

Respiratory Illness Social Media Toolkit

(Last Updated: January 2025)

Purpose

This social media toolkit provides quick, engaging resources to help communities prevent and manage respiratory illnesses. Use these posts and tips to raise awareness on symptoms, prevention, and the importance of vaccinations and hygiene practices.

Objectives

1. Raise awareness about common respiratory illnesses and their symptoms.
2. Promote preventive measures, such as vaccination, handwashing, and mask use, to reduce the spread of respiratory illnesses.
3. Provide easy-to-understand resources that empower individuals and communities to stay informed and prepared for respiratory illness prevention and management.





Key Audiences

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

Tips & Tricks

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

Messaging


- Hey Philly, it's respiratory illness season! Protect yourself and others by practicing good hand hygiene, covering sneezes and coughs, and getting vaccinated!  
[Facebook Graphic](#) | [Twitter Graphic](#)
- Philly, let's stop the spread. If you're feeling sick, stay home and rest up.  
[Facebook Graphic](#) | [Twitter Graphic](#)
- Need a mask? Free masks and other supplies are available at a resource hub near you in Philly! Protect yourself and others this season.
[Facebook Graphic](#) | [Twitter Graphic](#)
- #DYK? The flu shot is updated every year to protect against the types of flu predicted to be the most common. Learn more about seasonal flu and how you can get this year's vaccine by visiting www.phila.gov/vaccine.
[Facebook Graphic](#) | [Twitter Graphic](#)

- #DYK? Updated COVID-19 vaccines are created to protect against the most recent types/variants of the virus. Find more information on COVID-19 vaccines: www.phila.gov/vaccine.

[Facebook Graphic](#) | [Twitter Graphic](#)


- Protect yourself and your loved ones. Getting the RSV vaccine helps prevent serious illness, especially in older adults and young children. Learn more: www.phila.gov/vaccine.

[Facebook Graphic](#) | [Twitter Graphic](#)

- Clean hands keep everyone safe! Wash with soap and water for 20 seconds to help prevent the spread. 

[Facebook Graphic](#) | [Twitter Graphic](#)


- Not feeling well? The best thing you can do is stay home, get rest, and let your body recover.

Don't forget, you can stock up on free supplies like masks, hand sanitizer, and COVID-19 test kits. 

[Facebook Graphic](#) | [Twitter Graphic](#)

- Some people are at higher risk for severe illness from respiratory infections, like older adults, young kids, and people with certain health conditions. Let's all do our part to keep each other safe!

[Facebook Graphic](#) | [Twitter Graphic](#)

- Your health matters. Find the care you need by using the City's Primary Care Finder: phila.gov/primary-care 

[Facebook Graphic](#) | [Twitter Graphic](#)