

Update #1 of April 16, 2021



A guide: how best to promote getting
vaccinated using social media, April 6th Edition
[Download Here](#)



Johnson & Johnson Update (April 16th)

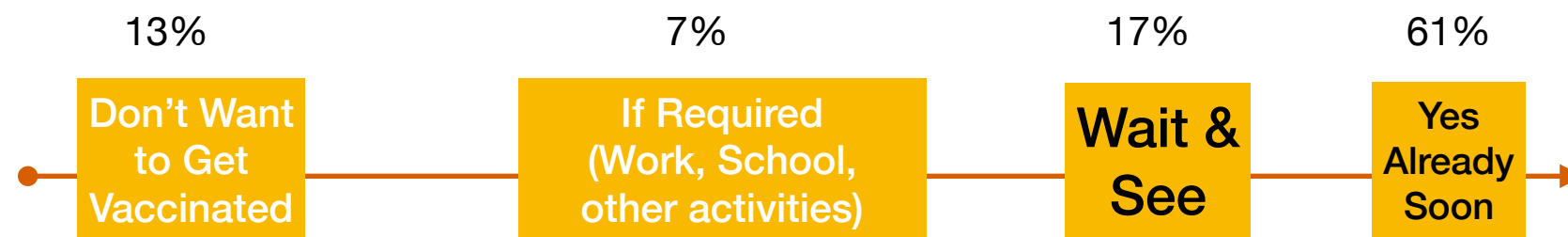
“It is too early to know what effect the recent announcement about the pause in distribution of the Johnson & Johnson vaccine will have on COVID-19 vaccine confidence. Prior to this announcement, our research found that the one-shot vaccine was an appealing option for a large share of those in the “wait and see” group. However, the potential side effects of the vaccine are a top concern for those who have not yet been vaccinated, so if the public perceives blood clots as a potential side effect (regardless of whether a link is proven), this news does have the potential to increase concerns about getting the Johnson & Johnson vaccine...”

– Kaiser Family Foundation



The Objective remains to
move “Wait and See” folks to “Yes” and soon.

The Acceptance Cycle



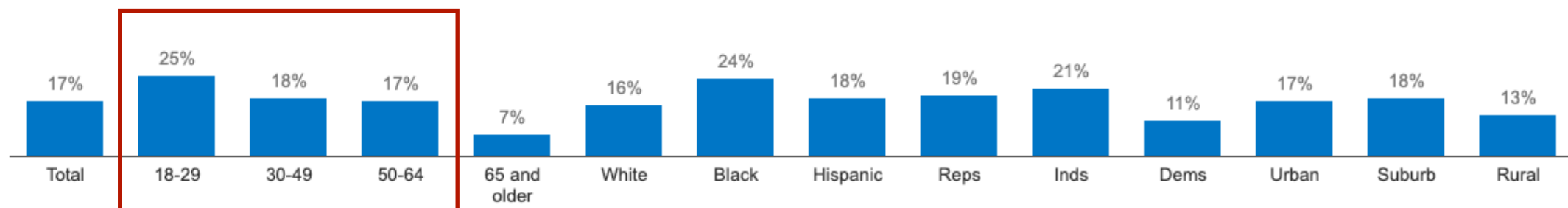
Source is KFF COVID-19 Vaccine Monitor, March 2021

Target Audience

Does The Public Want To Get A COVID-19 Vaccine? When?

Click on the buttons below to see the share of each demographic group by vaccination intentions:

Already got/ASAP **Wait and see** Only if required Definitely not



NOTE: See topline for full question wording

SOURCE: [KFF COVID-19 Vaccine Monitor](#) • [Download PNG](#)

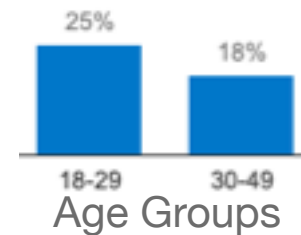
[KFF COVID-19
Vaccine Monitor](#)

[Source](#)

Target Audience

Social Media

Wait &
See



The media is a more prominent source where people are actually getting information. Asked where they have gotten information about the vaccine in recent weeks, cable (43%), network (41%), and local TV news (40%) are top sources, along with family and friends (40%). However, [social media](#), most notably Facebook, is among the most prominent sources of information for those who want to “wait and see” about the vaccine (37%) as well as those who say they “definitely won’t” get vaccinated (40%).

Source



72.8% are within the 18–44 years old range



33% of global Instagram audiences are between the 25 and 34 years. In total over two-thirds of total Instagram audiences were aged 34 years and younger.



