

#SleeveUpNewHampshire



CENTERS FOR DISEASE CONTROL SOCIAL MEDIA MESSAGING: COVID-19 VACCINE

About COVID-19 Vaccines

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- There are two COVID-19 vaccines currently authorized and recommended for use in the United States, and three other vaccines are currently in large-scale clinical trials. To learn more about the different vaccines for COVID-19 and how vaccines work, visit: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/different-vaccines.html>
- COVID-19 mRNA vaccines teach our cells how to make a piece of a protein to trigger an immune response and build immunity to the virus that causes COVID-19. mRNA does not affect or interact with a person's DNA, and the cell breaks down and gets rid of the mRNA as soon as it is finished using these instructions. Learn about mRNA vaccines and how they work: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/different-vaccines/mrna.html>
- None of the COVID-19 vaccines currently authorized for use in the United States uses the live virus that causes COVID-19. You may have symptoms like a fever after you get a vaccine. This is normal and a sign that your immune system is learning how to recognize and fight the virus that causes COVID-19. Learn more about the facts behind COVID-19 vaccines: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/facts.html>
- How many people need to get a COVID-19 vaccine for herd immunity? Herd immunity means that enough people in a community are protected from getting a disease because they've already had the disease or they've been vaccinated. Herd immunity makes it hard for the disease to spread from person to person, and it even protects those who cannot be vaccinated, like newborns. While experts don't yet know what percentage of people would need to get vaccinated to achieve herd immunity, vaccination is a safer way to build protection than getting sick with COVID-19. Have a question about COVID-19 vaccines? See answers to our most frequently asked questions: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html>

Instagram Sample Message

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- COVID-19 mRNA vaccines teach our cells how to make a piece of a protein to trigger an immune response and build immunity to the virus that causes #COVID19. mRNA does not affect or interact with a person's DNA and the cell breaks down and gets rid of the mRNA as soon as it is finished using the instructions. Learn about mRNA vaccines and how they work: [cdc.gov/coronavirus/vaccines](https://www.cdc.gov/coronavirus/vaccines)
- None of the COVID-19 vaccines currently authorized for use in the United States uses the live virus that causes COVID-19. You may have symptoms like a fever after you get a #vaccine. This is

normal and a sign that your immune system is learning how to recognize and fight the virus that causes COVID-19. Learn more about the facts behind #COVID19 vaccines: [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

- How many people need to get a #COVID19 vaccine for herd immunity? When enough people in a community are protected from getting a disease – because they've already had the disease or they've been vaccinated – that makes it harder for the disease to spread from person to person. This is known as herd immunity, and it even protects those who cannot be vaccinated, like newborns. While experts don't yet know what percentage of people would need to get vaccinated to achieve herd immunity, vaccination is a safer way to build protection than getting sick with COVID-19. Have a question about #COVID19 vaccines? See answers to our most frequently asked questions: [cdc.gov/coronavirus/vaccines](https://www.cdc.gov/coronavirus/vaccines)

Twitter Sample Message

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- Mrna vaccines teach our cells how to make a piece of a protein, without interacting with our DNA, to trigger an immune response and build immunity to the virus that causes #COVID19. Learn about Mrna vaccines and how they work: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/different-vaccines/mrna.html>
- #COVID19 vaccines currently authorized for use in the US do not use the live virus that causes COVID-19. Having symptoms like fever after you get a #vaccine is normal and a sign your immune system is learning to fight the virus. Learn more: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/about-vaccines/vaccine-myths.html>
- Q: How many people need to get a #COVID19 vaccine for herd immunity?
A: While experts don't yet know how many people would need to get vaccinated to achieve herd immunity, vaccination is a safer way to build protection than getting sick. More FAQs: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/faq.html>

Vaccine Benefits

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- While getting COVID-19 may offer some natural protection or immunity, the risk of severe illness and death from COVID-19 far outweighs any benefits of natural immunity. Getting a COVID-19 vaccine will help protect you without having to be sick. Learn about the benefits of COVID-19 vaccination so you'll be ready when a vaccine is recommended for you: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/about-vaccines/vaccine-benefits.html>
- Your best protection from COVID-19 will be a combination of getting a COVID-19 vaccine, wearing a mask, staying at least 6 feet away from others, avoiding crowds, and washing your hands often. No one tool alone is going to stop the pandemic. Learn about the benefits of COVID-19 vaccination so you'll be ready when a vaccine is recommended: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/about-vaccines/vaccine-benefits.html>
- FACT: #COVID19 vaccination helps keep you from getting COVID-19. The vaccines currently available in the United States are more than 90% effective at preventing

COVID-19, according to clinical trials, and are important tools to stop the pandemic.
Learn more: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/vaccine-benefits.html>

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- No one tool alone is going to stop the #COVID19 pandemic. A combination of getting a COVID-19 #vaccine, wearing a mask, staying at least 6 feet away from others, and washing your hands often are all needed. Learn more: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/about-vaccines/vaccine-benefits.html>
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Vaccine Safety

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- Safety is a top priority while federal partners work to make COVID-19 vaccines available. Safety is considered before any vaccine before any vaccine is recommended for use. Learn more about how CDC and its partners are ensuring the safety of COVID-19 vaccines: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/safety.html>

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Twitter Sample Message

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What to Expect After Vaccination

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- Side effects after getting a COVID-19 vaccine are normal signs your body is building protection. Side effects may even feel like flu and might affect your ability to do daily activities, but they should go away in a few days. Learn more: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/expect/after.html>

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CDC Digital Assets: <https://www.cdc.gov/coronavirus/2019-ncov/communication/vaccination-toolkit.html>