

Social Media Toolkit



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For those who would like to share information on vaccinations with their friends or congregation, we've compiled some easy-to-use tools for you to use. Feel free to re-work the language in a way that fits the voice of your channel, so long as the message is clear and the information is accurate and fact-driven.

TALKING POINTS

- Widespread vaccination is the key to ending the COVID-19 pandemic and will allow us to return to a normal life. It will also help us prevent more illnesses and deaths, help end the damage to the economy, and ultimately eliminate and eradicate COVID-19.
- Research shows that Americans trust their own doctors and their faith leaders for information about COVID-19 and vaccines; that's why churches are crucial in helping us end the pandemic. They can offer support for those unsure about the vaccine, and they can help people discern their options and make informed decisions.
- The decision to get vaccinated is personal for many. To help faith leaders lead open and empathetic discussions, the United Methodist Health Ministry Fund developed a sermon guide and toolkit to help start a discussion and answer questions.
- Vaccines are safe and effective, and one has been reserved for each member of your congregation.

KEY HASHTAGS

#FaithInVaccines
#HealthFund

FOLLOW THE UNITED METHODIST HEALTH MINISTRY FUND

Facebook - <https://www.facebook.com/UMHealthFund>

Twitter - <https://twitter.com/umhealthfund>

LinkedIn - <https://www.linkedin.com/company/umhealthfund/>

Sample Facebook/LinkedIn Posts

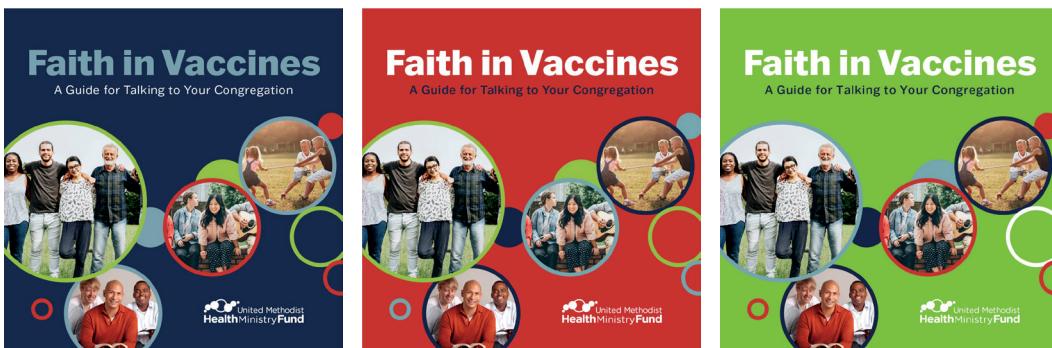
TO SHARE WITH OTHER FAITH LEADERS

POST IDEA 1

Attention Faith Leaders! Are you looking for ways to have an open, honest, and empathetic conversation with your church about vaccinations? The United Methodist Health Ministry Fund has created a multi-denominational sermon guide and toolkit. In this free guide, faith leaders will get access to:

- A worship guide for a two-part sermon series
- A fact sheet and suggestions for faith leaders
- Talking points and suggestions on how to communicate about COVID-19 vaccinations and the pandemic
- Sample social media posts

To download your free guide visit www.healthfund.org/faithinvaccines. #HealthFund #FaithInVaccines



POST IDEA 2

Here are 15 things you can do to improve vaccine acceptance in your congregation:

1. Lead by example. Get vaccinated and encourage your staff to be vaccinated.
2. Share educational materials widely. Post information in common/high visibility areas in your church. Publish information on the church website, on social media platforms, in emails, and in your bulletins.
3. Consider sending a letter or email to your congregants. Start by expressing your concern for the health of your congregants and their families. Provide facts, refer to additional resources, and let them know you are available to answer questions and talk through concerns.
4. Add laments for the pain that COVID-19 has caused. Lament world-wide deaths and losses. Create opportunities to heal as a community.
5. Highlight the mission work the church has done to respond to COVID-19 so the congregation can remember the real impact it has had on the community.
6. Have congregation members give testimonies about their vaccinations.
7. Have congregation members that are doctors/nurses give testimony about the crisis.
8. Create an art wall where congregation members can add their reasons for deciding to get their vaccination.
9. Have pastoral leaders talk about their own vaccination experiences. Live stream or post pictures.