The largest **age** group using **LinkedIn** worldwide is adults **aged** between 25 - 34 at 60%. The 18 to 24 **age** group follows at 21 %

"Effectiveness of the vaccine at preventing serious illness and death is the most effective across groups"

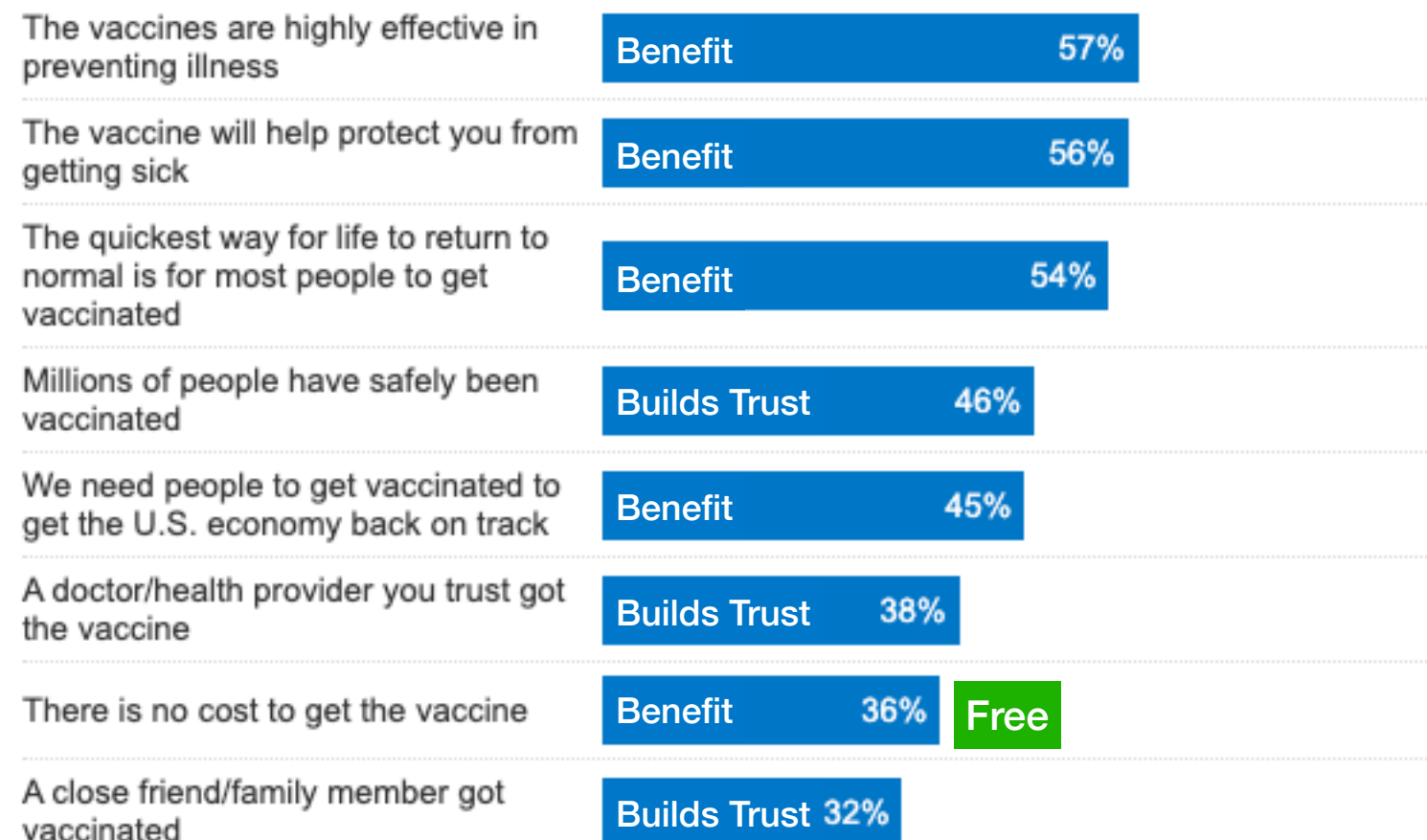
Messaging General

Most Convincing Messages To Get Vaccinated Emphasize Effectiveness, Protection From Illness, And Return To Normal Life

Percent who say hearing each would make them more likely to get vaccinated for COVID-19:

"Many are unaware of some basic facts about the vaccines and how they work."

Source



Source is KFF COVID-19 Vaccine Monitor, March 2021

Messaging

Example

Email

Wait & See

and

If Required

SAFEWAY 

Benefit*

What

THE FREE COVID-19
VACCINE* IS AT YOUR
PHARMACY.

Where

No Needles!

Rather than bananas, an image more supportive of research e.g. people getting vaccinated is recommended.

When

Now Available at Your Local Store

We are now offering the COVID-19 vaccine to eligible groups** at a neighborhood store near you. Distribution of the vaccine is based on state and local health department guidelines.

Partners

* There is no cost to get the vaccine

Benefit

36%

Free

Messaging

Example

Blog post

Wait & See

and

If Required

Local creatives can be called in to help with messaging, especially to the younger ‘wait and see’ group members. Here is an example of Sarah Mirk blog post that has been featured by the Pearl District Neighborhood Association on its website.

