

## FYI: Immunization social media toolkit

December 8, 2016

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Article type: [For Your Information](#)

Topics: [Social Media](#), [Vaccine/Immunization](#)

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Pediatricians are seen as trusted authorities on vaccines. Be an advocate for immunizations in your community with the help of a new Immunization Social Media Toolkit.

The toolkit helps create messages from your practice and reach patients and families with answers to common questions outside of their office visit.

It offers guidance for choosing a social media platform, setting up an account and managing your account. Prewritten tweets or posts linking to memes, videos and resources also are available for practices to copy and paste or retweet to make social media message sharing simpler. For details, visit <http://bit.ly/2f23PBn>.

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