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## Social Media Messages

### Overview

Promote the following social media messages on X (formerly Twitter), Facebook, and Instagram to amplify Bridge Access Program participation. You can:

- Customize these messages with your local vaccination events and location information. Incorporate local hashtags on X (formerly Twitter) and Instagram that may help you reach your target audience.
- Post these messages on your social channels with the graphics provided or your own images, GIFs, and videos.
- Follow and tag [@CDCGov](#) (X), [@CDC](#) (Facebook), and [@CDCGov](#) (Instagram).

*Note: Character count limitations and preferences for select platforms:*

- **X (formerly Twitter):** The character limit for a single post is 280 characters which includes letters, numbers, symbols (emojis), links, and spaces. To help you track this, character counts are noted alongside the X posts.
- **Facebook:** The preferred character limit is 250. Messages that are 250 characters or less will allow the message to post fully without being truncated and prompting a “See More.”
- **Instagram:** The preferred character limit is 250 – 500. Instagram posts can be up to 2200 characters; however, social media best practices indicate shorter captions are more user friendly and make it easier for viewing on mobile devices.

### Customizable Versions

#### X (formerly Twitter):

- Uninsured? Adults without health insurance can get a free #COVID19 vaccine. Visit us to get your free vaccine: [link] (112 characters with spaces)
- Does your health insurance plan charge a co-pay or any other costs for an updated #COVID19 vaccine? If you're 18 years or older, you can still get a COVID-19 vaccine for free. Learn more: [link] (190 characters with spaces)
- Uninsured or your plan doesn't fully cover a COVID-19 vaccine? You can still get an updated #COVID19 vaccine for free. Make an appointment with us today. [link] (156 characters with spaces)
- COVID-19 is still here! Stay protected with an updated #COVID19 vaccine. Uninsured adults can get one for free. No sign up is needed, just tell us whether you have insurance. [link] (177 characters with spaces)
- COVID-19 vaccines are still available for free! Adults without health insurance or whose plan doesn't fully cover a #COVID19 vaccine can get one for free through the Bridge Access Program. Find a location near you: [link] (210 characters with spaces)
- Uninsured or your plan doesn't fully cover a COVID-19 vaccine? Adults can get an updated #COVID19 vaccine for free at our clinic. No sign up is needed, but we encourage you to make an appointment to save you time in line. [link] (212 characters with spaces)

### Facebook/Instagram:

- Uninsured? Adults without health insurance can still get an updated COVID-19 vaccine for free. Visit us to get your vaccine: [link]
- Uninsured or your plan doesn't fully cover a COVID-19 vaccine? Adults can still get an updated COVID-19 vaccine for free. Make an appointment with us today. [link]
- COVID-19 is still here! Stay protected with an updated #COVID19 vaccine. Adults without health insurance or whose plan doesn't fully cover a COVID-19 vaccine can get one for free. No sign up is needed, just tell us whether you have insurance. [link]
- Uninsured or your plan doesn't fully cover a COVID-19 vaccine? Adults can get an updated COVID-19 vaccine for free at our clinic. No sign up is needed. Appointments are encouraged, but we accept walk-ins. [link]
- COVID-19 vaccines are still available for free! Adults without health insurance or whose plan doesn't fully cover a COVID-19 vaccine can get one for free through the Bridge Access Program. Find a location near you: [link]

## General Ready-to-Use Versions

### X (formerly Twitter):

- If you're an adult without health insurance or your plan doesn't fully cover a #COVID19 vaccine, you can get one for free through the Bridge Access Program. Find a participating location near you at Vaccines.gov. (204 characters with spaces)
- Adults without health insurance or whose plan doesn't fully cover a #COVID19 vaccine can get one for free through the Bridge Access Program. You don't need to sign up. Just tell a participating provider whether you have health insurance. Visit Vaccines.gov. (255 characters with spaces)
- The Bridge Access Program offers free #COVID19 vaccines if you're uninsured or your plan doesn't fully cover the costs. Find a participating location at Vaccines.gov. (161 characters with spaces)

### Facebook/Instagram:

- If you're 18 years or older without health insurance or your plan doesn't fully cover a COVID-19 vaccine, you can get one for free through the Bridge Access Program. Find a participating location at Vaccines.gov.
- Adults without health insurance or whose plan doesn't fully cover a COVID-19 vaccine can get one for free through the Bridge Access Program. You don't need to sign up. Just tell a participating provider whether you have health insurance. Find a location near you at Vaccines.gov.
- Protect yourself and your loved ones by getting an updated COVID-19 vaccine. Adults without health insurance or whose plan doesn't fully cover the vaccine can get one for free through the Bridge Access Program. Find a participating location near you at Vaccines.gov.

