

# Flu Digital Toolkit



**Children's**<sup>SM</sup>  
Healthcare of Atlanta

## Suggested newsletter copy

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Thinking of skipping your child's flu vaccine this year? Emergency medicine doctors at Children's Healthcare of Atlanta encourage everyone to get a flu shot. New studies show what they've always known, and the statistics are staggering. Flu shots save lives. Let [choa.org/flu](https://choa.org/flu) be your go to resource for all things flu related—including their #1 tip: Get a flu vaccine.



## Social media post: Images

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**Approved copy:** Getting a flu vaccine is the best way to protect your child during cold and flu season. Learn more and find other flu-protection tips from @Children's Healthcare of Atlanta. [choa.org/flu](http://choa.org/flu)

When posting, please be sure to tag Children's Healthcare of Atlanta on all social media platforms. If you copy and paste approved messaging, it may not automatically tag the Children's Healthcare of Atlanta brand page. Please be sure to re-tag with the official handles below.

- Facebook: @Children's Healthcare of Atlanta
- Twitter: @childrensatl
- Instagram: @childrensatl

Download corresponding images:



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## Social media post: Graphic

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**Approved copy:** Flu season is fast approaching. Get your child vaccinated before it's here. @Children's Healthcare of Atlanta recommends everyone 6 months and older get a flu shot to stay as healthy as possible during this cold and flu season. [choa.org/flu](http://choa.org/flu)

**Download corresponding graphic:**



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## Suggested social media captions for resource articles

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### 5 Reasons Your Child Needs a Flu Shot

**Approved copy:** Flu shots save lives. @Children's Healthcare of Atlanta shares 5 important reasons your child needs a flu vaccine. [choa.org/getyourflushot](http://choa.org/getyourflushot)

### Know Your Flu Facts

**Approved copy:** There's a lot of information out there about how to prevent and treat a flu infection. @Children's Healthcare of Atlanta's System Medical Director, Infectious Diseases, Dr. Andrea Shane sorts through some of the most common flu misconceptions to help you understand the difference between rumored remedies and accepted medical facts about the flu. [choa.org/flumylths](http://choa.org/flumylths)

### The Cost of Flu—What You Might Not Expect

**Approved copy:** A seasonal flu shot can protect health, grades and family finances. @Children's Healthcare of Atlanta breaks down the hidden costs of not getting a flu shot (that really add up). [choa.org/costofflu](http://choa.org/costofflu)

### 6 Ways to Fend Off the Flu

**Approved copy:** Looking for easy ways to prevent the flu and protect your child from an infection? Follow these doctor-approved tips from @Children's Healthcare of Atlanta during cold and flu season. [choa.org/fighttheflu](http://choa.org/fighttheflu)

