



How best to promote getting vaccinated  
using social media.

## Almost there.

How to promote getting vaccinated using social media.

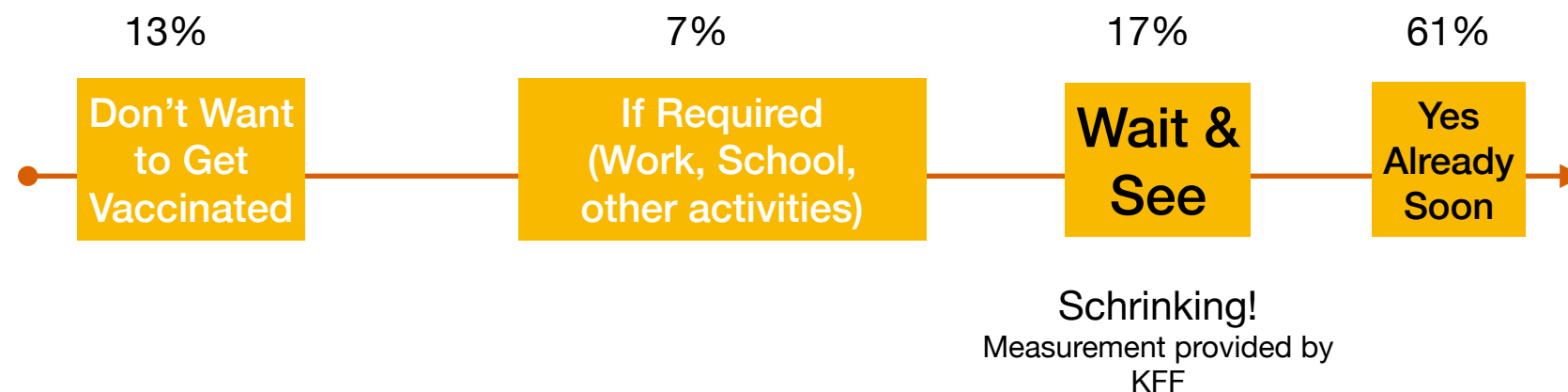
COVID-19 in Oregon is the situation cited as we review the following elements:

- The CLEAR OBJECTIVE
- Target AUDIENCE
- Channel/DISTRIBUTION options
- MESSAGING priorities
- METRICS

April 2021

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

### The Acceptance Cycle



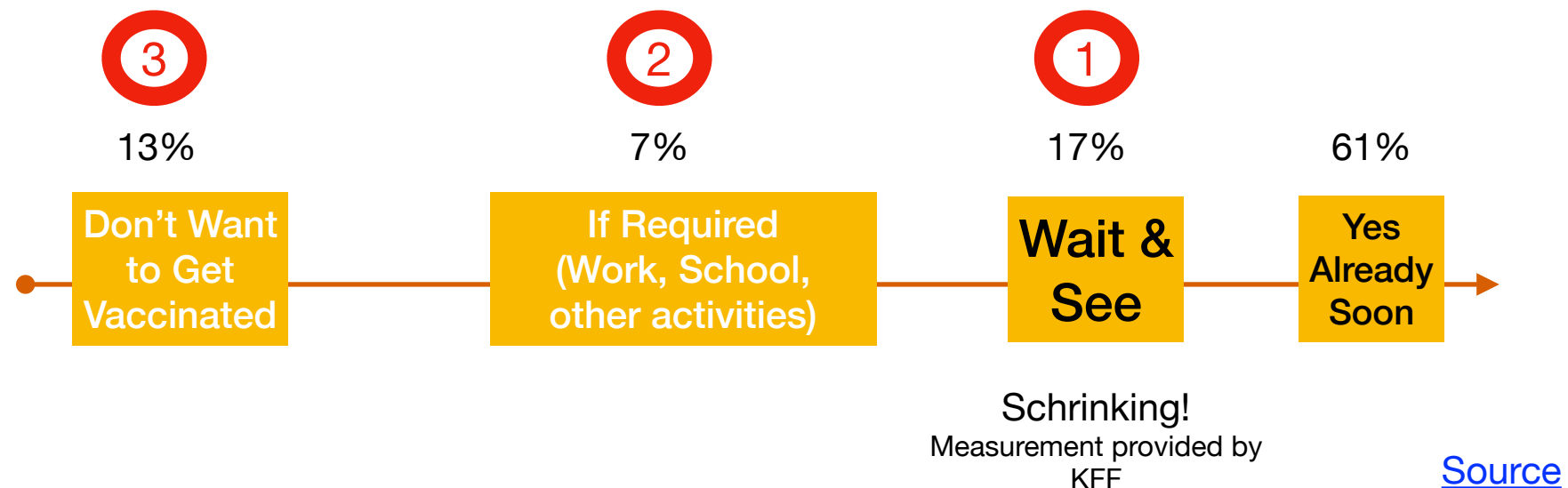
#### About the Percentages:

