

### Kaiser Permanente GoVAX Social Media Kit

Thank you for joining Kaiser Permanente and the Maryland Department of Health in our GoVAX initiative to help us end COVID! Below are sample social media posts for Twitter, Facebook, and Instagram. You will also find links to videos and images that you can post on social media.

#### Before getting started, follow us:

- [Facebook \(@kpthrive\)](#)
- [Twitter \(@KPMidAtlantic\)](#)
- [Instagram \(@kpthrive\)](#)

#### Follow our partners:

Maryland GoVAX

- [Facebook: @MDHealthDept](#)
- [Twitter: @GoVAXMaryland](#)

El Tiempo Latino

- Twitter: [@eltiempolatino](#)
- Facebook: [@eltiempolatino](#)
- Instagram: [@eltiempolatino](#)

The AFRO

- Twitter: [@AfroNews](#)
- Facebook: [@AfroAmericanNews](#)
- Instagram: [@AfroNews](#)

#### Campaign Hashtags:

*Try adding these hashtags to any of your posts to stay connected with the GoVAX network.*

- #GoVAX
- #GoVAXMaryland
- #MyOwnWhy

### Instructions for downloading videos

Below you will find links to videos to include in your posts. For videos, once you've clicked the Vimeo link, follow these four steps to download the video so that you can post the video directly to social media. This ensures that the video will play for users while they are on the platform and will get more views. Follow these simple steps:

1. On the video's Vimeo page, find the "Download" icon underneath the video and click it (see below example).



**Linda Mercer LongHaul 01**



2. In the window that appears, choose Original (this ensures that the video is the highest quality).
3. The video will now be available in your computer's Downloads folder or will be saved to your mobile device.
4. You can now post the video file directly to Instagram, Twitter or Facebook
  - a. On Facebook, click the Photo or video icon underneath the field where you can create a post; select the video file either from your Downloads or your mobile device's camera reel or files.
  - b. On Instagram, click the "plus" sign to create a post; click Post; then select the video from your Downloads folder or from your phone's camera reel/memory to add it to the post
  - c. On Twitter, drag and drop the video from your Downloads folder into the field to create a Tweet; or on your mobile device, click the icon to compose a tweet and then select the saved video from your camera reel to upload.

## Twitter

### Tweet #1:

I got the COVID-19 vaccine because I care about [FILL IN WITH YOUR OWN RESPONSE]. That's why I'm proud to join [@GoVAXMaryland](#) and [@KPMidAtlantic](#) to protect our community. Get the facts before you #GoVAX: [kp.org/govax](https://kp.org/govax)

#MyOwnWhy

### Photo:



--

### Tweet #2:

As a [SMALL BUSINESS OWNER, TEACHER, PASTOR, ETC.] I knew getting vaccinated was important to protect my [CLIENTS, COMMUNITY, CHURCH, ETC.]. Now, I'm joining [@KPMidAtlantic](#) and [@GoVAXMaryland](#) help end COVID. Learn more: [kp.org/govax](https://kp.org/govax)

#MyOwnWhy #GoVAXMaryland

### Photo:



**Tweet #3:**

Still not sure about the COVID-19 vaccine? Let us help you decide as a trusted community partner of [@MDHealthDept](#)'s #GoVAX campaign in collaboration with [@KPMidAtlantic](#)'s Good Health & Great Hair initiative. Learn more: [kp.org/govax](http://kp.org/govax)

**Video: (click the arrow on the top right of the screen to download the video before posting)**

<https://drive.google.com/file/d/1Kbg7CiodB0xylaNBI7Tqf0naaAdF8sg7/view>

--

**Tweet #4:**

Need more info before you #GoVAX? I'm joining [@MDHealthDept](#) and [@KPMidAtlantic](#) to help my community get the vax facts and get more Marylanders vaccinated. Let's end COVID: [kp.org/govax](http://kp.org/govax)

**Video: (download the video before posting)**

<https://vimeo.com/605113438>

--

**Tweet #5:**

Everyone deserves the opportunity to get vaccinated. I'm proud to support the #GoVAX campaign with [@KPMidAtlantic](#) and the [@MDHealthDept](#), as a trusted voice in the community. Follow [@GoVAXMaryland](#) or visit [kp.org/govax](http://kp.org/govax)

#MyOwnWhy

**Video (download video before posting)**

<https://vimeo.com/605113438>

--

**Tweet #6:**

Learn why Linda Mercer, previously skeptical, changed her mind about getting the COVID-19 vaccine and how you can join her in the #GoVAX campaign to help Maryland end COVID. For more information, follow [@GoVAXMaryland](#) or visit [kp.org/govax](http://kp.org/govax)

