**Project HEALINGS | Social Media Posts**

**For use to support written articles**

**Sharing Social Media with Partners**

To foster partnerships and support from the many organizations involved in Project HEALINGS, we have prepared social media posts that can be used to share the articles and key messages to communities that have been developed.

**We encourage asking your partners to:**

* Post the suggested copy and images directly on their social channels
* Retweet or repost and engage with your posts

**Project HEALINGS Social Channels**

[**Project website**](https://projecthealings.info/)

[**Instagram**](https://www.instagram.com/project_healings/)

[**Twitter**](https://twitter.com/ProjectHealings)

[**Facebook**](https://www.facebook.com/ProjectHEALINGS/)

**Relevant hashtags:**

**Instagram**

* [#GetVaccinated](https://www.instagram.com/explore/tags/getvaccinated/) [#StaySafeMN](https://www.instagram.com/explore/tags/staysafemn/) [#CDC](https://www.instagram.com/explore/tags/cdc/) [#GetBoosted](https://www.instagram.com/explore/tags/getboosted/) #COVID19Vaccine #Vaccinesafelife #SleeveSUpMN #ProjectHEALINGS #BIPOCVaccineResourcesHub #BIPOCComunities #GoGetVax

**Facebook**

* #ProjectHEALINGS #BIPOCVaccineResourcesHub #BIPOCComunities #StaySafeMN #SleevesUpMN #GoGetVax #COVID19SafetyTips

**Twitter**

* Incorporate hashtags into text of tweets, like #COVID19
* If space allows: #ProjectHEALINGS #StaySafeMN #GoGetVax #SleevesUpMN #BIPOCVaccineResourcesHub #BIPOCComunities #COVID19

**Example Social Media Posts**

In the chart below, we’ve written out 3 suggested posts to promote Article #1. Each post has a version that can be shared on Twitter, Facebook, and Instagram. Below the text of the post, you will see a row for graphics or suggested images to share along with text. For the graphics that are hyperlinked, we have already created a Canva graphic; you will need to click on the link and download the graphic in order to post it.

[**Article #1**](https://docs.google.com/document/d/1zbH76jrKwgWD-k2dwpncwAiT6y8e58C4L31q7KIqT-8/edit)

| **Channel** | **Post 1** | **Post 2** | **Post 3** |
| --- | --- | --- | --- |
| **Twitter** |
|  | Understanding how vaccines work is important to feel confident about your decision to get vaccinated. With the knowledge that vaccines protect our health and provide us immunity, we can keep our loved ones safe. Read more here. #StaySafeMN #GoGetVax [insert article link] | How does the #COVID19 vaccine work? Vaccines have helped our communities fight viruses for more than 100 years, and now it’s time to tackle COVID-19. Read below for more info on how the vaccine was made and why it’s safe and helpful. #StaySafeMN #GoGetVax [insert article link] | Do you have an older family member who hasn’t been vaccinated against #COVID19 yet? Older people are more likely to get very sick from COVID-19, but the vaccine can help them fight the virus. Read more on why the vaccine is important for all of us. #GoGetVax [insert article link] |
| ***Corresponding Images*** | [Graphic](https://www.canva.com/design/DAE9H47HHgY/D1pa1YRlj4peUC4y7WeaJw/edit?utm_content=DAE9H47HHgY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  | Graphic: pop-up link to article | Suggested photo: Two generations (elderly person and younger person) getting their vaccines together  |
| **Facebook** |
|  | Understanding how vaccines work is important to feel confident about your decision to get vaccinated. With the knowledge that vaccines protect our health by teaching our body how to fight off the virus, we can stay healthy and keep our friends and family safe. Read more here. #ProjectHEALINGS #StaySafeMN #SleevesUpMN #GoGetVax #COVID19SafetyTips [insert article link] | You might be hearing a lot of people telling you to get the COVID-19 vaccine. Vaccines have helped our communities fight viruses for more than 100 years, and now it’s time to tackle COVID-19. Read the article below for more info on how the COVID-19 vaccine works and why it’s safe, and how it protects you and your community . #ProjectHEALINGS #StaySafeMN #SleevesUpMN #GoGetVax #COVID19SafetyTips [insert article link] | Do you have an older family member who hasn’t been vaccinated against COVID-19 yet? Older people are more likely to get very sick from COVID-19, but the vaccine can help them stay safe from the virus and fight off. You can set an example for your older family members to get vaccinated. Read the article about how the vaccine can keep your whole family safe. #ProjectHEALINGS #StaySafeMN #SleevesUpMN #GoGetVax #COVID19SafetyTips [insert article link] |
| ***Corresponding Images*** | [Graphic](https://www.canva.com/design/DAE9H47HHgY/D1pa1YRlj4peUC4y7WeaJw/edit?utm_content=DAE9H47HHgY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  | Graphic: pop-up link to article | Suggested photo: Two generations (elderly person and younger person) getting their vaccines together  |
| **Instagram** |
|  | Understanding how vaccines work is important to feel confident about your decision to get vaccinated. With the knowledge that vaccines protect our health by teaching our body how to fight off the virus, we can stay healthy and keep our friends and family safe . Click the link in our bio to read more. #GetVaccinated #StaySafeMN #Vaccinesafelife #SleeveSUpMN #ProjectHEALINGS #GoGetVax  | You might be hearing a lot of people telling you to get the COVID-19 vaccine. Vaccines have helped our communities fight viruses for more than 100 years, and now it’s time to tackle COVID-19. Clink the link in our bio for more info on how the COVID-19 vaccine works, why it’s safe, and how it protects you and your community . #GetVaccinated #StaySafeMN #Vaccinesafelife #SleeveSUpMN #ProjectHEALINGS #GoGetVax  | Do you have an older family member who hasn’t been vaccinated against COVID-19 yet? Older people are more likely to get very sick from COVID-19, but the vaccine can help them stay safe from the virus and fight off. You can set an example for your older family members to get vaccinated. Clink the link in our bio to learn how a vaccine can keep your whole family safe. #GetVaccinated #StaySafeMN #Vaccinesafelife #SleeveSUpMN #ProjectHEALINGS #GoGetVax  |
| ***Corresponding Images*** | [Graphic](https://www.canva.com/design/DAE9H47HHgY/D1pa1YRlj4peUC4y7WeaJw/edit?utm_content=DAE9H47HHgY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)  | Graphic: Screenshot of vaccine chart from article (see below) | Suggested photo: Two generations (elderly person and younger person) getting their vaccines together  |

* Screenshot of vaccine chart from article. Save as an image file and post. 