

Ministry of Education Youth Vaccination social media strategy: highlights

- Currently targeting 3 audience personas:
 - Parents who want their youth to be vaccinated (focus on roll-out, how to book, etc)
 - Parents who are unsure if they want their youth vaccinated (focus on safety and effectiveness of vaccine and “Getting Closer” to people and things we love)
 - Youth, especially those who are unsure if they want to get vaccinated (focus on ease of getting vaccinated and also “Getting Closer” to people and things we love)
- Encourage other Ontario ministries and PHUs to amplify our Youth Vaccination social posts (**see below for post/links**)
- Continually monitoring the success of our Youth Vaccination posts and will re-evaluate campaign tactics as the summer progresses

Posts/links for amplification

1. Roll out messaging (static shareable) - targeting parents who want to vaccinate their youth



TW:

<https://twitter.com/ONeducation/status/1405965124763111424>

<https://twitter.com/ONeducation/status/1405965452975788036>

FB:

<https://www.facebook.com/OntarioEducation/photos/a.350338809171958/863727764499724/>

<https://www.facebook.com/EducationOntario/photos/a.499869240549296/1009359799600235/>

IG:

<https://www.instagram.com/p/CQRdG20gW1Y/>

<https://www.instagram.com/p/CQRdTCEsTXi/>

LI:

https://www.linkedin.com/posts/ontario-ministry-of-education_covid19-keepingkidssafe-activity-6811731525420294144-NFtO

https://www.linkedin.com/posts/ontario-ministry-of-education_enfantsensaezcuritaez-activity-6811731942363451392-vlff

2. “Get the Facts” animated shareable - targeting parents who are unsure if they want to vaccinate their youth

Youth aged 12 and up can now book their first dose of the COVID-19 vaccine



TW:

<https://twitter.com/ONeducation/status/1408427369510191112>

<https://twitter.com/ONeducation/status/1408428641671946241>

FB:

<https://www.facebook.com/OntarioEducation/videos/829149364651980>

<https://www.facebook.com/EducationOntario/videos/489255298829020>

IG:

<https://www.instagram.com/p/CQjARpoLXj8/>

<https://www.instagram.com/p/CQjAzLBFrhR/>

3. “Get Closer To This” Instagram carousel shareables – targeting youth



IG:

<https://www.instagram.com/p/CQRp1v8BFo-/>

<https://www.instagram.com/p/CQRqaTFBiNe/>