

| You can... | How to do this... | Products... | Tools to make it easier for you! |
|---|---|--|---|
| Update your web presence to highlight immunization | <ul style="list-style-type: none"> <input type="checkbox"/> Place banners/buttons on your website <input type="checkbox"/> Content syndicate CDC webpages <input type="checkbox"/> Web content such as a feature articles <input type="checkbox"/> Use key points to update/create web content | <ul style="list-style-type: none"> <input type="checkbox"/> Have <input type="checkbox"/> Need to update <input type="checkbox"/> Will use/adapt CDC and/or NPHIC materials | <ul style="list-style-type: none"> <input type="checkbox"/> NIAM logos and banners <input type="checkbox"/> CDC web content <input type="checkbox"/> CDC web buttons <input type="checkbox"/> CDC features <input type="checkbox"/> Key messages <input type="checkbox"/> Ready-to-publish articles |
| Promote through social media | <ul style="list-style-type: none"> <input type="checkbox"/> Post on Facebook and/or Twitter <input type="checkbox"/> Retweet and share posts by others <input type="checkbox"/> Upload infographic to Pinterest or other social media <input type="checkbox"/> Share NIAM-related news articles on your social media accounts | <ul style="list-style-type: none"> <input type="checkbox"/> Have <input type="checkbox"/> Need to update <input type="checkbox"/> Will use/adapt CDC and/or NPHIC materials | <ul style="list-style-type: none"> <input type="checkbox"/> Sample tweets and posts <input type="checkbox"/> NIAM logos and graphics |
| Highlight NIAM and immunization in organization newsletters | <ul style="list-style-type: none"> <input type="checkbox"/> Create an immunization focused article and/or newsletter | <ul style="list-style-type: none"> <input type="checkbox"/> Have <input type="checkbox"/> Need to update <input type="checkbox"/> Will use/adapt CDC and/or NPHIC materials | <ul style="list-style-type: none"> <input type="checkbox"/> Ready-to-publish articles |
| Generate media exposure for NIAM and immunizations | <ul style="list-style-type: none"> <input type="checkbox"/> Leverage your local news (newspapers, radio stations, bloggers and other websites) to place print ads and PSAs <input type="checkbox"/> Pitch interviews with subject matter experts | <ul style="list-style-type: none"> <input type="checkbox"/> Have <input type="checkbox"/> Need to update <input type="checkbox"/> Will use/adapt CDC and/or NPHIC materials | <ul style="list-style-type: none"> <input type="checkbox"/> CDC print ads and PSAs <input type="checkbox"/> Media outreach toolkit <input type="checkbox"/> Sample news release <input type="checkbox"/> Sample media advisory <input type="checkbox"/> Key messages |
| Share posters and fact sheets with your constituents | <ul style="list-style-type: none"> <input type="checkbox"/> Share posters and fact sheets with your audience | <ul style="list-style-type: none"> <input type="checkbox"/> Have <input type="checkbox"/> Need to update <input type="checkbox"/> Will use/adapt CDC and/or NPHIC materials | <ul style="list-style-type: none"> <input type="checkbox"/> NIAM posters <input type="checkbox"/> CDC posters, flyers, and fact sheets |