The share of U.S. adults who report being vaccinated for COVID-19 or intending to do so as soon as possible continues to rise (currently 61%) and the share taking a “wait and see” approach continues to shrink (now 17%), while the share who say they will “definitely not” get the vaccine (13%) has remained about the same since December, according to the latest KFF COVID-19 Vaccine Monitor.

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

## Target Audience

Overall, across these 40 states, the vaccination rate among White people was nearly twice as high as the rate for Hispanic people (25% vs. 13%), and 1.7 times as high as the rate for Black people (25% vs. 15%). White people have a higher vaccination rate compared to Hispanic people in all reporting states and a higher rate than Black people in every reporting state except Alaska. However, the size of these differences varies widely across states.



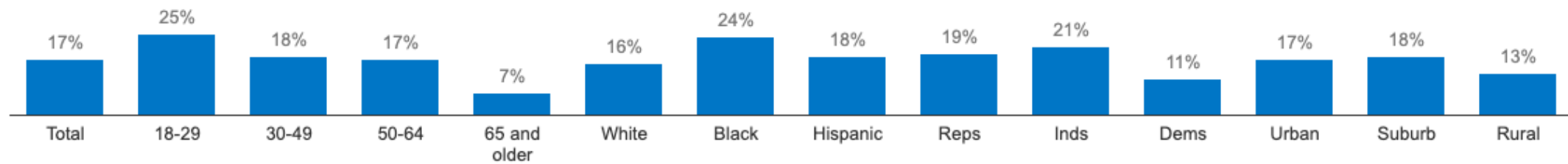
## Target Audience

### 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

1



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

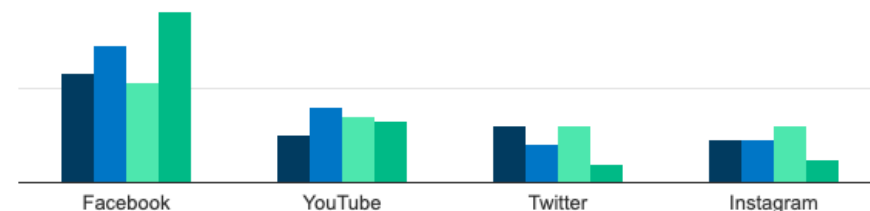
72.8% are within the 18–44 years old range

### MESSENGERS

#### At Least One in Five Got Information About The Vaccine From Facebook, Including More Than A Third Of Those Most Vaccine Reluctant

Percent who say they got information about the COVID-19 vaccine from each of the following in the past two weeks:

■ As soon as possible ■ Wait and see ■ Only if required ■ Definitely not

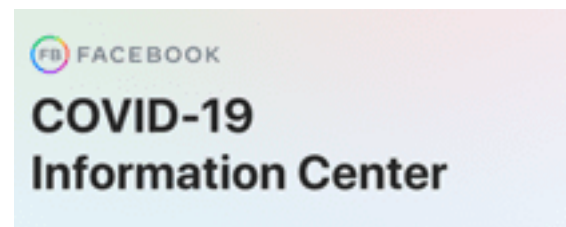


NOTE: Asked of those who said they got at least a little information about the COVID-19 vaccine from cable social media in the past two weeks. Percentages based on total. See topline for full question wording. [KFF COVID-19 Vaccine Monitor](#)  
SOURCE: [KFF COVID-19 Vaccine Monitor \(Jan. 11-18, 2021\)](#) • [Download PNG](#)



33 percent 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.

#### Instagram and COVID-19



Presentations can now be embedded in a LinkedIn post.

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

## Channel Options

### Mass Vaccination Centers

This mass vaccination channel and using the Web to schedule people works for a large number of people, but not necessarily those who are hesitant and for good reasons.



**Patterns emerge** with Black and Hispanic people receiving smaller shares of vaccinations compared to their share of COVID-19 cases and share among the total population. These disparities likely reflect a variety of factors, including **availability of information about how and when to get the vaccines** as well as the **ability to navigate sign-up processes** and **access vaccine clinics**.

