

It's All About Meme | Social Media Campaign (ENGLISH)

The social media messages and graphics below can help inform audiences about the bivalent COVID-19 vaccine boosters and misinformation.

Campaign Hashtags: TBD

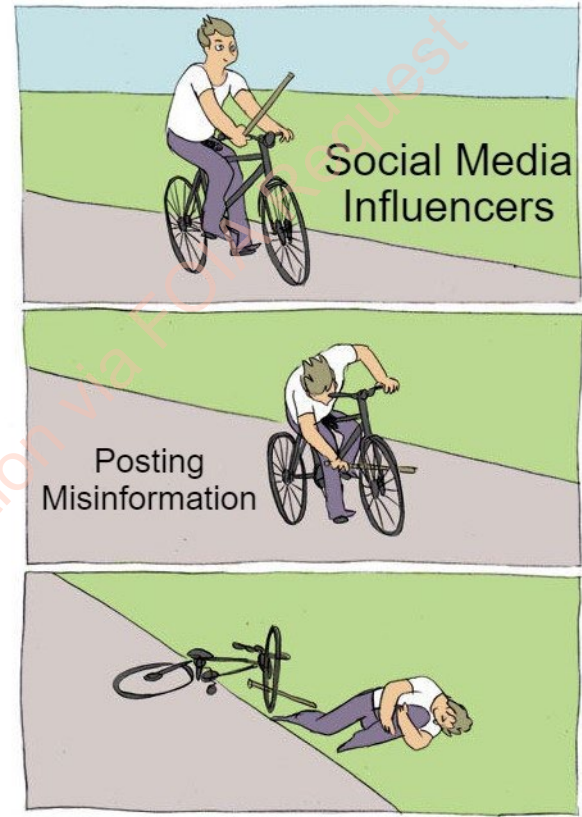
	SOCIAL MEDIA POST	GRAPHIC/ASSET
#1	<p>Office Space</p> <p>Did you see the memo about this?</p> <p>RAN 9/26</p>	
#2	<p>Scooby – Halloween</p> <p>(b) (5)</p> <p>Ran 10/31</p>	

#3

Misinfo Bike

Are you using social for good? #MemeMonday

Ran 11/14



#4

Christmas Vacation – Todd and Margo. December only.

Don't be left out in your RV for your upcoming vacation.



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<p>#5</p>	<p>Sandlot</p> <p>Don't be Smalls. #MemeMonday</p> <p>Ran 11/7</p>	
<p>#6</p>	<p>Crabs</p> <p>Join the dance party... https://vaccines.gov</p> <p>RAN 10/3</p>	

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<p>#7</p>	<p>Penguin Falls</p> <p>DISINFORMATION: "COVID is just a bad cold."</p> <p>SCIENCE: "I'll handle this."</p> <p>#MemeMonday</p> <p>Ran 10/10</p>	
<p>#8</p>	<p>Crouching Boosters</p> <p>Trying to find where to get the new #COVID19 booster doesn't have to be a struggle. (b) (5)</p> <p>Ran 10/24</p>	

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#9

(b) (5)

You mean to tell me I need the updated #COVID19 booster to #UpdateMyAntibodies?



#10

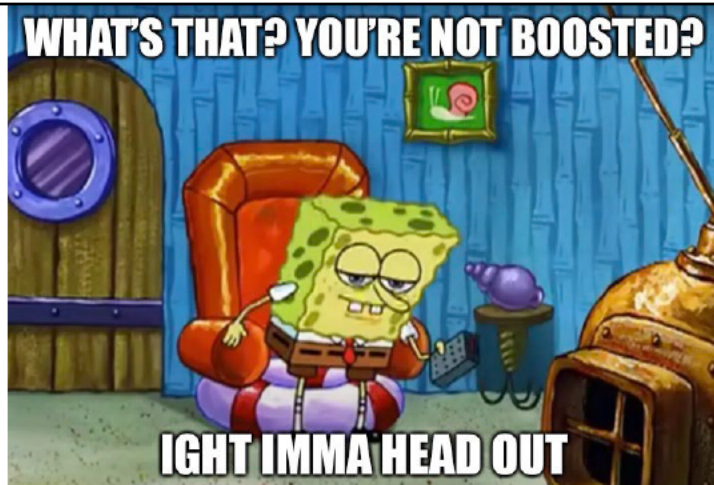
No one likes the side eye! #UpdateYourAntibodies and get boosted today.
<https://www.fda.gov/update>



