

# Measles Social Media Toolkit

(Last Updated: April 2025)

## Purpose

This social media toolkit provides quick, engaging resources to help communities prevent and manage the spread of measles. Use these posts and tips to raise awareness on measles, and provide information to those exposed to the virus.

## Objectives

1. Raise awareness about measles.
2. Promote preventive measures to stop the spread of measles.
3. Provide easy-to-understand resources that empower individuals and communities to stay informed and prepared for a measles outbreak.

## Targets

- Philadelphia Residents
- Healthcare Workers and Community Health Leaders
- Schools, Community Centers, and Local Businesses

## Tips & Tricks

- Make sure you mention or tag @PHLHlthPrepare (on Twitter/X) and Philly Health Prepared (Facebook) so we can reshare your post.
- Post on social media platforms such as Twitter/X, Instagram, and Facebook.

## Messaging

- #DYK? If one person has measles, up to 9 out of 10 people nearby can become infected if they are not protected!

Learn more about protecting yourself and loved ones from measles by getting vaccinated: [www.phila.gov/vaccine](http://www.phila.gov/vaccine).

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- Measles isn't just a rash. It's highly contagious and can lead to serious health issues. Getting vaccinated against measles is the best protection from the measles virus.

Learn how to get vaccinated for measles in Philadelphia:  
[www.phila.gov/vaccine](http://www.phila.gov/vaccine).

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- #DYK? 1 in 5 people in the United States who get measles will be hospitalized?

The measles, mumps, and rubella (MMR) vaccine is safe, effective, and protects against measles.

Get vaccinated today: [www.phila.gov/vaccine](http://www.phila.gov/vaccine).

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- Hey Philly, City health centers offer free MMR vaccines even if you don't have insurance! Get vaccinated today to stay protected from measles.

Contact their call center at (215) 685-2933 to make an appointment. Find MMR vaccines near you: [www.phila.gov/vaccine](http://www.phila.gov/vaccine). 🔍

- When measles is spreading, it's important to know that you're protected by getting a copy of your immunization record.

Learn how to request your immunization record: [www.phila.gov/vaccine](http://www.phila.gov/vaccine). 📄

- Get your child their first MMR vaccine dose between 12-15 months and the second between 4-6 years! If they haven't had both doses, it's time to get vaccinated!

Learn how to get vaccinated: [www.phila.gov/vaccine](http://www.phila.gov/vaccine).

- If your 4-year-old hasn't started kindergarten yet, they might still need their second MMR vaccine dose. Don't wait! Talk to your pediatrician about getting it as soon as possible.

If you are uninsured, City health centers offer free MMR vaccines!

Learn how to get vaccinated: [www.phila.gov/vaccine](http://www.phila.gov/vaccine).

- Measles is very contagious and spreads easily from person to person. Someone with measles might show these symptoms:
  - Fever 🌡️
  - Runny nose 📢
  - Cough 🤧
  - Puffy eyes 👁️
  - Rash 🟠
- Knowing if you're protected from measles is important to prevent the spread of the virus and keep yourself and others safe.

If you were exposed to measles and not sure if you're protected, follow these steps. ⬇️

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- Measles might not be common in the United States, but it still is in many parts of the world. If you're traveling internationally, get your MMR vaccine at least two weeks before travel. ✈️

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- MMR vaccination is the best protection against measles. Children 6-11 months of age should receive one dose and 12 months or older should receive two. Talk to your doctor before traveling abroad to make sure your children are protected.

Learn more about MMR vaccines: [bit.ly/Get\\_vaccinated](http://bit.ly/Get_vaccinated).