Channel Options

OUTREACH

Targeted, Measurable, Preferable

Health Care Providers	Community Health Centers	Members
	Mobile Clinics/Pop Ups Local Non-ProfitsFaith-based Organizations	Neighborhoods
		Seasonal Workers
		Unsheltered
		Wildland Firefighters
Value-Added Retailers (Federal)	Pharmacies CVS/Walgreens  (On site vaccinations)	Low Income Senior Housing, Senior Congregate and independent living
		Workplaces (seafood agricultural)
		Shelters
Retail* (Federal)	Pharmacies* (In-store)	Eligibility



## Channel Options | OUTREACH

### Beating the Pavement to Vaccinate the Underrepresented — And Protect Everyone

Mar 29, 2021 | Health, In The News



In poor neighborhoods and desert towns, community activists — some unpaid — are signing up hard-to-reach people for vaccination appointments. Experts say these campaigns are key to building the country's immunological armor against new outbreaks.

## Channel Options

## Preferred locations

As all the potential channels gain traction, in addition to mass vaccination centers and the on-site vaccination at Long Term Care Facilities, influence local authorities to address the PREFERENCES of those not yet vaccinated. When asked to pick their most preferred place, 38% chose their doctor's office, followed by a local pharmacy (15%), hospital (9%), or their workplace (8%).

- Three-quarters of adults who are open to getting vaccinated say they would be very likely to get it at their doctor's office, if available.
- Most also say they'd be very likely to get it at a local pharmacy (61%)
- or a hospital (55%), and about half say so about a community health clinic (49%)
- or their workplace (48%).



When asked to pick their most preferred place, 38% chose their doctor's office, followed by a local pharmacy (15%), hospital (9%), or their workplace (8%).

[Source](#)

## Messaging

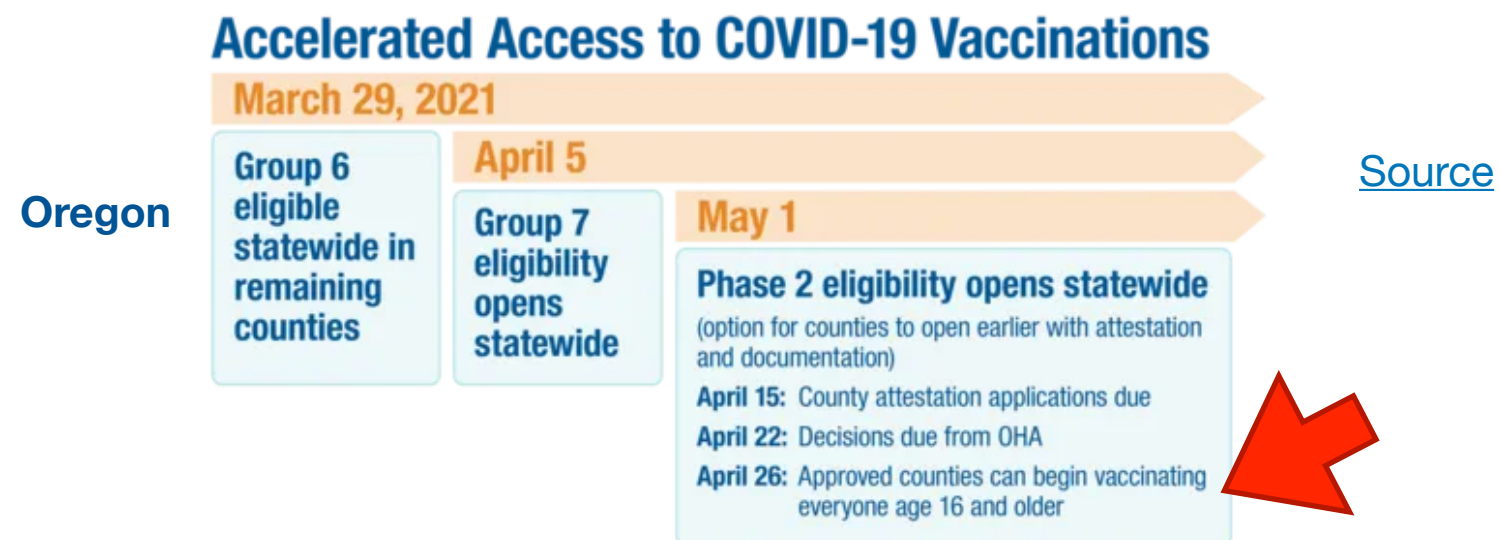
Messaging developed to address the hesitancy of Black and Hispanic folks, will benefit everyone and as such is not “special” but necessary and fundamental. It is or should be the starting point.

