



# SOCIAL MEDIA TOOLKIT

Last modified: July 1, 2021

## New Posts

The following is designed to serve Georgia's cities by providing the social media tools necessary to share the safety, efficacy and importance of the COVID-19 vaccine with Georgians across the state. GMA will update this document bi-weekly with new content for you to keep your residents educated and encouraged about the vaccine and what they can do to support your communities.

## How to Use This Toolkit

This toolkit is divided into four sections, which represent the four key messages of GMA's "[It's Worth a Shot](#)" campaign. Each talking point is made up of "general" posts and "local" posts.

**General posts:** These social media posts are designed to be more universal and can be easily uploaded to your city's social media accounts with a quick download and "copy and paste" of the proposed verbiage listed below. As always, you are welcome to modify this verbiage as you see fit, to match the voice and tone of your current social media content.

**Local Posts:** Have photos of city officials or a local business that you want to highlight? If so, use the customizable local posts that we have created. All you have to do is fill in the yellow highlighted areas with your community specifics and drop in your desired photo to the visual templates.

## Accessing & Editing Your Social Media Graphics

Please see [here](#) for the general post graphics and [here](#) for the customizable graphics available for amplifying this content.

**To download general graphics:** Follow [this link](#) > select the Image you need > click the three black dots to the right of the image > Download > JPEG image

**To customize the local graphics for your city:** Follow [this link](#) > select File > Make a Copy > Upload your desired picture in the empty photo box [ click on this image  in the menu bar and select the image you want to insert from your computer] > press File > select Download > select JPEG image > Upload your newly created photo to your social media platform of choice

## Things to Remember:

- Use the "Social Media Graphic to Use" information as suggestions to which graphic should be used with each post verbiage. You are welcome to use campaign graphics not listed on specific posts.
- Remember to add your city name to both the post verbiage and graphics when promoted.
- Be sure to get permission from photo subjects, including business owners, before posting on social media.
- To maintain proper aspect ratio, the photo dimensions for your customized photo should be 150 x 150 px.
- This box is the "picture box" that you should insert your image into when customizing your local posts.





## SOCIAL MEDIA POSTS

### KEY MESSAGE: Receiving the COVID-19 Vaccine is Safe.

#### General Posts:

##### Post 1:

It's a #Fact: #COVID19 vaccines are safe and effective. The technology behind the Moderna and Pfizer vaccines—mRNA—has been in development for nearly 30 years and has saved millions of people from getting sick and dying. Learn more about the vaccine and your eligibility here: [www.gacities.com/covidvaccine](http://www.gacities.com/covidvaccine)

**Social Media Graphic to Use: Safety — General Post 1, 2, 3, or 4**

##### Post 2:

Yes, the #COVID19 vaccines are safe and effective. Millions of Americans have received these vaccines under the most intense safety monitoring in U.S. history. @CDC recommends you get a COVID-19 vaccine as soon as you are eligible. [www.gacities.com/covidvaccine](http://www.gacities.com/covidvaccine)

**Social Media Graphic to Use: Safety — General Post 1, 2, 3, or 4**

##### Post 3:

To date, over 3.9 million Georgians have received their #COVID19 vaccine, and ZERO vaccine-related deaths have occurred. Thanks to those getting vaccinated, our communities are on the road to recovery! Visit [www.gacities.com/covidvaccine](http://www.gacities.com/covidvaccine) today to learn all about the #COVID vaccine and how to schedule yours. #ItsWorthAShot #GaCities

**Social Media Graphic to Use: Safety — General Post 1, 2, 3, or 4**

##### Post 4:

The best way to protect your baby is to protect yourself! According to the @CDC, the #COVID19 vaccines are safe for *all adults*, including pregnant women. Visit [www.gacities.com/covidvaccine](http://www.gacities.com/covidvaccine) today to learn more about the #COVID19 vaccine and how to schedule yours. #ItsWorthAShot #GaCities

