



#HOLDFIRM



COVID-19
VACCINE
Public Health
Advice



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COVID-19
Vaccine



Rialtas na hÉireann
Government of Ireland

The COVID-19 vaccine is here

Social Media Partner Pack

06 January 2021

www.hse.ie



Rialtas na hÉireann
Government of Ireland

Sample Social Posts

| Key Message | Link |
|---|--|
| <p>Vaccines are only made available after they are proven to be safe and effective. Find out more about why vaccination is important:</p> <p>#HoldFirm #COVIDVaccine</p> | www.hse.ie/covid19vaccine |
| <p>The COVID-19 vaccine will be delivered in stages, starting with the people most at risk from coronavirus. Other groups will be offered a vaccine as it becomes available. For factual, expert information you can trust, visit:</p> <p>#HoldFirm #COVIDVaccine</p> | www.hse.ie/covid19vaccine |
| <p>The COVID-19 vaccine is here. All medicines, including vaccines, are tested for safety and effectiveness before they're allowed to be used. For up to date, trusted information from our experts visit: hse.ie/covid19vaccine</p> <p>#VaccinesWork #COVIDVaccine</p> | www.hse.ie/covid19vaccine |
| <p>A COVID-19 vaccine will offer protection from coronavirus. Right now, we still need to keep our distance, wash our hands and do everything we can to protect each other from #COVID19. For factual, expert information you can trust, visit:</p> <p>#HoldFirm #CovidVaccine</p> | www.hse.ie/covid19vaccine |
| <p>The #CovidVaccine is here and we are rolling it out to those most at risk first. Right now, we still need to keep our distance, wash our hands and do everything we can to protect each other from COVID-19. For factual, trusted information, visit:</p> <p>#HoldFirm #VaccinesWork</p> | www.hse.ie/covid19vaccine |
| <p>HSE is starting to roll-out the COVID-19 vaccine. Vaccines teach your immune system how to create antibodies that protect you from diseases. Learn more about how vaccines work:</p> <p>#VaccinesWork #COVIDVaccine</p> | www.hse.ie/covid19vaccine |
| <p>The COVID-19 vaccine is here. HSE will let you know when it's your turn to get the COVID-19 vaccine. Those most at risk will get the vaccine first. For now, we all need to stay at home to protect ourselves and the people we love from #COVID19.</p> <p>#HoldFirm</p> | www.hse.ie/covid19vaccine |