Identify and address the barriers.

Wait &  
See

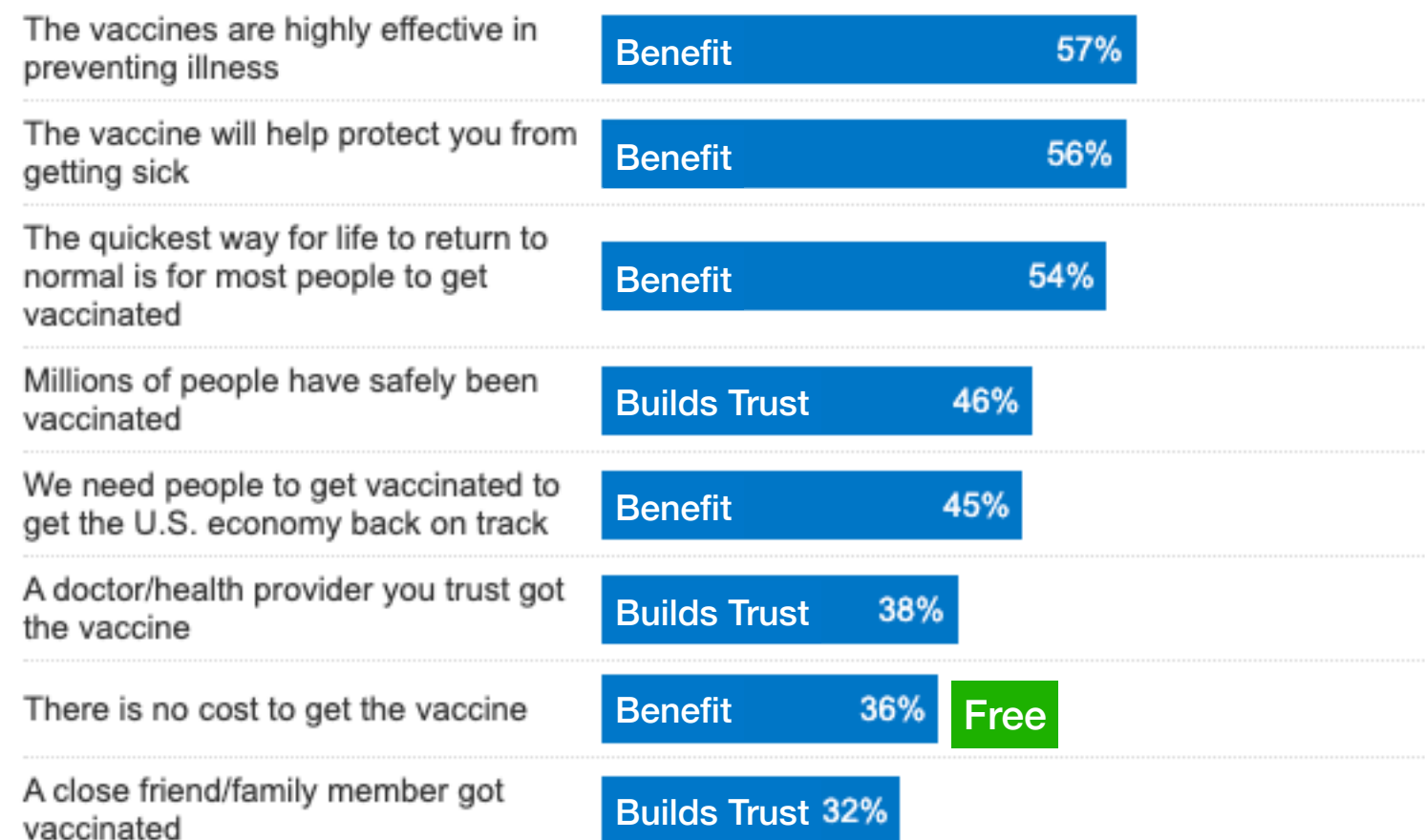
### Overall, 3 in 10

Three In Ten Are Not Sure Whether They're Eligible To Receive A COVID-19 Vaccine In Their State. This as a barrier for adults is being eliminated in many states such as Oregon by May 1st, 2021 if not sooner.



## 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:



## Messaging Barriers

### One Size Doesn't Fit Most

The one-size-fits-most approaches that many states have adopted for vaccine distribution don't fit the most vulnerable at all. As multiple channels of distribution have been implemented, those channels that are based on OUTREACH to specific groups based on age, race, ethnicity, homeless status or work status e.g. frontline workers and their families.

