



# Social media toolkit for managers in long-term care facilities

Increasing flu vaccination uptake in health and care workers

November 2022

## Flu vaccine for health and care workers

Health and care workers can get the flu vaccine **free of charge** through their GP or pharmacy, or at a local flu clinic.

Every year the flu vaccine is offered to health and care workers to protect them and to prevent the spread of influenza to vulnerable residents and service users. Health and care workers should get the flu vaccine to protect themselves, their residents or service users, and their families.

**Health and care workers are 10 times more likely to get flu than the general public, and 1 in every 5 health and care workers get flu each year.**

In healthcare settings with high levels of flu vaccination we know there are lower rates of flu-like illness, reduced hospitalisations and death from flu in people aged 65 and older, and less sick leave in health and care workers. It is important as many health and care workers get vaccinated to protect themselves and others this flu season.

## Protect Yourself – Protect the People You Care for

It's flu season which means it's time for health and care workers to get their flu vaccine.

If you work in healthcare, your **free** flu vaccine is the best way to protect yourself and those around you from flu this winter. You can help prevent the spread of flu and save lives by getting vaccinated.

Healthcare workers can now book a free flu vaccine [online](#).

You can also contact your GP or use HSE [pharmacy finder](#) for your child's free flu vaccine.

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

## How you can help

We welcome your ongoing help, support and partnership.

### 1. Support the campaign

You can create and share social media assets.

### 2. Share our social media messages

You can support the campaign by reposting and sharing posts from the NIO.

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

**Twitter:** @HSEImm

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

You can also share some of the social media messages and images on the next pages.

**Thank you for your ongoing support – it makes a big difference.**

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

## Social media

### Sample social media messages and images

#### Protect yourself – protect the people you care for

Protect yourself and the people you care for this winter by getting your free flu vaccine

If you work in healthcare, you can get the vaccine from your GP or pharmacy, or at a local vaccine clinic.

Visit [hse.ie/flu](https://hse.ie/flu)

#YourBestShot | #FluVaccine



#### Protect yourself – protect the people you care for

If you work in healthcare, you are more likely to catch flu this winter.

Protect yourself and the people you care by getting your free flu vaccine.

Book your flu vaccine today.

Visit [hse.ie/flu](https://hse.ie/flu)

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## Social media

### Sample social media messages and images

#### Protect yourself – protect the people you care for

1 in every 5 health and care workers get flu each year.

Protect yourself and the people you care by getting your free flu vaccine.

Book your flu vaccine today:  
[hse.ie/flu](https://hse.ie/flu)

#YourBestShot | #FluVaccine



#### Protect yourself – protect the people you care for

If you work in health, you are ten times more likely to get flu.

Some older and at-risk patients may not get sufficient protection from the flu vaccine themselves so they rely on you to keep them safe.

Book your flu vaccine today:  
[hse.ie/flu](https://hse.ie/flu)

#YourBestShot | #FluVaccine



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

## Social media

### Sample social media messages and images

#### Protect yourself – protect the people you care for

If you work in healthcare, getting the flu vaccine is the safest way to protect yourself from flu this winter.

Protect yourself and the people you care by getting your free flu vaccine.

Book your flu vaccine today:  
**[hse.ie/flu](https://www.hse.ie/flu)**

#YourBestShot | #FluVaccine

#### Cosain thú féin. Cosain daoine eile

Féadann oibrithe cúraim sláinte scaipeadh an fhlíú a chosc agus beatha daoine a chosaint ach an vacsaín fliú a fháil.

Cuir do vacsaín fliú saor in aisce in áirithe inniu: **[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](mailto:cria.dowling@hse.ie).

Thanks for supporting the campaign.