[@KPMidAtlantic](#)

**Video (download video before posting):**

<https://vimeo.com/622469615/586b602169>

--

**Tweet #7:**

The @AfroNews spoke with three @KPMidAtlantic physicians to answer common questions about the COVID-19 vaccine, clarify misconceptions and provide the latest updates about the vaccine. Learn more: <https://bit.ly/3d3dVRK>

#GoVAX @GoVAXMaryland

(Video linked above – include link directly in the post)

--

**Tweet #8:**

Dina Tillman, owner of Hello Bonita Salon in Baltimore, says you do not need to provide your personal information to get the COVID-19 vaccine. Protect yourself and those around you: [kp.org/govax](http://kp.org/govax)

@GoVAXMaryland @KPMidAtlantic #GoVAX

Video (download video before posting):

<https://vimeo.com/kpomidatlantic/review/625811227/7bd429d7be>

--

**Tweet #9:**

The COVID-19 vaccine is the best way to end the pandemic, but many people still have questions about the vaccine. Get the #GoVAX facts from @KPMidAtlantic physician, Dr. Kwame Akoto:

<https://bit.ly/3p4pj5q>

@GoVAXMaryland

--

**Tweet #10:**

What myths have you heard about the COVID-19 vaccine? Get the facts before you #GoVAX:

[kp.org/govax](http://kp.org/govax)

@GoVAXMaryland @KPMidAtlantic

Video options (download video before posting):

<https://vimeo.com/647522449/86db2999c2>

or

<https://vimeo.com/647522458/2cb60fe9ba>

or

<https://vimeo.com/647522468/43b259be71>

or

<https://vimeo.com/647522474/10afb2c317>

--

**Tweet #11 (Spanish):**

Distinga la diferencia entre los mitos y las realidades de la vacuna contra el COVID 19. REALIDAD: la vacuna no causa infertilidad, no cambia el ADN ni puede transmitirle el COVID 19. Infórmese en [kp.org/govax](http://kp.org/govax) (haga clic en “Español”) #GoVAX @GoVAXMaryland @KPMidAtlantic

**Video options (download video before posting):**

<https://vimeo.com/647798894/302359b877>

or

<https://vimeo.com/647798911/858462fcda>

or

<https://vimeo.com/647798929/13d1d04bcb>

or

<https://vimeo.com/647798949/4b2cfab3d3>

--

**Tweet #12 (Spanish):**

“No es suficiente que solo los proveedores de atención médica transmitan la información sobre la vacuna; necesitamos que se involucre toda la comunidad”, indicó la Dra. Mona Gahunia, de @KPMidAtlantic: <https://bit.ly/3DgKiHD>

@eltiempolatino #GoVAX

**Tweet #13 (Spanish)**

La vacuna contra el COVID 19 es la mejor opción disponible para terminar con la pandemia. Dr. Luis Ruiz de @KPMidAtlantic nos comparte algunos de los mitos más comunes sobre las vacunas contra el COVID 19, así como datos importantes. <https://bit.ly/3DmOGWn>

#GoVAXMaryland

**Tweet #14 (Spanish)**

Actualizaciones de la vacuna Covid-19 con los médicos de [@KPMidAtlantic](#) / Con Dr. Maria del Castillo Garcia, Enfermedades Infecciosas; Dr. Luis Ruiz, Neumólogo y Dr. Edgard Segura, Pediatra:

<https://bit.ly/3lli88a>

[@GoVAXMaryland](#)

--

**Tweet#15 (Spanish)**

Independientemente de su estado migratorio, la vacuna COVID-19 está disponible para todos de forma gratuita. No necesitas seguro médico o número de seguro social. #GoVAX [@KPMidAtlantic](#)

[@GoVAXMaryland](#)

Aprende más: [kp.org/govax](http://kp.org/govax)

**Video (download video before posting)**

<https://vimeo.com/639165203/af9d45c776>

## Facebook

**Post #1:**

Dina Tillman, owner of [@HelloBonitaBaltimore](#), reminds us that you do not need to provide your personal information to get vaccinated. Learn how you can protect yourself and those around you with the help of the [Maryland Department of Health's #GoVAX](#) campaign and Kaiser Permanente's Good Health & Great Hair initiative: [www.kp.org/govax](http://www.kp.org/govax).