Sarah is a Portland graphic journalist, editor and teacher. It is a positive vaccination story. Here are some excerpts.

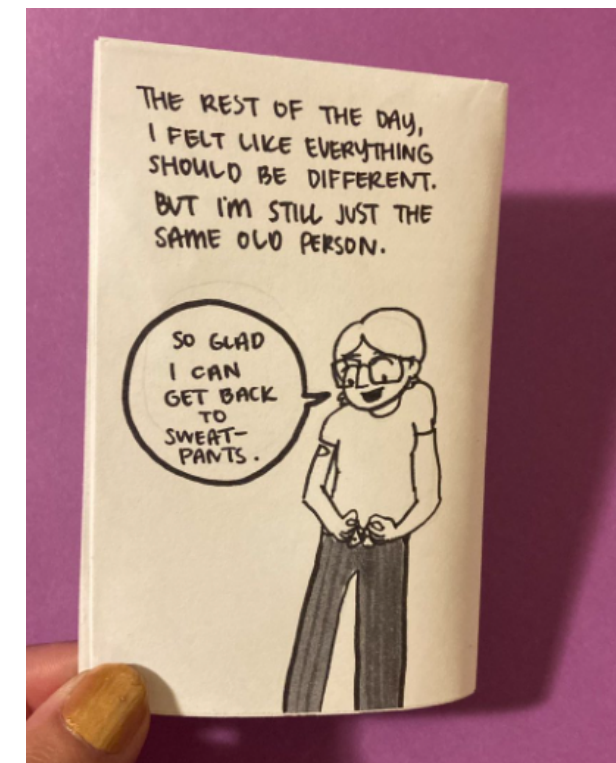


Young People and the “big shot.”



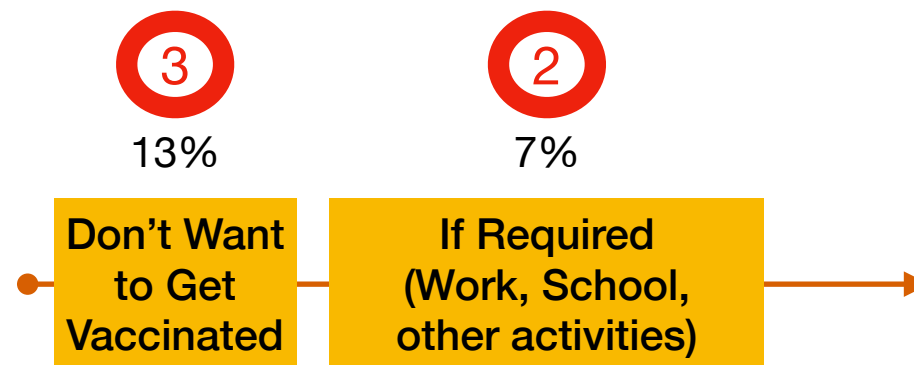
Overcoming feelings of anxiety, gratitude, and anger

Basic Facts



safe and back to normal

Target Audience



More suggestions/
research on target
audience and
messaging in the
April 6th report for
these two
audiences.

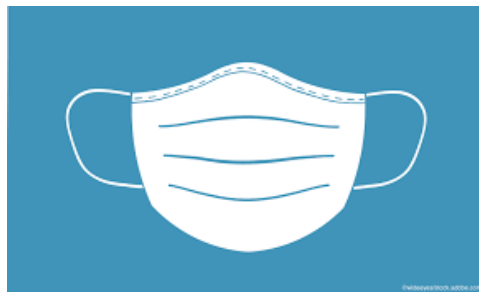


“With more people embracing vaccination and the ‘wait and see’ group shrinking rapidly, outreach efforts increasingly can target people with more deep-seated resistance,” KFF President and CEO Drew Altman said.

[Source is KFF COVID-19 Vaccine Monitor, March 2021](#)

Messaging

Advise keep taking precautions even after getting vaccinated – wearing a mask, staying 6 feet apart from others, and avoiding crowds and poorly ventilated spaces **in public places** until we know more.



8 Resources



WHO



CDC Symptoms of Anxiety Disorder



State Health Department



County Health Department



Kaiser Family Foundation (KFF)

KFF COVID-19 Vaccine Monitor



New York Times

Eligibility Cases Maps and Cases

Laborer's Health and Safety Fund of North America



Metrics

The Kaiser Family Foundation (KFF) is the source for most of the information in this Guide. They are providing the metrics that support how effective are the efforts to move people from “wait and see” to “yes” as well as the effectiveness of reaching those groups that are being disproportionately effected by COVID-19.

We thank the Kaiser Family Foundation for their excellent research and commitment to helping communicators to create and deliver effective messaging and information.

We encourage those active on social media to use this research, coupled with that provided by the health authority in their state and county to make their postings timely and relevant thereby contributing to the success of all of us to get vaccinated, continue to wear masks, and practice social distancing.

It can make a big difference if more of us are all on the same page.

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