**Safety — General Post 5 or 6**

##### Post 5:

The #COVID19 vaccine is safe for all! The experts at @CDC report that there is currently no evidence that antibodies formed from COVID-19 vaccination cause any problem with pregnancy, including the development of the placenta. #ItsWorthAShot

**Safety — General Post 5 or 6**

##### Post 6:

As the old saying goes, “a #Donut a day keeps the doctor away!” Okay, maybe that’s not exactly right, BUT your #COVID19 vaccine is good for a free #KrispyKreme Donut, so close enough! When it comes to your vaccine, you can have your donut AND eat it too. Learn more about how to get your shot at [www.gacities.com/covidvaccine](http://www.gacities.com/covidvaccine) #ItsWorthAShot #GaCities

**Social Media Graphic to Use: Donut — General Post 1**



**Post 7:** Is two better than one? When it comes to your #COVID19 vaccine, chances are yes! Unless you got the Johnson and Johnson vaccine, you NEED your second shot to protect yourself, your friends, and your family. Don't delay—schedule shot #2 TODAY! Follow the link for the vaccine tracker: <https://www.vaccinespotter.org/GA/> #ItsWorthAShot

**Social Media Graphic to Use: Safety — General Post 3**

#### Local Posts:

**Post 1:** ## vaccines have been administered in COUNTY/CITY. Thousands of new #COVID19 vaccine doses are arriving each week. Learn how and where to get yours by visiting <https://dph.georgia.gov/covid-vaccine> or ENTER COUNTY VAC. WEBSITE here! #ItsWorthAShot #GaCities

**Social Media Graphic to Use: Safety — Local Post**

#### Teens/Family:

**TEEN 1:** The #COVID19 vaccine? All the cool kids are doing it! Get yours today to ensure you don't miss out on summer, college, or your next adventure! Visit [www.gacities.com/covidvaccine](http://www.gacities.com/covidvaccine) to learn more. #ItsWorthAShot

**Social Media Graphic to Use: Teen Post 1**

**TEEN 2:** Tired of online learning, cancelled games, and running sprints in masks? The only way to get back to normal is to vaccinate as many Georgians as possible...including you! Get your vaccine today so we can get back to normal tomorrow. #ItsWorthAShot

**Social Media Graphic to Use: Teen Post 2**

**TEEN 3:** ¶ ATTN teens and young adults, while #COVID19 isn't likely to make you severely sick, you can still infect your parents and grandparents if you have the virus. Do something even nicer than chores for mom and dad this summer and get vaccinated ASAP! #ItsWorthAShot

**Social Media Graphic to Use: Teen Post 3**

**TEEN 4:** Being sick is no fun. What's even worse? Feeling bad for weeks and months instead of just a couple of days. COVID-19 has been known to have long-term impacts on those who contract it, including fatigue, brain fog, respiratory issues and reduced strength and stamina. Don't lose another summer by not taking your shot. Find where you can get your vaccine by visiting: <https://www.vaccinespotter.org/GA/> #ItsWorthAShot

**Social Media Graphic to Use: Teen Post 4**



**KEY MESSAGE: Receiving the COVID-19 Vaccine is the Next Step Toward Normalcy.**

**General Posts:**

**Post 1:** First, we masked up. Now, it's time to take our shot. A return to normalcy depends on us rolling up our sleeves to protect our families and communities. Learn how to get your #COVID19 vaccine here: [dph.georgia.gov/covid-vaccine](https://dph.georgia.gov/covid-vaccine). #ItsWorthAShot #GaCities

**Social Media Graphic to Use: Community — General Post**

**Post 2:** #Summer is here! And some of our favorite festivals and events are right around the corner, including the #4thOfJuly. The only way to ensure that our favorite pastimes aren't cancelled or restricted is to decrease the spread of all COVID-19 variants in our community, and the surest way to do this is to get your #COVID19 vaccine. #ItsWorthAShot