### Online is Barrier

Online registration is a barrier for many people of color who are eager to get vaccinated. While 8 in 10 White people own a computer, fewer than 60 percent of Black people and Latinos do, and many vaccine websites aren't optimized for mobile Web browsers.

### Lack of Personal Transportation

Lack of personal transportation and inflexible schedules\* can also create barriers, particularly for low-income and front-line workers.\* 36 percent of essential workers in the U.S. are Black and Hispanic.

### Inflexible Schedules

### Languages



Address language barriers—making sure the phone line has interpreters in many languages, and making sure there are tools to translate everything on websites including maps that show locations where you can get vaccinated. And some of the more accessible, visually appealing materials such as infographics about the different phases of the vaccination rollout and eligibility.

\*Giving employees time off to get vaccinated is recommended to increase vaccination rates especially among essential workers.

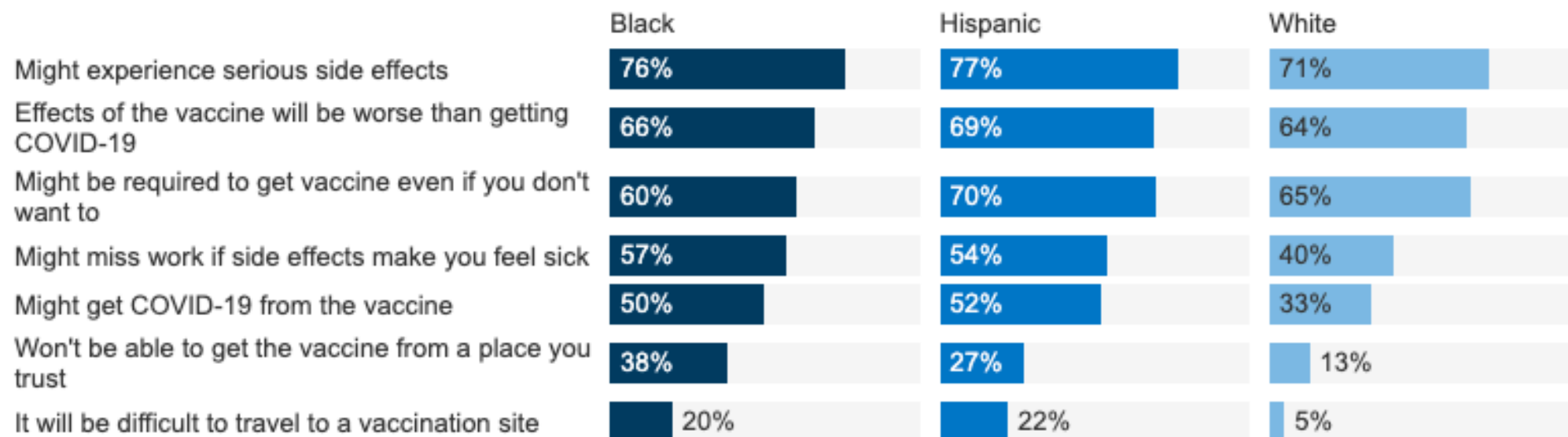
[Source](#)



Figure 10

## Black And Hispanic Adults Are More Likely Than White Adults To Express Concerns About Not Being Able To Get COVID-19 From A Trusted Place Or Having Difficulty Traveling To Vaccination Sites

Percent who say they are very or somewhat concerned about each of the following when it comes to the COVID-19 vaccine:



NOTE: Among those who have not been vaccinated for COVID-19 and do not want to get the vaccine as soon as possible. See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (March 15-22, 2021) • [Download PNG](#)

[KFF COVID-19 Vaccine Monitor](#)

## Black Women Messaging Build Trust

side effects continue to be the top concern, with about seven in ten (70%) saying they are very or somewhat concerned that they might experience serious side effects from the vaccine

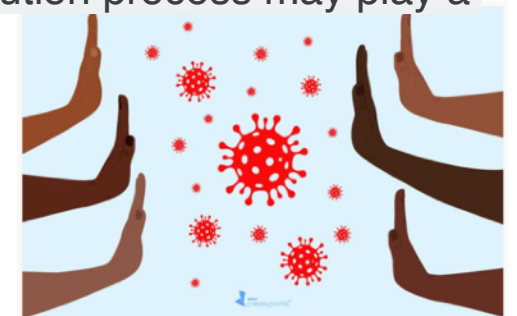
### Seeing Others Vaccinated May Be The Best Cure For Vaccine Hesitancy

Patterns with Black and Hispanic people receiving smaller shares of vaccinations compared to their share of COVID-19 cases and share among the total population. These disparities likely reflect a variety of factors, including availability of information about how and when to get the vaccines as well as the ability to navigate sign-up processes and access vaccine clinics.

