



# Social Press Kit & Social Media Best Practices



## About Social Press Kit

The Center for Rural Health Development is proud to provide communication materials through Social Press Kit at [thesocialpresskit.com/communityimmunitywv](https://thesocialpresskit.com/communityimmunitywv). This link will be updated frequently with sample social media posts, graphics and other materials for you and your organization to use. Each of us utilizing these tools together will amplify our message of creating [#CommunityImmunityWV](https://twitter.com/CommunityImmunityWV).

## Social Media Tips

### 1. Engaging on Social Media

It is vitally important to share and engage with pro-vaccine messages to amplify positive, science-based information about vaccination. Please encourage others to do the same!

Many of us know the myths and conspiracy theories that are being discussed in regards to COVID-19 vaccination. It is important that you are vigilant in monitoring the dialogue within your community to stop the spread of misinformation. If an audience member has questions or asks for more information, please respond to them as quickly as possible with a response and link to a credible .gov website (CDC, FDA, WV DHHR, etc) or nationally recognized medical group, such as the American Academy of Pediatrics or American Medical Association. The CDC's COVID-19 Vaccine website for patients/general public is a great resource: [cdc.gov/coronavirus/2019-ncov/vaccines/index.html](https://cdc.gov/coronavirus/2019-ncov/vaccines/index.html)

### 2. ADA Compliance

Please consider making your posts more accessible for those with visual impairments.

**Note:** *This cannot be done by posting directly from Social Press Kit. You will need to download the image and caption and post directly in Twitter, Facebook, etc.*

Follow the links below to learn how to make your image accessible:

[Twitter - Alt Text](#)

[Facebook - Alt Text](#)

[Instagram - Alt Text](#)

[LinkedIn - Alt Text](#)

### 3. Pin Important Posts

Pinning an important post to the top of your Facebook page or Twitter feed allows you to highlight that post and boost visibility. Pin posts that are time-sensitive or highlight important content.

[Facebook: Pin a Post](#)

[Twitter: Pin a Tweet](#)

### 4. Find Your Best Time to Post

By posting at a time when your followers are most likely online, you increase the chances of your content showing up first in their feed. Read more in this general guide on the [best times to post](#).

### 5. Include Relevant Hashtags

Find 2-3 relevant hashtags to accompany your tweet, such as #CommunityImmunityWV and #COVID19Vaccine. This will allow more people to discover your content.

### 6. Tag Relevant Partners Where Applicable

It is especially important to include the handle of other accounts that have provided source information to establish authority. You can do this by including @ in front of the username of the organization you are tagging. Ex: "According to the @CDC, COVID-19...."

**We appreciate your support in this effort. If you need additional size graphics created for your organization or have any further questions, please contact Elaine Darling at [elaine.darling@wvruralhealth.org](mailto:elaine.darling@wvruralhealth.org).**

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The West Virginia Immunization Network (WIN) is a statewide coalition of more than 400 public and private sector members who work to protect West Virginians from vaccine-preventable diseases. The Center for Rural Health Development, a non-profit organization with the mission of improving the health of West Virginians and strengthening West Virginia's health care delivery system, serves as the lead agency for WIN.

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