

Flu Digital Toolkit

Spotting flu symptoms and preparing for cold and flu season



Children'sSM
Healthcare of Atlanta

Suggested newsletter copy

Sometimes it isn't easy to tell the difference between a cold and the flu. Let us help you sort through the difference between common flu symptoms in kids.

If you do suspect the flu, learn the difference between flu symptoms that can be treated at home and symptoms that may require medical attention.

And don't forget that it's never too late to get a flu shot.

Let [choa.org/flu](https://www.choa.org/flu) be your go-to resource, including their No. 1 tip during cold and flu season: Wash your hands.



Social media post: Images

Approved copy for Image 1: Is your child experiencing flu-like symptoms? The flu is more than just a bad cold. Learn more about flu symptoms and find other flu tips from @Children's Healthcare of Atlanta. choa.org/flu

Approved copy for Image 2: During this cold and flu season, know the symptoms of a serious flu infection and act early. Do you know what to look out for? Learn more and find other flu tips from @Children's Healthcare of Atlanta. choa.org/flu

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

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

Download corresponding images:

Image 1



[Download](#)

Image 2



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Social media post: Graphic

Approved copy: During this cold and flu season, know the symptoms of a serious flu infection and act early. @Children's Healthcare of Atlanta breaks down when flu symptoms require a visit to the doctor. choa.org/flu

Download corresponding graphic:



The flu:
When to see a doctor

Call your child's pediatrician if your child experiences:

- Fever that does not respond to fluids, rest and fever-reducing medications
- Fatigue or inconsolable irritability
- Confusion or headache that does not go away
- Chest pain, labored breathing and persistent cough
- Neck stiffness
- Stomach pain, vomiting, diarrhea or inability to drink enough fluid to stay hydrated
- Back pain, weak legs or weak feet
- Severe muscle pain and/or red urine

choa.org/flu



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Suggested social media captions for resource articles

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

Do Flu Symptoms Always Need a Doctor?

Approved copy: Side effects of a flu infection can be difficult for kids to deal with. Learn the severe flu symptoms that @Children's Healthcare of Atlanta flags for seeking a doctor's care. choa.org/flusymptoms

Wash Your Hands—Keep Germs Away

Approved copy: Just because you can't see germs doesn't mean they aren't there. @Children's Healthcare of Atlanta recommends regularly washing your hands with soap and water this cold and flu season. choa.org/washyourhands

RSV—It's Not Just a Cold

Approved copy: If your infant or young child's runny nose and cough turn into trouble breathing, the problem could be RSV, a potentially life-threatening condition. Learn more from @Children's Healthcare of Atlanta. choa.org/rsv



Suggested social media captions for resource articles (continued)

How to Treat the Flu at Home

Approved copy: Most flu symptoms for your little one can be treated at home. @Children's Healthcare of Atlanta breaks down how to treat your child's flu symptoms effectively—and safely! choa.org/flutreatment

Fever 101

Approved copy: When your child has an unusually high temperature, it's easy to lose your cool—but not every fever means the same thing. @Children's Healthcare of Atlanta explains when your child needs to see a doctor and how you can treat high temperatures at home. choa.org/fever

Avoiding Medication Mistakes at Home

Approved copy: When we hear our kids cough, sniffle or sneeze, one of our first instincts may be to head for the medicine cabinet. But @Children's Healthcare of Atlanta wants you to think twice. Even the most well-meaning parents could be making some dangerous mistakes when it comes to giving their kids medicine at home. choa.org/medtips

When Should I Take My Child to Urgent Care?

Approved copy: Learn when and how pediatric urgent care centers are the right place for your sick or injured child. @Children's Healthcare of Atlanta breaks down when and where to seek care. choa.org/wheretogotocare



Suggested social media captions for resource articles (continued)

Is My Child Too Sick for School?

Approved copy: Deciding whether your child should stay home from school can be tough. @Children's Healthcare of Atlanta shares which symptoms or sicknesses call for a sick day. choa.org/toosickforschool

Safe Ways to Comfort Sick Kids

Approved copy: When our children get sick, we'll try anything to help them get well. But some common at-home remedies aren't always the safest or most effective. @Children's Healthcare of Atlanta suggests some safe ways to soothe your child at home, plus tips you should probably skip. choa.org/sickcare

5 Surprising Places Kids Pick Up Germs

Approved copy: Germs can hide in unsuspecting places, making it easier for your children to get sick. @Children's Healthcare of Atlanta recommends preventing the spread of germs this cold and flu season by disinfecting these often-overlooked items. choa.org/germs