Because women often play the role of health care decision-makers for their families, it may be particularly important to reach Black women with messages that emphasize the safety of the vaccine and address concerns about side effects.

These messages could also convey accurate information about how the vaccine works to combat the misperception that it is possible to get COVID-19 from the vaccine. In addition,

building trust by addressing historic mistreatment and inequities in the vaccine distribution process may play a part in helping alleviate vaccine hesitancy among Black women and men. Source



## Hispanic Messaging Build Trust

Side effects continue to be the top concern, with about seven in ten **(70%) of those hesitant** saying they are very or somewhat concerned that they might experience serious side effects.

### Free

Hispanic people face a combination of factors that may make accessing the vaccine particularly challenging. They have a high **uninsured rate** so they may be more likely to be concerned about **potential costs** associated with obtaining the vaccine and less likely to have an existing relationship with a health care provider.

Hispanic adults also are more likely than White adults to say it is difficult to find a health care location that is **easy for them to get to**.

### Convenience

### Language

Moreover, some Hispanic people may face linguistic barriers to care.

Those with an **immigrant** family member face potential added complications, including confusion about eligibility to obtain the vaccine and concerns about whether accessing the vaccine could negatively affect their or a family member's immigration status or put them at risk for enforcement action.

### Immigration Status



**Messaging**

**Incentives**

**Wait & See**

and

**If Required**

While a variety of incentives, messages, and information may be helpful in swaying some in the “wait and see” and “only if required” groups to consider vaccination, none of them do much to sway those in the “definitely not” camp.

- The vaccine is offered to them during a routine medical appointment.
- Travel and freedom of movement

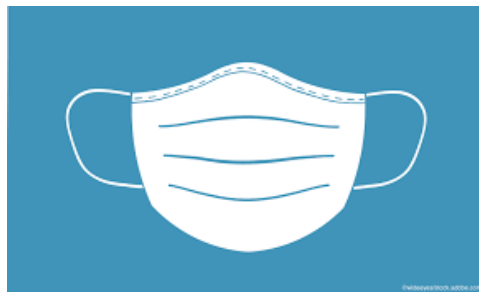
About four in ten in both the “wait and see” and “only if required” groups say they would be more likely to get a shot if airlines required it of passengers.

- The CDC said that vaccinated people could travel more freely.
- Their employer arranged for **on-site vaccination**
- Employer offered them a \$200 incentive to get vaccinated

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

## Messaging

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



## Target Audience

2

7%

If Required  
(Work, School,  
other activities)

“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.

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

## Target Audience

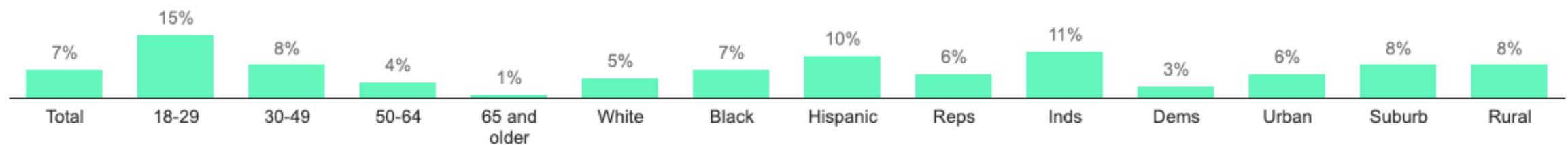
If Required  
(Work, School,  
other activities)

### 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

2



NOTE: See topline for full question wording.

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

[KFF COVID-19  
Vaccine Monitor](#)

[Source](#)

## Target Audience

If Required  
(Work, School,  
other activities)

Employers also have a role to play, both in facilitating access and offering incentives. About four in ten employed adults in the “wait and see” group say they would be more likely to get the vaccine if their employer arranged for on-site vaccination or offered them a \$200 incentive to get vaccinated.

