



Social Media Strategies

Share information, messages, and reports through social media sites in order to **promote the goals** of National Immunization Awareness Month to the general public, public health community, health care providers and the media.



Objectives

- Promote importance of immunizations across the lifespan
- Maximize earned media opportunities through on-line conversations and sharing through social media
- Utilize social media networks to circulate information and resources to target audiences
- Highlight the campaign, encourage dissemination of campaign materials



Target Audiences

- **Consumer – Public**
 - Parents of school age children, college students, Pregnant Women / Expectant Parents, Adults
- **Healthcare Providers**
 - Primary Care Physicians, OB/Gyns, College Health Centers, Health Systems and Hospitals, Professional associations, Physician bloggers/ social media influencers
- **Media**
 - Traditional News Media (Health Reporters), Social media mavens/ influencers, Providers on social media, Mommy Bloggers



Off to College

August 4-10

Back to School

August 11-17

Not Just For Kids

August 18-24

A Healthy Start

August 25-31



We need 'Buzz'...

- Include NIAM on websites
- Articles
- Blog posts
- Tweets
- Facebook Likes and Shares
- Local stories
- Other social media



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