## Holiday-Specific Ready-to-Use Versions

### X (formerly Twitter):

- Gathering at home or traveling for the holiday? There's still time to get your free #COVID19 vaccine. The Bridge Access Program offers free COVID-19 vaccines if you're uninsured or your plan doesn't fully cover the costs. Find a location at Vaccines.gov. (250 characters with spaces)
- Visiting loved ones for the holidays? Don't forget to get your free #COVID19 vaccine. If you don't have health insurance or your plan doesn't fully cover the vaccine, you can get one for free through the Bridge Access Program. Find a location near you at Vaccines.gov. (264 characters with spaces)

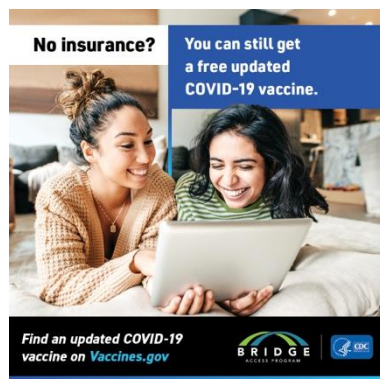
- 'Tis the season for holiday gatherings! Protect yourself with a #COVID19 vaccine. Don't have health insurance? You can get one for free through the Bridge Access Program. Find a location near you at Vaccines.gov. #VaccinesWork (223 characters with spaces)

### Facebook/Instagram:

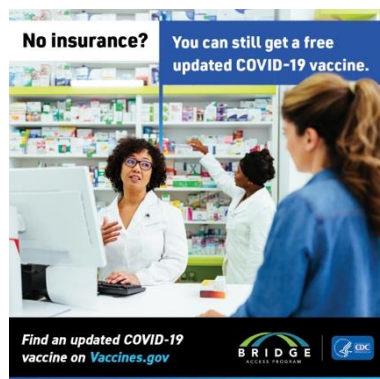
- This holiday season, protect yourself by getting a free COVID-19 vaccine. Adults without health insurance or whose insurance doesn't fully cover a vaccine can get one for free through the Bridge Access Program. Find a participating location near you at Vaccines.gov.
- Protect yourself this holiday season with a free COVID-19 vaccine. Adults without health insurance or whose plan doesn't fully cover a vaccine can get one for free through the Bridge Access Program. Visit Vaccines.gov to find a participating location near you.
- 'Tis the season for holiday gatherings! Protect yourself with a free COVID-19 vaccine. Don't have health insurance? You can get one for free through the Bridge Access Program. Find a participating location at Vaccines.gov.

## Ready-to-use Social Media Graphics

Use the graphics provided or your own images, GIFs, and videos to accompany the sample social media messages. The [full library](#) of social media images is available online. They are available in English and Spanish.



ALT Text: Two adults looking at a handheld screen with title, "No insurance? You can still get a free updated COVID-19 vaccine." Text overlay reads, "Find an updated COVID-19 vaccine on Vaccines.gov." Bridge Access Program graphic and CDC HHS logo.



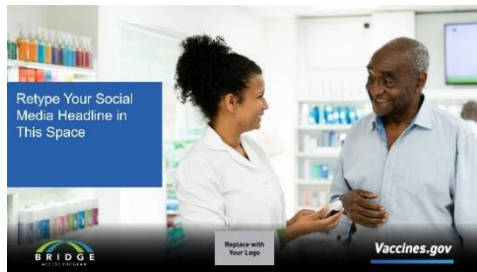
ALT Text: Healthcare provider talking with adult patient at pharmacy with title, "No insurance? You can still get a free updated COVID-19 vaccine." Text overlay reads, "Find an updated COVID-19 vaccine on Vaccines.gov." Bridge Access Program graphic and CDC HHS logo.



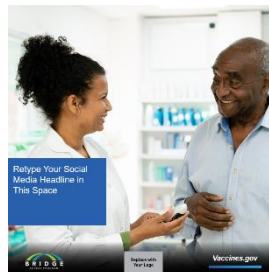
ALT Text: Healthcare provider talking with adult patient at pharmacy with title, "No insurance? Protect yourself with a free updated COVID-19 vaccine." Text overlay reads, "Find an updated COVID-19 vaccine on Vaccines.gov." Bridge Access Program graphic and CDC HHS logo.

## Customizable Social Media Graphic Templates:

The following social media graphic templates are in PowerPoint format, allowing you to insert your own overlay copy, agency or organization's logo, and preferred image. The preferred image size for X (formerly Twitter) and Facebook is 1200x675. The preferred image size for Instagram is 1080x1080.



1200x675 image size



1080x1080 image size

### Instructions for customizing your social media graphic:

#### Replace the background image

1. Right-click the background image.
2. Click **Change Picture** and then click **This Device**.
3. In the dialog box that opens, browse to the picture that you want to insert, click that picture, and then click **Insert**.

**Note:** Replacement background images should be sized to **1920x1080 pixels** before inserting.

#### Insert your logo

1. Right-click the gray logo icon.
2. Click **Change Picture** and then click **This Device**.
3. In the dialog box that opens, browse to the logo that you want to insert, click that picture, and then click **Insert**.

#### Change the headline

1. Click on the blue box to start typing your social media headline.

##### Tips:

- Keep headlines catchy and concise.
- Add a call-to-action.
- Focus on the target audience.
- Keep it positive.

#### Save a single slide as an image

1. In the slide thumbnail pane, on the left side of the PowerPoint window, select the slide you want to save.
2. Click **File > Save As** (or **Save a Copy** if your presentation is saved on OneDrive or SharePoint). Navigate to the folder where you want to save your slide.
3. Type the name of your slide image in the **File name** text box.
4. Click to open the **Save as Type** drop-down menu. Select one of the following image formats for your slide:
  - JPEG File Interchange Format (.JPG)
  - PNG Portable Network Graphics Format (.PNG)
  - GIF Graphics Interchange Format (.GIF)
  - Scalable Vector Graphics Format (.SVG)
5. Click **Save**. Review the PowerPoint dialog box and select **Just This One** to save your selected slide as an image.