#11

Spongebob
TFW you find out people in other pineapple houses aren't boosted.
<https://vaccines.gov> #MemeMonday

RAN 10/17



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(b) (6)

From: (b) (6)
Sent: Friday, November 11, 2022 9:34 AM
To: (b) (6) OC OEA OECS; OC OEA OMA-Press; OC OEA WEB; (b) (6)
(b) (6) *

Subject: Social Media Run of Show for Mon, 11/14

Attachments: RoS 20221114_v2.docx

Hi all – please find the social media run of show for Monday attached. Have a great weekend!



Best,



(b) (6)

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**FDA Social Media Run of Show
Monday, November 14, 2022**

MONTHLY OBSERVANCES: Diabetes Awareness Month, Native American Heritage Month
DAILY OBSERVANCES: World COPD Day, Global Biosimilars Week, World Diabetes Day

PLACEHOLDERS	TENTATIVE - Press Release: FDA Infant Formula Update
 <p>FDA</p>	<p>(8a) IMAGE – World COPD Day An estimated 100,000 people in the U.S. die each year from COPD caused by cigarette smoking.</p> <p>During World COPD Day, learn more about the health effects of tobacco use and find free resources to help you quit: https://bit.ly/3UHQFNl (SCHEDULED)</p> <p>(10a) IMAGE – #MemeMonday Are you using social for good? #MemeMonday (SCHEDULED)</p> <p>(11a) IMAGE – Global Biosimilars Week This week is #GlobalBiosimilarsWeek!</p> <p>#DYK Biosimilars are safe and effective treatments for many illnesses?</p> <p>Check out FDA’s patient-friendly information to learn more: https://www.fda.gov/drugs/biosimilars/patient-materials (SCHEDULED)</p> <p>(1p) IMAGE – World Diabetes Day Did you know about 1 in 4 people living with diabetes don’t know they have it?</p> <p>During World Diabetes Day and Month, learn about the symptoms, risk factors, and treatments for diabetes: https://www.fda.gov/consumers/minority-health-and-health-equity-resources/diabetes (SCHEDULED)</p>
 <p>@US_FDA</p>	<p>(8a) IMAGE – World COPD Day An estimated 100,000 people in the U.S. die each year from COPD caused by cigarette smoking.</p> <p>During World COPD Day, learn more about the health effects of tobacco use and find free resources to help you quit: https://bit.ly/3UHQFNl via @FDATobacco.</p> <p>#WorldCOPDDay (SCHEDULED)</p> <p>(12p) IMAGE – #MemeMonday Are you using social for good? #MemeMonday (SCHEDULED)</p> <p>(1p) RETWEET – World Diabetes Day</p>

	<p>TBD (b) (6)</p>
 @DrCaliff_FDA	<p>HHS Listening Session</p>
 @FDA	<p>(9a) IMAGE – World Diabetes Day #DYK About 1 in 4 people living with #Diabetes don't know they have it?</p> <p>Watch out for these common diabetes symptoms:</p> <ul style="list-style-type: none"> 💧 Increased thirst and urination 🍴 Increased hunger 😴 Fatigue 👁️ Blurred vision 💧 Sores that do not heal ⚖️ Unexplained weight loss 👣 Numbness or tingling in the feet or hands <p>Talk to your doctor to learn more about diabetes symptoms, risk factors, and treatments.</p> <p>#WorldDiabetesDay #DiabetesMonth #NDAM (SCHEDULED)</p> <p>(10a) IMAGE – #MemeMonday Are you using social for good? #MemeMonday (SCHEDULED)</p>

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