- 10.** Avoid any sermons on how God will protect us from COVID. Instead focus on our acts and role in the world to combat sin and reconcile us to him.
- 11.** Provide opportunities to thank physicians/nurses/front line workers for their efforts during the pandemic.
- 12.** Support those dealing with response to COVID vaccination (back-up care for single parents, care packages).
- 13.** Offer transportation options to enable those whom are homebound to get vaccinated.
- 14.** Be available on a regular schedule to help people register and complete sign-up for COVID vaccination.
- 15.** Work with your local Health Department, pharmacy, or other partners to host a vaccine clinic site.

For a free toolkit with tips and information on talking to your congregation about vaccines, visit www.healthfund.org/faithinvaccines. #HealthFund #FaithInVaccines



POST IDEA 3

Tips for talking to your congregation about vaccinations:

- Start from a place of empathy and understanding
- Acknowledge that getting vaccinated is a personal decision
- Stay focused on the facts
- Focus on the benefits of getting a COVID vaccine
- Explain the health risks associated with declining to be vaccinated
- Be direct

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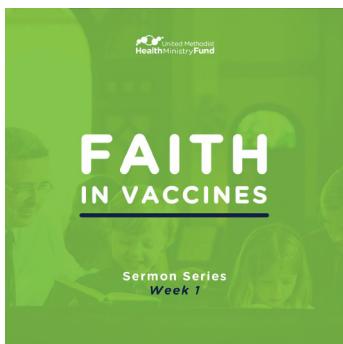
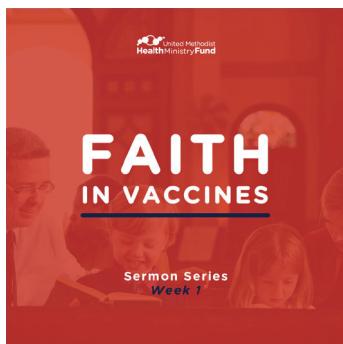


TO SHARE WITH YOUR CONGREGATION

POST IDEA 1

Whether you look at vaccines with excitement, trepidation, curiosity, or frustration, we welcome you to be a part of our church's conversation around the topic of vaccinations. This Sunday we'll start a 2-part sermon series on the topic. We know this is a very difficult and personal subject for some, and we want you to know our intention is to be open and empathetic no matter how you feel.

In this sermon series, we'll discern the truth in the midst of fear, and follow Jesus toward building a loving and connected community within our families, friends, and neighborhoods. #FaithInVaccines

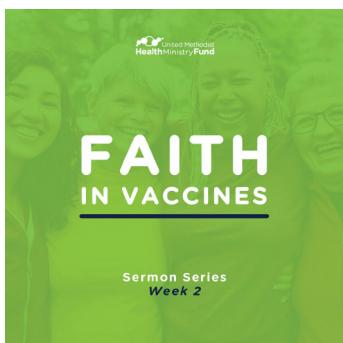


POST IDEA 2

This Sunday, we'll wrap up our sermon series on vaccinations. We appreciate the open, honest, and empathetic conversations we've been having with church members throughout the week.

Remember, we all approach the subject of vaccinations from a different point of view. As we continue our conversations, it's important to remember we do not encourage shaming, blaming, or manipulating people to get the COVID-19 vaccine. Most importantly, we should not discount or dismiss the fears that many people have about the COVID-19 vaccine or other vaccinations. This can lead to more vaccine hesitancy.

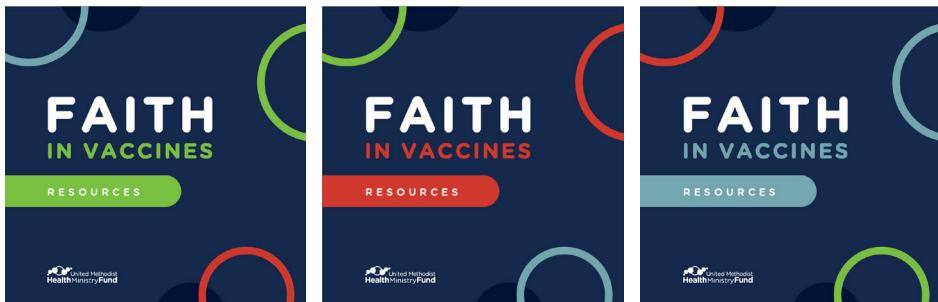
Vaccines are an incredibly important to getting things back to normal in our community and congregation. Thanks to all of you who have been willing to participate openly in this important conversation! #FaithInVaccines



