



**@EU\_Health**  
**A lifelong approach to vaccination campaign**  
**#UnitedInProtection**

#### **Suggested Mentions**

TW: @EU\_Health, @EU\_Commission  
 IG: europeancommission  
 FB: EuropeanCommission

#### **Hashtags:**

Campaign: #UnitedInProtection  
 EU: #HealthUnion

#### **Social media cards**

	Visuals caption
<p>Even one missed shot can leave a child vulnerable to preventable diseases.</p> <p><b>Get vaccinated, get protected</b>  #UnitedInProtection</p>	

## Social media posts

		copy post suggestion
Target	Copy	
Parents	Short 1	<p>Before your child catches up with their friends at school, catch them up with their vaccines.</p> <p>Talk to their doctor. Get vaccinated, get protected #UnitedInProtection</p>
	Short 2	<p>Deadly diseases like measles are coming back. Your child needs all of their vaccines to be protected. Catch them up today.</p> <p>Talk to their doctor. Get vaccinated, get protected #UnitedInProtection</p>
	Long	<p>We all missed many things in the COVID-19 pandemic. Sometimes, this includes vaccines to protect your child. It is never too late to catch up. Your child needs all of their vaccines to be protected.</p> <p>Talk to their doctor. Get vaccinated, get protected #UnitedInProtection</p>
Health Professionals	Short	<p>Even one missed shot can leave a child vulnerable to preventable diseases.</p> <p>Let's protect every child. Make vaccines work. Get vaccinated, get protected #UnitedInProtection</p>
	Long	<p>COVID-19 disrupted many things including routine vaccination. But it is never too late to catch up. Protect your patients and check that they have all the vaccines they should have. Recommend and give all vaccines to all children who need to catch up.</p> <p>Let's protect every child. Make vaccines work. Get vaccinated, get protected #UnitedInProtection</p>
Headline	Get vaccinated, get protected.	
Video	(reuse the messages above)	