**Video (download video before posting):**

<https://vimeo.com/kpmidatlantic/review/625811227/7bd429d7be>

--

**Post #2:**

As a [SMALL BUSINESS OWNER, TEACHER, PASTOR, ETC.] I knew getting vaccinated was important to protect my [CLIENTS, COMMUNITY, CHURCH, ETC.]. Now, I'm joining Kaiser Permanente and the [Maryland Department of Health](#) to help end COVID. Learn more: [kp.org/govax](http://kp.org/govax)

#MyOwnWhy #GoVAXMaryland

**Photo:**



--

**Post #3:**

Still not sure about the COVID-19 vaccine? Let us help you decide as a trusted community partner of [Maryland Department of Health](#)'s #GoVAX campaign in collaboration with Kaiser Permanente's Good Health & Great Hair initiative. Get more information here: [kp.org/govax](https://kp.org/govax)

**Video (download video before posting):**

<https://drive.google.com/file/d/1Kbg7CiodB0xylaNBI7Tqf0naaAdF8sg7/view-->

--

**Post #4:**

Need more info before you #GoVAX? I'm joining Kaiser Permanente and the [Maryland Department of Health](#) to help my community get the vax facts and to get more Marylanders vaccinated. Let's end COVID: [kp.org/govax](https://kp.org/govax)

**Video: (download the video before posting)**

<https://vimeo.com/605113438>

--

**Post #5:** Everyone deserves the opportunity to access accurate COVID-19 vaccine information and to get vaccinated. That's why I'm proud to support the #GoVAX campaign with Kaiser Permanente and the [Maryland Department of Health](#), as a trusted voice in the community. For more information [kp.org/govax](https://kp.org/govax)



**Video (download before posting):**

<https://vimeo.com/605113438>

--

**Post #6:**

I got the COVID-19 vaccine because I care about [FILL IN WITH YOUR OWN RESPONSE]. That's why I'm proud to join the [Maryland Department of Health](#) and Kaiser Permanente to protect our community. Get the facts before you #GoVAX: [kp.org/govax](https://kp.org/govax) #MyOwnWhy

**Photo:**



**Post #7 copy:**

Kaiser Permanente member, Linda Mercer, was sure she would not get vaccinated until she was hospitalized with COVID-19. Learn more about Linda's story and how you can help us end COVID together: [kp.org/govax](https://kp.org/govax) #GoVAX

**Video (download video before posting):**

<https://vimeo.com/622469615/586b602169>

**Post #8:**

The [Afro-American Newspapers](#) spoke with three physicians from Kaiser Permanente to answer common questions about the COVID-19 vaccine, clarify misconceptions and provide the latest updates about the vaccine. Watch here: <https://bit.ly/3d3dVRK>. #GoVAX

--

**Post #9:**

The COVID-19 vaccine is the best way to end the pandemic, but many people still have questions about the vaccine. Get the #GoVAX facts in the [Afro-American Newspapers](#) with Kaiser Permanente physician, Dr. Kwame Akoto: <https://bit.ly/3p4pj5q>

--

**Post #10:**

What myths have you heard about the COVID-19 vaccine? Get the facts before you #GoVAX: [kp.org/govax](http://kp.org/govax)

**Video options (download video before posting):**

<https://vimeo.com/647522449/86db2999c2>

or

<https://vimeo.com/647522458/2cb60fe9ba>

or

<https://vimeo.com/647522468/43b259be71>

or

<https://vimeo.com/647522474/10afb2c317>

--

**Post #11 (Spanish):**

Distinga la diferencia entre los mitos y las realidades de la vacuna contra el COVID 19. REALIDAD: la vacuna no causa infertilidad, no cambia el ADN ni puede transmitirle el COVID 19. Infórmese en [kp.org/govax](http://kp.org/govax) (haga clic en "Español") #GoVAX

**Video options (download video before posting):**

<https://vimeo.com/649088578/1014d53d3b>

or

<https://vimeo.com/649088577/a16d6ef5db>

or

<https://vimeo.com/649088547/dc3350d042>

or

<https://vimeo.com/649088526/30b77445fc>

--

**Post #12 (Spanish):**

“No es suficiente que solo los proveedores de atención médica transmitan la información sobre la vacuna; necesitamos que se involucre toda la comunidad”, indicó la Dra. Mona Gahunia, de Kaiser Permanente: <https://bit.ly/3DgKiHD> #GoVAX

