



Toolkit for GPs and Pharmacists

Using digital and social media to promote uptake of children's flu vaccine

October 2023

Children's Nasal Spray Flu Vaccine

All children aged 2 to 12 years can get the free nasal spray flu vaccine from participating GPs and Pharmacies. Some children will be offered the flu vaccine in schools.

Children are twice as likely to catch flu than adults.

Flu can be serious and for some children, it can lead to serious complications like pneumonia and bronchitis. Children sick with flu, even with mild symptoms, can miss out on weeks in crèche, childcare and school and their usual activities like hobbies and sports.

Children can catch and spread flu easily.

Children carry the flu virus in their system longer than adults do. This means that they can catch and spread flu easily to other children, and to older and vulnerable people around them.

Children, especially younger children and children with long-term health conditions are most at risk of serious illness from flu.

It's flu season – it's time for children to get their flu vaccine

It's flu season which means it's time for children to get their flu vaccine. **The free nasal spray flu vaccine is the best way to protect children and the rest of the family too this winter.**

The flu vaccine is available free of charge in participating GPs and Pharmacies for all children aged 2 to 12 years and children aged 13-17 years at risk of flu.

Contact your GP or use HSE [pharmacy finder](#) for your child's free nasal spray flu vaccine.

**Visit [HSE.ie/flu](https://www.hse.ie/flu) for more information.
It's #YourBestShot.**

How You Can Help

Using digital and social media to promote uptake

1. Join HSE pharmacy finder service

Have your pharmacy listed on the HSE website so parents/guardians can contact your pharmacy and/or book their child's flu vaccine appointment.

Complete the online form to submit your pharmacy's details:
<https://www.hse.ie/eng/pharmacy-service-request/>

2. Text reminders and/or e-newsletters

Send text reminders and/or email newsletters to parents/guardians to let them know the children's nasal spray flu vaccine is available free of charge. It is best to not delay booking their child's flu vaccine – children can get their nasal flu vaccine at the same time, before, or after other vaccines like their COVID-19 vaccine or school vaccines.

3. Optimise your Instagram/Facebook profile

Add the flu vaccine appointment booking link to your **Instagram** bio. Consider using online tools that allow you to add multiple website links to your **Instagram** bio.



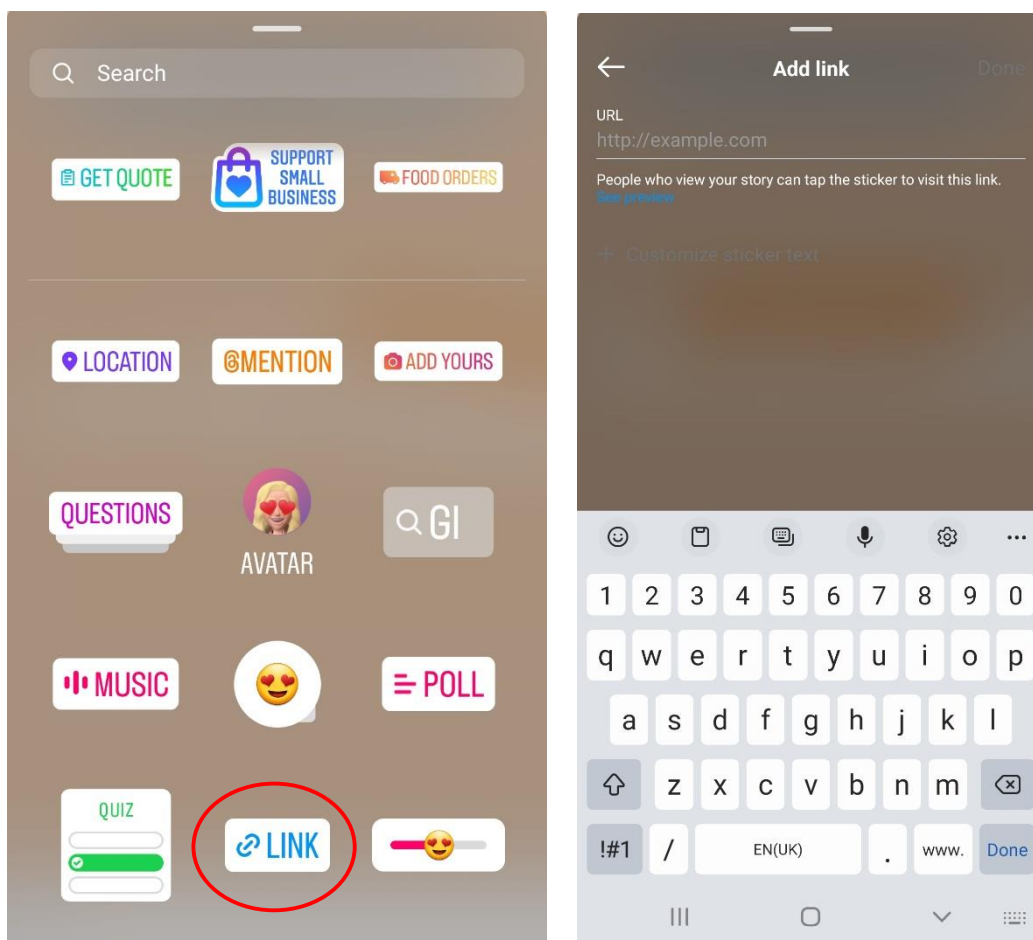
Visit [HSE.ie/flu](https://www.hse.ie/flu) for more information.
It's #YourBestShot.