**Social Media Graphic to Use: Community — General Post 2 or General Post 3**

**Post 3:** Last year, we spent the #4thOfJuly inside. This year, we want to celebrate together! More vaccines mean more barbecues, fireworks, parades, and time spent with family and friends. Visit [www.gacities.com/covidvaccine](https://www.gacities.com/covidvaccine) to learn more about the vaccines and to schedule yours today! #ItsWorthAShot #GaCities

**Social Media Graphic to Use: Community — General Post 2 or General Post 3**

**Local Posts:**

**Post 1:** **INSERT LOCAL BUSINESS NAME** is counting on you to do your part and shoot your shot. Register for your COVID-19 vaccine today so that you can visit your favorite #SmallBusiness this summer! [dph.georgia.gov/covid-vaccine](https://dph.georgia.gov/covid-vaccine) #ItsWorthAShot #GaCities

**Social Media Graphic to Use: Community — Local Post**

**Post 2:** Are you looking forward to **COMMUNITY FESTIVAL/PARADE/FIREWORKS SHOW**? We couldn't be together last year, but this summer, we are back because of all your friends and neighbors who got vaccinated. Now, it's up to you to make sure we can continue to gather for years to come! #ItsWorthAShot #GaCities Learn more at [www.gacities.com/covidvaccine](https://www.gacities.com/covidvaccine)

**KEY MESSAGE: By Receiving the COVID-19 Vaccine You are Doing Your Part to Protect Us All!**

**General Posts:**

**Post 1:**

Getting your #COVID19 vaccine is just the first step. After you roll up your sleeve, pick up your phone and help your friends, family, and neighbors get vaccinated too! Visit [www.gacities.com/covidvaccine](https://www.gacities.com/covidvaccine) for more educational resources. #ItsWorthAShot #GaCities

**Social Media Graphic to Use: Duty & Faith — General Post**



**Post 2:**

#GaCities, we can do better! #DidYouKnow that Georgia ranks last for vaccine distribution? If our vaccine allotment continues to go unused, we will be unable to achieve herd immunity. Visit [www.gacities.com/covidvaccine](http://www.gacities.com/covidvaccine) today to learn how you can be a leader in the fight against #COVID19 and help to end our collective personal and economic suffering. #ItsWorthAShot #GaCities

**Social Media Graphic to Use: Duty & Faith — General Post**

**Local Posts:**

**Post 1:**

Check out **MAYOR, COUNCILMEMBER, CITY MANAGER X**, getting their #COVID19 vaccine and doing their part to keep **CITY NAME** safe. #ItsWorthAShot to protect our community! Have you already received your vaccine? Share a 👍 below. #GaCities

**Social Media Graphic to Use: Duty & Faith — Local Post**

**Post 2:**

My love for our community is stronger than the prick of a needle. Do your part and register for your vaccine today to ensure **CITY/COUNTY** has a brighter tomorrow. [dph.georgia.gov/covid-vaccine](http://dph.georgia.gov/covid-vaccine) #ItsWorthAShot #GaCities

**Social Media Graphic to Use: Duty & Faith — Local Post**

**KEY MESSAGE: Our Health, Community & Economy Are at Stake by Not Receiving the COVID-19 Vaccine in Pursuit of Reaching Herd Immunity.**

**General Posts:**

**Post 1:**

Tired of lockdowns, quarantines and the toll COVID-19 has taken on our daily lives? Then you need to roll up your sleeve and take your shot when it's available to you! Follow this link to find Georgia's vaccine locator: [dph.georgia.gov/covid-vaccine](http://dph.georgia.gov/covid-vaccine) #ItsWorthAShot #GaCities

**Social Media Graphic to Use: What's at Stake — General Post**

**Local Posts:**

**Post 1:**

Let's get our community back on track! Help us all get back to work by registering for your COVID-19 vaccine today. #ItsWorthAShot #GaCities

**Social Media Graphic to Use: What's at Stake — Local Post**