

SOCIAL MEDIA

TOOLKIT

CHICAGO

INTRODUCTION

A recent study found a substantial group of Chicago residents do not feel well-informed or confident to make a decision about being vaccinated, or feel less urgency to do so.

We also know that for these residents, outside of personal healthcare providers, friends and family are some of the most trusted sources for information about the COVID-19 vaccine.

This speaks to a need for increased visibility around the vaccine, with the aim of making it seem more prevalent and normalized.

In this toolkit, you will find information about the COVID-19 vaccine and timely updates, as well as information about vaccination sites, to share with your network.

Want to learn more?
Visit www.Chicago.gov/COVIDvax.

Weekly Social Media Messages

Updated October 19, 2021

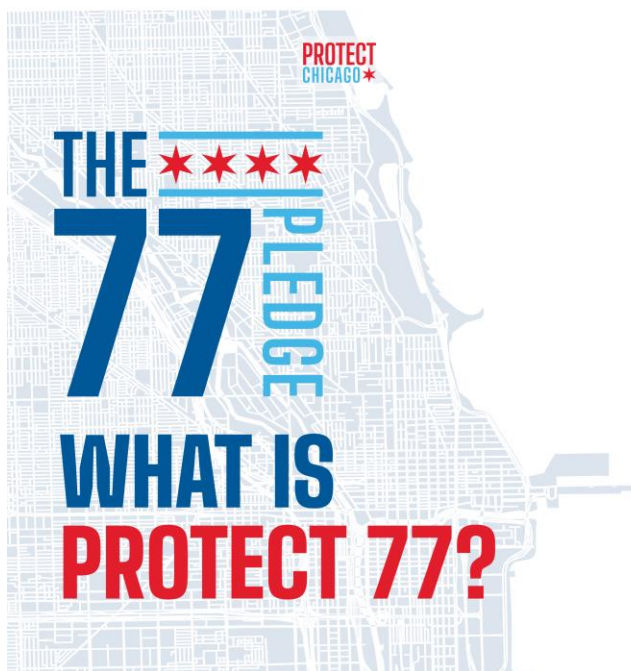
Take the Pledge!

Protect Chicago 77 is a citywide campaign to ensure that 77% of all Chicago residents ages 12 and up have started their COVID-19 vaccination series by December 31, 2021. Currently, more than 1.7 million – or 73.6 percent – of Chicagoans age 12 and up have joined the movement and received at least one dose of a COVID-19 vaccine.

Here are some ways to support Protect 77: Stop the spread of vaccine misinformation, supporting businesses in your community who make vaccine safety a priority, and consider talking to that reluctant family member about why it's so important to step up at this moment. Every Chicagoan can do something meaningful to help us reach this vital vaccination milestone.

Social assets available for download [here](#).

Notable Caption Copy: What is Protect 77? Join the citywide effort to ensure that 77% of all Chicago residents ages 12 and up start their COVID-19 vaccination series by the end of the year. #WeCanChicago #The77Pledge #ProtectChicago



HOW CAN I SUPPORT?



- ★ Stopping the spread of vaccine misinformation
- ★ Supporting businesses in your community who make vaccine safety a priority
- ★ Talking to that reluctant friend or family member about why it's so important to step up at this moment

Every Chicagoan can do something meaningful to help us reach this vital vaccination milestone.

PROTECT CHICAGO THE 77 PLEDGE

src="CDPH-What is Project 77?_Insta slide 1.png" alt="What is Protect Chicago 77 take the pledge chi.gov/COVIDVAX">

src="CDPH-What is Project 77?_Insta slide 3.png" alt="Protect Chicago 77 how can I support chi.gov/COVIDVAX ">

Let's Talk About It: Conversation about the COVID-19 vaccine

CDPH has been continuously working to provide the best access and information to Chicago communities about the importance of the COVID-19 vaccine. When it comes to the COVID-19 and the COVID-19 vaccine, how do you sort fact from fiction? The Barbershop and the Nail Salon are the places where men and women can talk freely amongst each other. This video series serves as an open conversation to address concerns surrounding the ongoing COVID-19 pandemic specifically to men and women of color.