How You Can Help

Using digital and social media to promote uptake

4. Use Instagram/Facebook stories

Add the flu vaccine appointment booking link in your Instagram/Facebook stories to reach more people.



5. Reach more people with #'s and tagging

Use campaign #'s in your social media posts and Instagram/Facebook stories so your content gets seen by more people, for example: **#YourBestShot**, **#FluVaccine**, **#VaccinesWork**

Tag HSE and NIO accounts in your posts.

Visit [HSE.ie/flu](https://www.hse.ie/flu) for more information.
It's **#YourBestShot**.

How You Can Help

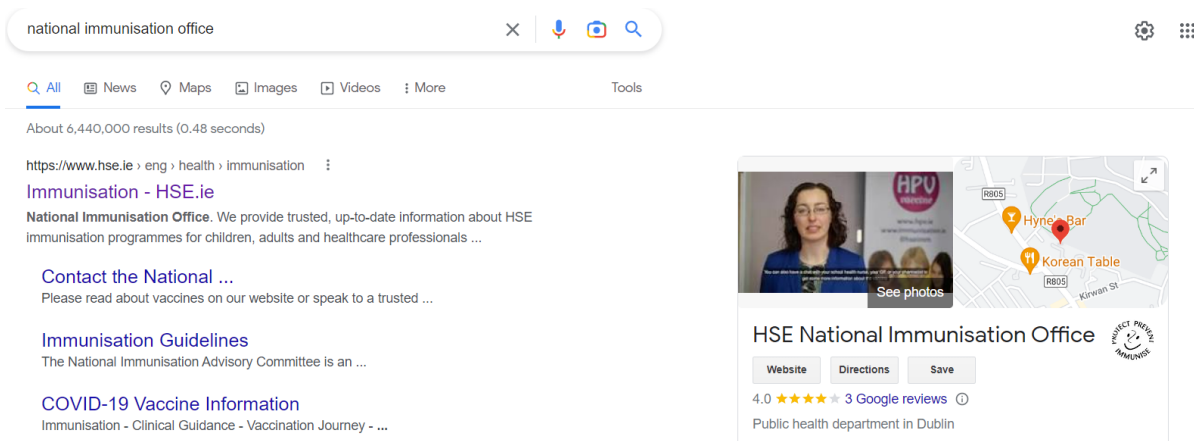
Using digital and social media to promote uptake

6. Advertise clinic times

Remember to include your practice or pharmacy clinic times in your text, emails and social media posts.

7. Update your Google My Business profile

Make sure your practice or pharmacy contact details are correct and up to date on your [Google My Business](#) profile (what people see first when they google search your practice or pharmacy)



Add your address, opening hours, phone number, and website.

8. Support NIO and HSE campaign

You can support the campaign by sharing/resharing our posts.

Instagram: [instagram.com/hseimm](https://www.instagram.com/hseimm)

Twitter: @HSEImm

LinkedIn: <https://www.linkedin.com/company/hse-national-immunisation-office>

Visit [HSE.ie/flu](https://www.hse.ie/flu) for more information.
It's #YourBestShot.

Social media

Sample social media messages and images

It's flu season – children aged 2 to 12 years

It's flu season which means it's time for your child to get their nasal spray flu vaccine. It is the best way to protect your child and others from flu.

Click to book your child's flu vaccine: [www.](#)

#YourBestShot | #FluVaccine



Safe, pain free and effective way to protect children

Children aged 2 to 12 can get their free nasal flu vaccine. The nasal spray flu vaccine is a safe, pain free and effective way to protect your child from flu this winter.

Click to book your child's flu vaccine: [www.](#)

#YourBestShot | #FluVaccine



Visit [HSE.ie/flu](https://www.hse.ie/flu) for more information.
It's #YourBestShot.

Social media

Sample social media messages and images

Children sick with flu can miss out

It's flu season and children sick with flu, even with mild symptoms, can weeks in crèche, childcare and school. They can also miss out on hobbies and sport.

Book your child's free nasal spray flu vaccine: www.hse.ie/flu.

#YourBestShot | #FluVaccine



Children are twice as likely to get the flu

Children are twice as likely as adults to get the flu. Children, especially younger children and those with long-term conditions, are most at risk of serious illness from flu.

Book your child's free nasal spray flu vaccine: www.hse.ie/flu.

#YourBestShot | #FluVaccine



Visit HSE.ie/flu for more information.
It's #YourBestShot.

Social media

Sample social media messages and images

Don't delay your child's flu vaccine

Don't delay your child's free nasal spray flu vaccine. The sooner they are vaccinated, the sooner they are protected this winter.

Book your child's free flu vaccine:
www.

#YourBestShot | #FluVaccine



Séasúr an fhliú atá ann

Tá sé in am do do leanbh a vacsaín sróine in aghaidh an fhliú saor in aisce a fháil.

Is í an vacsaín sróine in aghaidh an fhliú ar an mbealach is fearr do leanbh agus daoine eile a chosaint ón bhfliú.

Chun tuilleadh eolais a fháil, téigh chuig **[hse.ie/flu](https://www.hse.ie/flu)**

#YourBestShot | #FluVaccine



Visit **[HSE.ie/flu](https://www.hse.ie/flu)** for more information.
It's **#YourBestShot**.

**Please share with your
networks**

Thank you

If you have any queries or ideas, please contact
cria.dowling@hse.ie.

Thanks for supporting the campaign.