[@eltiempolatino](#) #GoVAX

#### Post #13 (Spanish)

La vacuna contra el COVID 19 es la mejor opción disponible para terminar con la pandemia. Dr. Luis Ruiz de Kaiser Permanente nos comparte algunos de los mitos más comunes sobre las vacunas contra el COVID 19, así como datos importantes. <https://bit.ly/3DmOGWn> #GoVAXMaryland

#### Post #14 (Spanish)

Actualizaciones de la vacuna Covid-19 con los médicos de Kaiser Permanente/ Con Dr. Maria del Castillo Garcia, Enfermedades Infecciosas; Dr. Luis Ruiz, Neumólogo y Dr. Edgard Segura, Pediatra:

<https://bit.ly/3lli88a>

#GoVAX

--

#### Post #15 (Spanish)

Independientemente de su estado migratorio, la vacuna COVID-19 está disponible para todos de forma gratuita. No necesitas seguro médico o número de seguro social. No hay control de inmigración en ninguna clínica o ubicación de vacunación. #GoVAX @mdhealthdept

Aprende más: [kp.org/govax](http://kp.org/govax)

#### Video (download video before posting)

<https://vimeo.com/639165203/af9d45c776>

## Instagram

#### Post #1:

As a [SMALL BUSINESS OWNER, TEACHER, PASTOR, ETC.] I knew getting vaccinated was important to protect my [CLIENTS, COMMUNITY, CHURCH, ETC.]. Now, I'm joining Kaiser Permanente and [@mdhealthdept](#), alongside small business owners like [@hellowonitabaltimore](#), to help end COVID. Learn more via link in bio.

(photo on next page)

**Photo:**



--

**Post #2:**

Still not sure about the COVID-19 vaccine? Let us help you decide as a trusted community partner of *@mdhealthdept*'s #GoVAX campaign in collaboration with *@kpthrive*'s Good Health & Great Hair initiative. Get more information via link in bio.

**Video (download before posting):**

<https://vimeo.com/605113438>

--

**Post #3:**

I got the COVID-19 vaccine because I care about [FILL IN WITH YOUR OWN RESPONSE]. That's why I'm proud to join *@mdhealthdept* and *@kpthrive* and small business owners like *@hellobonitabaltimore* to protect our community. Get the facts before you #GoVAX. More info at link in bio. #MyOwnWhy

**Photo:**



**Post #4:**

Dina Tillman, owner of *@HelloBonitaBaltimore*, reminds us that you do not need to provide your personal information to get vaccinated. Learn how you can protect yourself and those around you with the help of the [Maryland Department of Health's #GoVAX](#) campaign and *@kpthrive's* Good Health & Great Hair initiative. Follow link in bio.

**Video (download video before posting):**

<https://vimeo.com/kpmidatlantic/review/625811227/7bd429d7be>

--

**Post #5:**

[@kpthrive](#), member Linda Mercer, was sure she would not get vaccinated until she was hospitalized with COVID-19. Learn more about Linda's story and how you can help us end COVID together. Link in bio.

**Video (download video before posting):**

<https://vimeo.com/622469615/586b602169>

--

**Post #6 (Spanish)**

Conoce a Dina Tillman, dueña de Hello Bonita Hair Salon. Ella comparte sobre la importancia de vacunarse y por qué significa tanto para la comunidad. Escucha porque fue importante para ella vacunarse contra el COVID-19. Enlace en bio.

**Video (download video before posting)**

<https://vimeo.com/639165203/af9d45c776>

--

**Post #7**

What myths have you heard about the COVID-19 vaccine? Get the facts before you #GoVAX. Link in bio.

**Video options (download video before posting):**

<https://vimeo.com/647522449/86db2999c2>

or

<https://vimeo.com/647522458/2cb60fe9ba>

or

<https://vimeo.com/647522468/43b259be71>

or

<https://vimeo.com/647522474/10afb2c317>

--

### **Post #8 (Spanish)**

Distinga la diferencia entre los mitos y las realidades de la vacuna contra el COVID 19. REALIDAD: la vacuna no causa infertilidad, no cambia el ADN ni puede transmitirle el COVID 19. Infórmese en [kp.org/govax](http://kp.org/govax) (haga clic en “Español”). Enlace en bio.

### **Video options (download video before posting):**

<https://vimeo.com/649088578/1014d53d3b>

**or**

<https://vimeo.com/649088577/a16d6ef5db>

**or**

<https://vimeo.com/649088547/dc3350d042>

**or**

<https://vimeo.com/649088526/30b77445fc>

**Questions? Email: [kpmidatlantic@kp.org](mailto:kpmidatlantic@kp.org).**