

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 shades of red and orange. Four large, solid red stars are positioned across the top half of the map. The word "CHICAGO" is written in a small, light-colored font on the right side of the map, near the lake.

SOCIAL MEDIA

TOOLKIT

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 July 20, 2021

PCMS 2 with Chosen Few

CHICAGO – The City of Chicago announced a Protect Chicago Music Series concert featuring house-music DJ collective the Chosen Few. The show will be held at the Kennedy King College campus on August 28th from 12pm-7pm.

“Chicago is now fully open and we’re all thrilled to get back to the concerts and experiences we all missed last summer,” said CDPH Commissioner, Allison Arwady, MD. “I encourage everyone who loves house music to get fully vaccinated to protect themselves and their families, and to fully enjoy the summer in Chicago with an in-person Chosen Few concert and other upcoming Protect Chicago Music Series shows.”

Attendees must have received the final dose of a two-dose vaccine or a single-dose vaccine by August 14 to be eligible to attend. The event will be ticketed, and attendees must bring their CDC vaccination card as proof of vaccination and matching photo ID. A link to ticket opportunities for the August 28th event was released on July 7th on CDPH’s social media channels and [on its website](#).

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

Notional Caption copy: *Be part of the chosen few to see the Chosen Few at the IN-PERSON Saturday, August 28 at Kennedy King College! This FREE event is open to fully vaccinated people only! Be sure to get vaccinated before Saturday, August 14 so that you do not miss out! For more information, visit chi.gov/covidvax. #ChosenFewPicnic #VaxChiNation #HouseMusic*



src="IG frame 7.png" alt="Event for the Fully Vaccinated Chosen Few DJs Music Series in Chicago">



src="1600 x 900 - FB & TW post.png" alt="Event for the Fully Vaccinated Chosen Few DJs Music Series in Chicago Vax Chi Nation">

Join the Team: Chicago Mascots

CDPH has launched a campaign to encourage Chicago sports enthusiasts and more to “Join the Team” by getting their COVID-19 vaccine.

Teaming up with the Chicago Bears, Blackhawks, Bulls, Cubs, Fire, Red Stars, Sky, and White Sox – this campaign centers around the influence of sports teams, their players and mascots to unify people across the city and join the growing number of Chicagoans who have been vaccinated against COVID-19.

Social assets available for download here on [Facebook/Twitter](#), [Instagram](#).

Notional Caption copy: Be a COVID-19 Vaccine MVP! #JoinTheTeam and get vaccinated today by visiting chi.gov/covidvax to find a vax site near you. #ProtectChicago



src="IMASCOTS_1600X900PX__JOINTHETEAM_TWTR_FB.png" alt="Join the Chicago Team mascots Chi Vs Covid-19 find your vaccine at chi.govcovidvax">

Debunking Myths with Dr. Candice & Dr. Luna

The purpose of this video series is to debunk current myths and provide factual information to targeted audiences to address the bad information that continues to swirl. City of Chicago Doctor's Dr. Candice Robinson and Dr. Geraldine Luna answered some common myths including the following topics:

- Fertility
- Clot issues for J&J • Youth
- Doses
- Credibility

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

Notional Caption copy: Not only is it easy, quick, and FREE to get vaccinated, but did you know that you don't need insurance and your immigration status will not be questioned? Find answers to Frequently Asked Questions and find your vaccine by visiting chi.gov/covidvax. #VaxChiNation #ProtectChicago

Spanish Caption: Vacunarse no solo es fácil, rápido y gratuito, pero ¿sabía que no necesita seguro y no se le preguntará acerca de su estatus migratorio? Encuentre un lugar de vacunación cerca de usted hoy mismo visitando chi.gov/covidvax. #VaxChiNation #ProtegeaChicago



src="DR_3.3.mov <mov" alt= Vax Chi Nation Debunking COVID-19 Vaccine Myths with Dr. Candice Robinson">



src="DL_3.3.mov <mov" alt= Vax Chi Nation Debunking COVID-19 Vaccine Myths with Dr. Geraldine Luna in English and Espanol">

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

For additional information and resources, please visit

chicago.gov/covidvax