

The background of the entire page is a stylized map of Chicago, showing the city's grid and major roads. The map is rendered in a dark red color. Overlaid on the map are four large, solid red stars of varying sizes, arranged in a horizontal line across the top half of the page. The word "CHICAGO" is written in a small, light-colored font near the top right edge of the map.

# SOCIAL MEDIA

## TOOLKIT

# INTRODUCTION

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**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.**

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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](https://www.Chicago.gov/COVIDvax).

# Weekly Social Media Messages

Updated September 21, 2021

## Receive \$100 to Get Vaccinated!

CDPH is giving out \$100 in Visa gift cards to residents who get the vaccine through Protect Chicago At Home or at CDPH events. Residents will receive a \$50 gift card when they get each dose of the Pfizer vaccine and those who get the single-dose Johnson & Johnson vaccine will receive two \$50 gift cards when they get their shot.

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

**English Copy:** Anyone who gets vaccinated for COVID at home or at a CDPH mobile event will receive \$100 dollars in Visa gift cards! For a list of vaccination events and available vaccines, check the online calendar at [Chicago.gov/VaxCalendar](https://chicago.gov/VaxCalendar).

**Spanish Copy:** ¡Cualquier persona que se vacune contra COVID en su hogar o en un evento móvil de CDPH recibirá \$100 en tarjetas de regalo Visa! Para ver la lista de eventos de vacunación disponibles, cheque el calendario en línea en [Chicago.gov/VaxCalendar](https://chicago.gov/VaxCalendar)



**GET VAXXED AT HOME & GET \$100 IN GIFT CARDS**

- Open to all Chicago households
- Up to 10 people can be vaccinated at a time
- Pfizer (12+) or Johnson & Johnson (18+)
- Appointments: Monday-Friday, 8:00 am to 6:30 pm

\*Gift card distribution will begin September 4. One \$50 gift card for each Pfizer dose, two \$50 gift cards for single J&J dose.

To schedule your home vaccination appointment:  
CALL **312.746.4835**  
OR VISIT [chicago.gov/athome](https://chicago.gov/athome)

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Chicago Department of Public Health



**VACÚNESE EN EL HOGAR & RECIBA \$100 EN TARJETAS DE REGALO**

- Abierto a todos los hogares de Chicago
- Hasta 10 personas pueden vacunarse a la vez
- Pfizer (12+) o Johnson & Johnson (18+)
- Citas: Lunes-Viernes, 8:00 am a 6:30 pm

\*La tarjeta de regalo se empezará a distribuir el 4 de septiembre. Una tarjeta de regalo de \$50 por cada dosis de Pfizer, dos tarjetas de regalo de \$50 por cada dosis de J&J.

Para programar su cita de vacunación en casa:  
LLAME AL **312.746.4835**  
O VISITE [chicago.gov/athome](https://chicago.gov/athome)

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Chicago Department of Public Health

src="COC\_ATHOME\_100\_English\_1080.png" alt="Get vaccinated for COVID at a CDPH mobile event, at home, or at a CPS clinic will receive \$100 dollars in Visa gift cards!" data-bbox="42 792 509 841"/>

src="COC\_ATHOME\_100\_Spanish\_1080.png" alt="que se vacune contra COVID en un evento móvil de CDPH, en casa o en una clínica de CPS recibirá \$100 dólares en tarjetas de regalo Visa!" data-bbox="507 787 946 851"/>



## Stop the Spread and Get Tested

The City of Chicago, in collaboration with the Design Museum of Chicago has commissioned local artists to create original designs depicting health, vitality, community, and vaccine distribution to encourage everyone to get vaccinated. Check out the work of the artists below and share with friends and family. Let's get everyone vaccinated so we can Protect Chicago!

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

**Notable Caption Copy:** Let's stop COVID. Get vaccinated to protect yourself, protect your loved ones, and [#ProtectChicago](#). Thank you to the artists [@chicagodcase](#) helped commission with [@designmuseumchi](#) to spread the word. Visit [chicago.gov/VaxChiArt](#) and [#VaxChiNation](#)!



src="EllooElloo.png"  
<img alt="Stop the spread. Get tested. Visit [chicago.gov/VaxChiArt](#)">



src="MoisesSalazard.jpeg"  
<img alt="Stop the spread. Get tested. Visit [chicago.gov/VaxChiArt](#).">



## Tips for Unvaccinated Children

With the Delta variant spreading across the country, many families with young children need to continue practicing COVID-19 safety. CDPH has collected several COVID-19 safety precautions to help.

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

**Notable Caption Copy:** They can't get vaccinated but you can. We have the scoop on how to protect kids under 12 from COVID-19. #VaxChiNation #ProtectChicago

**TIPS FOR SAFER PLAYDATES FOR UNVACCINATED CHILDREN**

- ★ Consider virtual interactions
- ★ Limit playdates to the same family who is also practicing good COVID-19 prevention
- ★ Play outdoors
- ★ Maintain 6-foot distance between families who don't live together.
- ★ Wear a mask in indoor public places if you are 2+, regardless of vaccination status
- ★ Wash hands often with soap and water for at least 20 seconds
- ★ Clean high touch surfaces daily and after having visitors in the home

**VAX\*CHI\*NATION**  
JOIN THE MOVEMENT

**CHICAGO**  
More Love. Lighter.

[CHICAGO.GOV/COVIDVAX](https://chicago.gov/covidvax)

src="Unvaccinated kid under 12 7.16.2021-02.png  
<img" alt="Tips for safer playdates for unvaccinated children">

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

For additional information and resources, please visit

**[chicago.gov/covidvax](https://chicago.gov/covidvax)**