**Fruitful 2021 COVID-19 Vaccine Campaign**

Phase 3: Social Strategy

**Post 1**

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**Facebook**Make this year more appealing by protecting teens against COVID-19.

The CDC and American Academy of Pediatrics recommend that youth 12 years + be vaccinated   
lickety-split.

Learn more at @childrensomaha’s COVID-19 resource page: <https://childrensomaha.org/covid>

**Instagram**Make this year more appealing by protecting teens against COVID-19.

The CDC and American Academy of Pediatrics recommend that youth 12 years + be vaccinated   
lickety-split.

Visit ChildrensOmaha.org/covid for more information.

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#covid\_19 #covid #vaccinessavelives #nebraska #fruitful21

**Post 2**

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**Facebook**  
Go bananas and get vaxxed! The CDC now recommends everyone 12+ be vaccinated against COVID-19.

For answers to frequently asked questions about the COVID-19 vaccination for teens, go to: <https://www.childrensomaha.org/wp-content/uploads/2021/09/Fruitful-2021-FAQ.pdf>

**Instagram**Go bananas and get vaxxed! The CDC now recommends everyone 12+ be vaccinated against COVID-19.

For answers to frequently asked questions about the COVID-19 vaccination for teens, visit ChildrensOmaha.org/fruitful2021.

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#covid\_19 #covid #vaccinessavelives #nebraska #fruitful21

**Post 3**

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**Facebook**  
Find out what’s next for teenagers once they’ve been vaccinated against the COVID-19 virus in this @childrensomaha article at: <https://www.childrensomaha.org/health-news/your-teen-has-been-vaccinated-now-what/>

**Instagram**  
Find out what’s next for teenagers once they’ve been vaccinated against the COVID-19 virus   
at ChildrensOmaha.org/covid.

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#covid\_19 #covid #vaccinessavelives #nebraska #fruitful21

**Post 4**

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**Facebook**  
Everyone 12 and older is now eligible for COVID vaccines!

Say yes to friends. Say yes to hanging out. Say yes to…

See what teens can say “yes” to again once they are vaccinated at: <https://www.youtube.com/watch?v=ehdCtHOx50g>

**Instagram**

Everyone 12 and older is now eligible for COVID vaccines!

Say yes to friends. Say yes to hanging out. Say yes to…

See what teens can say “yes” to again once they are vaccinated by clicking on the “YES! Video (YouTube) link at: ChildrensOmaha.org/fruitful2021.

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#covid\_19 #covid #vaccinessavelives #nebraska #fruitful21

**Post 5**

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**Facebook**

The Delta variant of COVID-19 is 200% more transmissible than other variants.

Let’s protect more teens from COVID! Getting eligible teens vaccinated is essential to protecting them from the virus and slowing community spread. Learn more about returning to school safely at:

<https://www.childrensomaha.org/wp-content/uploads/2021/08/NCHEA-DELTA-2021-FINAL.pdf>

**Instagram**

The Delta variant of COVID-19 is 200% more transmissible than other variants.

Let’s protect more teens from COVID! Getting eligible teens vaccinated is essential to protecting them from the virus and slowing community spread.

Learn more by clicking on the Returning to School Safely information sheet at: ChildrensOmaha.org/fruitful2021.

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#covid\_19 #covid #vaccinessavelives #nebraska #fruitful21