

Media and social media action for World Immunisation Week (24-30 April)

A groundswell of public and parliamentary support is needed over the next 18 months to make the vision of the fully immunised child a reality. Take to your media and social media channels to demonstrate the value of vaccines for the health of children, communities and the world. In particular, aim to show your MP that there is public support locally for global vaccination programmes.

Using the media

Using the media is a great way to gain public and political support for life-saving vaccines during World Immunisation Week. World Immunisation Week provides a 'hook' to talk about why the UK must continue to support immunisation around the world through its funding for Gavi, the Vaccine Alliance and the Global Polio Eradication Initiative. For tips on writing to the media, have a look at our [online guide](#). Most local newspaper websites should provide contact details for where to send a letter.

Some ideas for what to try

- The 'letters' section of your local paper is still widely read by many. Online and paper versions of many papers provide extra reach and different audiences. Your MP is highly likely to follow the local news.
- Local radio stations often have call-in and discussion shows.
- Facebook and Twitter can reach a wide audience, and are good for directing people to other content. Younger people increasingly use Instagram and Snapchat. Find out which platform your MP uses, and share your post with them. The RESULTS UK Twitter feed (@resultsuk) and the APPG on Vaccination for All Twitter feed (@APPGVaccination) are good places to look for content.
- Responding to articles others have published can get a discussion going, so consider using the 'comments' section of online media.

Tips for compelling content

- Take time to look at how people write for the particular medium or publication. Try and tailor your writing to what the audience will expect.
- A personal story of why immunisation matters to you, or a case study, will always be more appealing than resorting to facts alone. Sharing stories appeals to the emotions, and can remind people of the things they sometimes take for granted.
- If you have the option to create tags for your piece, be creative and think about words that are most likely to be used in searches.

Effective use of social media

- Compelling images and video are proven to be more engaging on social media posts – some sources of material are below.
- Try to ensure that the tone of your posts – both text and imagery – is positive and leave people with a sense of hope and purpose.
- The theme of this year's World Immunisation Week is 'Protected Together'. Use this and the **#VaccinesWork** hashtag, as well as any others that seem relevant or popular.
- Once you've posted, do check back regularly to see if you've started any discussions, and post replies to keep the conversation going – as long as it remains positive. It's usually not worth replying to negative or abusive posts, but it is worthwhile politely contradicting inaccuracies as long as you are sure of your own facts.



Some sources of shareable material on immunisation

- You can find pictures, videos and stories as well as a wealth of facts on the World Health Organisation's [web page for World Immunisation Week 2019](#).
- Check out their stories of '[vaccine heroes](#)', people around the world are doing their part to keep us safe through vaccines.
- The Gavi website contains some useful [audio-visual material](#), and their [Facebook](#) and [Twitter](#) feeds are worth keeping an eye on.
- The GPEI website also has a good range of [multimedia](#) on polio that is useful for sharing.
- Follow [@gavi](#), [@WHO](#), [@GaviSeth](#), [@michelzaffran](#), [@vaccines](#), [@APPGVaccination](#), and of [@resultsuk](#) for relevant content.