

NDBN Social Media Calendar Guide

All social posts are available in your Toolkit. [Frequency of posts is determined by your program, with the goal of one to two per week].

Week 1:

Tuesday morning (preferably bn 9-10am)

- Recommended post:
 - o [Great news! Kids as young as 6 months old can now get a COVID vaccine.](#)

Thursday morning (preferably bn 9-10am)

- Recommended post/video
 - o [Ask a Doctor: Is COVID Really a Threat for Kids?](#)

Week 2:

Tuesday morning (preferably bn 9-10am)

- Recommended post
 - o [Safe, effective COVID vaccines are now available for kids as young as 6 months.](#)

Thursday morning (preferably bn 9-10am)

- Recommended post/video
 - o [Ask the Surgeon General: Are COVID Vaccines for Children Effective?](#)

Week 3:

Tuesday morning (preferably bn 9-10am)

- Recommended post
 - o [1 in 5 COVID Cases](#)

Thursday morning (preferably bn 9-10am)

- Recommended post/video
 - o [Ask a Doctor: Why Do Children, Esp Black and Latinx Children, Need Covid Vaccines](#)

Week 4:

Tuesday morning (preferably bn 9-10am)

- Recommended post
 - o [COVID vaccines are the best protection for children 6 months and older.](#)

Thursday morning (preferably bn 9-10am)

- Recommended post/video
 - o [Deciding on the COVID-19 Vaccine](#)

If you are running your outreach for more than 4 weeks, please repeat the schedule to meet your needs.