### Employers and vaccine hesitancy

<https://hbr.org/2021/03/how-employers-can-reduce-vaccine-hesitancy>

See also Messaging Incentives and preferred locations

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

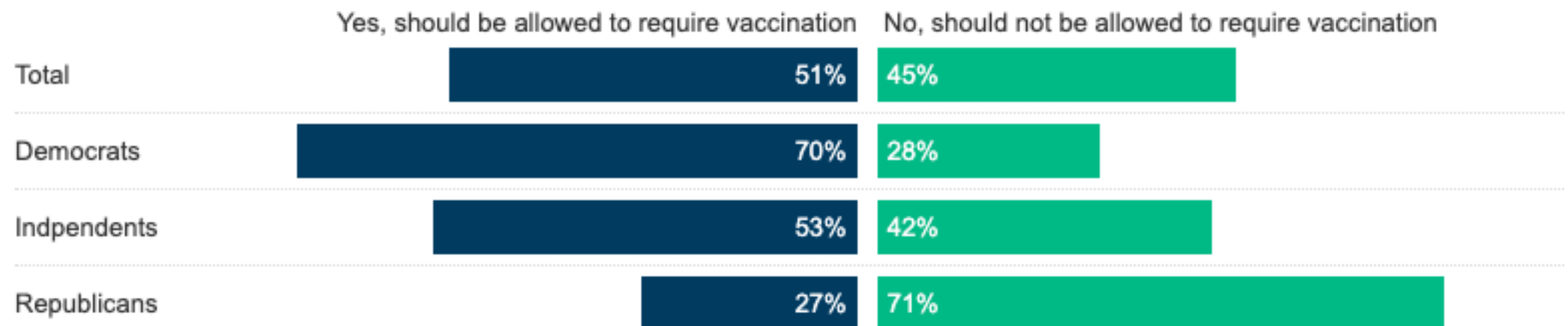
## Target Audience

If Required  
(Work, School,  
other activities)

Figure 16

### About Half The Public Believes Employers Should Be Allowed To Require COVID-19 Vaccine For Employees, Including Larger Share Of Democrats Than Republicans

Do you think employers should be allowed to require certain employees to get vaccinated for COVID-19, or is this not something employers should be allowed to do?

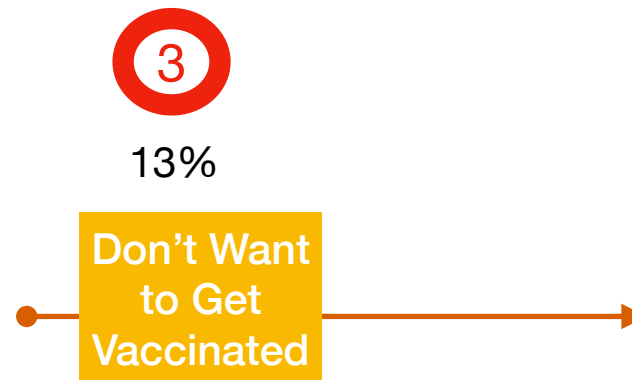


NOTE: See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (March 15-22, 2021) • [Download PNG](#)

[KFF COVID-19  
Vaccine Monitor](#)

## Target Audience



### Few Of Those Who Say They Definitely Do Not Want To Get The COVID-19 Vaccine Are Moved By Messaging

While a variety of incentives, messages, and information may be helpful in swaying some in the “wait and see” and “only if required” groups to consider vaccination, none of them do much to sway those in the “definitely not” camp.

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

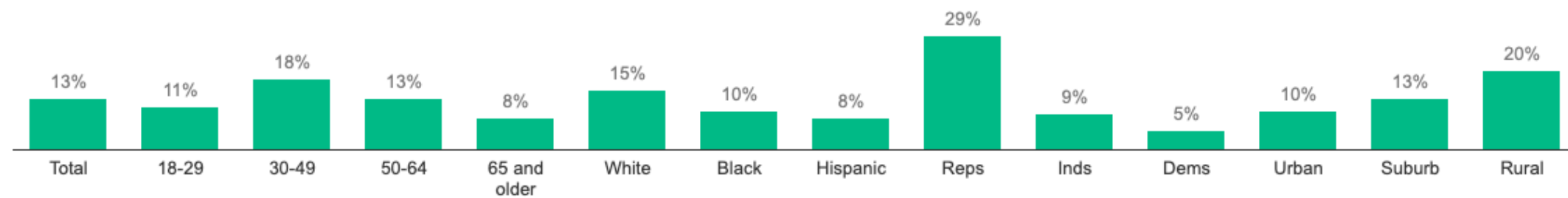
## Target Audience

### 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**

3



NOTE: See topline for full question wording

SOURCE: KFF COVID-19 Vaccine Monitor • Download PNG

[KFF COVID-19 Vaccine Monitor](#)

[Source](#)



