



COVID-19 Spring Booster Vaccine Campaign Pack

3 April 2025



Campaign overview

The COVID-19 Spring Booster Vaccine gives ongoing protection from serious illness, and increases immunity against infection from COVID-19.

The 2025 COVID-19 Spring Booster Vaccine campaign aims to encourage uptake in eligible groups.

Who can get a COVID-19 Spring Booster Vaccine?

A COVID-19 Spring Booster Vaccine is recommended for:

- People who are aged 80 and over
- People aged 70-79 who did not get a vaccine in the last 12 months
- People aged 6 months and over who are immunocompromised
- Older adults living in residential care facilities

COVID-19 Spring Booster Vaccines are available from a participating GP or pharmacy. To find out if a vaccine is recommended for you, [visit the HSE website](#) or call our HSELive team on 1800 700 700.



Key messages

- A COVID-19 Spring Booster Vaccine is recommended for you if you are over 80 years old or over.
- You can also get a booster if you are aged 70-79 and you did not get a COVID-19 vaccine in the last 12 months.
- Anyone from the age of 6 months with an immunocompromising condition can get a COVID-19 Spring Booster Vaccine.
- It is also recommended for older adults living in a long-term care facility.
- Your immunity against COVID-19 weakens over time. Your Spring Booster Vaccine offers ongoing protection from serious illness, and increases your immunity against infection from COVID-19.
- The COVID-19 Spring Booster Vaccine programme will start on 3 April and will finish near the end of May.
- Speak to a participating GP or pharmacist, visit [HSE.ie](https://www.hse.ie) or call HSELive on 1800 700 700 to find out more.



Channels and assets

- **Radio ads** will run on national and local radio stations from 3 – 20 April. Listen to the ads below:
 - [Spring booster vaccine ad in English](#)
 - [Spring booster vaccine ad in Irish](#)
- **Social media messages** across Meta (Facebook and Instagram) and X (Twitter) from 3 April.
- **Paid search ads** will run from throughout April.



Social media - supporting the campaign

Social media messages will be delivered through the HSE social media platforms.

You can support the campaign by sharing our messages as they appear on X (Twitter), Facebook and Instagram.

Please tag the HSE social media accounts in your post.

You can find the messages here:

X: <https://x.com/HSELive>

Facebook: <https://www.facebook.com/HSELive/>

Instagram: <https://www.instagram.com/irishhealthservice/>

Website: www.hse.ie

See the following slides for suggested social media content and images.



Social media creatives



A social media creative featuring a woman with short, wavy white hair, smiling and looking upwards and to the right. She is wearing a light green button-down shirt. The image is framed by a glowing blue shield outline. In the top left corner, there is a small white HE logo on a teal background. In the bottom right corner, there is a white circular icon of a vaccine vial on a teal background with the word 'Vaccinate' below it.

Are you eligible for
a COVID-19 spring
booster vaccine?



A social media creative featuring an elderly man with a balding head and a friendly smile, looking directly at the camera. He is wearing a grey sweater over a collared shirt. The image is framed by a glowing blue shield outline. In the top left corner, there is a small white HE logo on a teal background. In the bottom right corner, there is a white circular icon of a vaccine vial on a teal background with the word 'Vaccinate' below it.

COVID-19 spring
booster vaccine

80 year olds or over



Social media creatives

HE

COVID-19 spring booster vaccine

6 months old or over with a weak immune system



Vaccinate

This creative features a smiling woman and a young girl. A glowing blue hexagonal shield is superimposed over them. The HE logo is in the top left corner. The text is positioned in the lower half of the image, and a blue circular button with a syringe icon and the word 'Vaccinate' is at the bottom.

HE

COVID-19 spring booster vaccine

70 to 79 years who did not get a COVID-19 vaccine in the last 12 months



Vaccinate

This creative features an elderly woman and man smiling together. A glowing blue hexagonal shield is superimposed over them. The HE logo is in the top left corner. The text is positioned in the lower half of the image, and a blue circular button with a syringe icon and the word 'Vaccinate' is at the bottom.



Social media copy

- Top-up your protection against COVID-19 this spring. It's time for your recommended spring booster if you are:
 - 80 or over
 - 6 months or over with a weak immune system
 - 18 or over living in a residential care facility
 - 70 to 79 and did not get a COVID-19 vaccine in the last 12 months

For more information, visit: <https://bit.ly/3NJX5KH>

#COVIDVaccine

- Getting vaccinated is the best way we can protect ourselves from COVID-19. If you have a weak immune system, it's time for your recommended spring booster.

For more information, visit: <https://bit.ly/3NJX5KH>

#COVIDVaccine



Social media copy

- If you're 80 or over, it's time for your recommended COVID-19 spring booster vaccine. You can get the spring booster from a participating GP or pharmacy.

Find out more: <https://bit.ly/3NJX5KH>

#COVIDVaccine

- If you're aged 70 to 79 and you did not get a COVID-19 vaccine in the last 12 months, you can get the COVID-19 spring booster vaccine. You can get the vaccine from a participating GP or pharmacy.

For more information, visit: <https://bit.ly/3NJX5KH>

#COVIDVaccine



Thank you for sharing this campaign content.

If you have any queries, please contact campaigns@hse.ie