosParaLaVacuna</a></p>      |