## Target Audience

Don't Want  
to Get  
Vaccinated

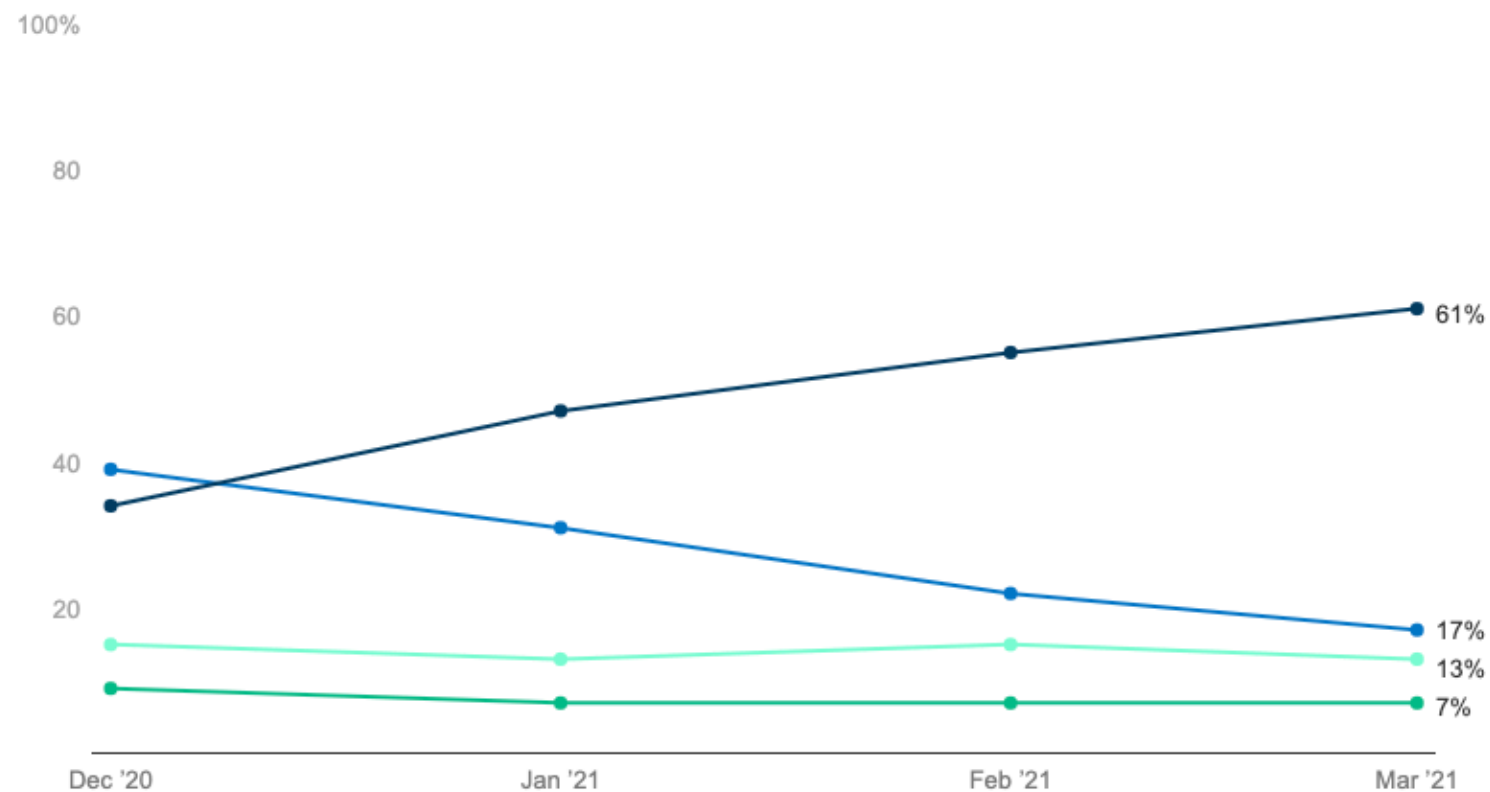
Figure 3

### Republicans Remain More Likely To Say “Definitely Not” To COVID-19 Vaccination

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

**Total** Democrats Independents Republicans

— Already gotten/As soon as possible — Wait and see — Only if required — Definitely not



NOTE: See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor (March 15-22, 2021) • [Download PNG](#)

[KFF COVID-19  
Vaccine Monitor](#)

[Souce](#)

Republicans (29%)  
and White  
Evangelical  
Christians (28%)



About three in ten  
Republicans (29%) say  
they will “definitely not”  
get vaccinated, similar  
to the share who said  
so in February.

## 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 whitepaper. 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.

Ruth Ann Barrett  
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April 5, 2021  
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