Social asset available for Barbershop [here](#). Social asset available for Nail Talk [here](#).

Nail Talk Caption Copy: Let's Talk About It: Nail Talk Edition. It's time to get real about the COVID-19 vaccine. Real questions, real answers, and real solutions. #ProtectChicago. Watch the full series here: <https://t.co/yPz1GrHoz1?amp=1>

Barbershop Caption Copy: Let's Talk About It: Barbershop Edition Real people. Real concerns. Real conversation. Let's talk about the COVID-19 vaccine. #ProtectChicago Watch the full series here: <https://www.youtube.com/playlist?list=PL6IONQN32XKQ6sxYg71ysRMwu9BJ81Jki>



src="Barbershop from Vid1 Importance Edit
6r.mp4 <mov" alt= Let's talk about it
Barbershop COVID-19">



src="NAIL SALON_VERTICAL_REEL
1_FINAL.mov <mov" alt= Let's talk about it
Nail Talk COVID-19">

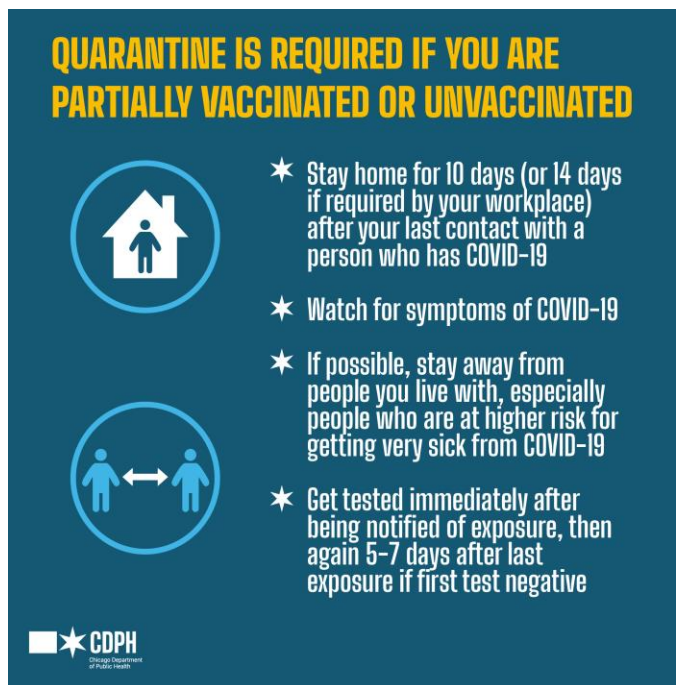
Have you been exposed to someone with COVID-19?

The safest option for individuals who feel healthy but recently had close contact with a person with COVID-19 is to home for 14 days after their last exposure. Check your temperature twice a day and watch for symptoms of COVID-19. If you do not have symptoms, an acceptable alternative is to quarantine for 10 days, or if you do not have symptoms AND receive a negative COVID-19 test result on day 5 or after, to quarantine for 7 days. You should verify which quarantine period is required by your workplace before returning to work. Follow CDPH guidance on [steps to protect yourself and others](#).

Fully vaccinated people who have been in close contact with someone who is sick but are fully vaccinated, do not need to quarantine as long as they remain without any symptoms of COVID-19. If you develop symptoms of COVID-19, you should isolate and be evaluated by a medical provider.

Social assets available for download [here](#).

Notable Caption Copy: Have you been exposed to COVID-19? We've broken down the guidance for you based on vaccination status. Vaccination continues to be the best way to protect yourself. Visit chi.gov/covidvax.



src="Should I Quarantine update _Instagram Slide 1.png" alt="Exposure to someone with COVID-19 quarantine">

src="Should I Quarantine update _Instagram Slide 3.png" alt="Exposure to someone with COVID-19 quarantine vaccinated or unvaccinated">

Visit
zocdoc.com/vaccine or call **312-746-4835**
to find your vaccine.

For additional information and resources, please visit

chicago.gov/covidvax