POST IDEA 3

Looking for more information on how to talk about the COVID-19 vaccines? Check out this great website from the de Beaumont Foundation. The language we use is an important tool to help more people get vaccinated and help us return to a normal life. www.changingthecovidconversation.com

For even more helpful links, visit www.healthfund.org/faithinvaccines. #HealthFund #FaithInVaccines

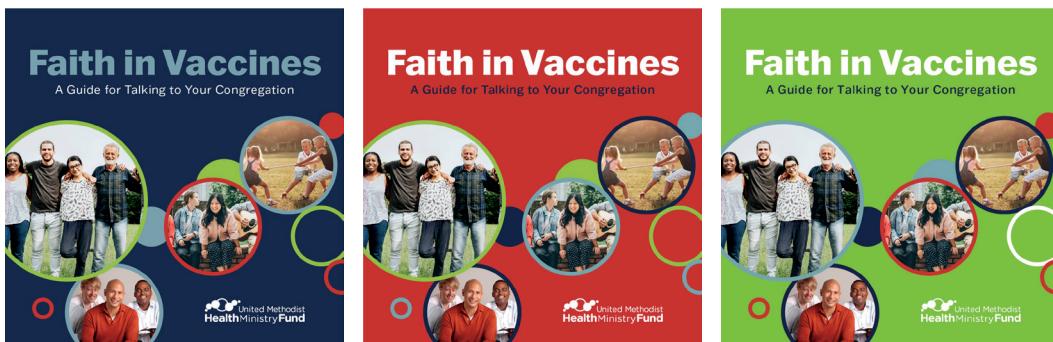


Sample Twitter Posts

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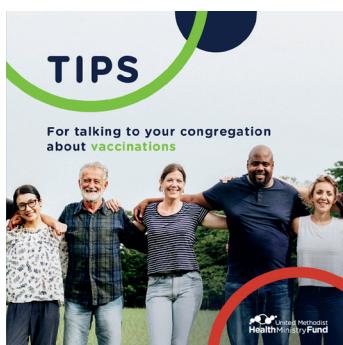
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Ready to talk about vaccines with your congregation? Here are 15 things you can do to improve vaccine acceptance. For a free toolkit with tips and information on talking to your congregation about vaccines, visit www.healthfund.org/faithinvaccines. #HealthFund #FaithInVaccines



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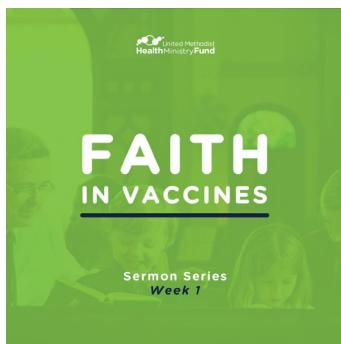
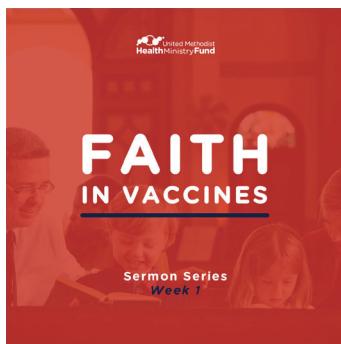
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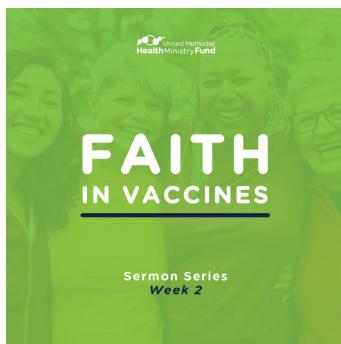
POST IDEA 1

This Sunday we'll start a 2-part sermon series on empathy as it relates to vaccines. We know this is a very difficult and personal subject for some, and we want you to know our intention is to be open and understanding. We hope you'll join us! #faithinvaccines



POST IDEA 2

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