

# Flu Vaccine & Pregnancy Social Media Toolkit

*Created by the Society for Women's Health Research*

According to the Centers for Disease Control and Prevention (CDC), flu (influenza) is a [contagious respiratory illness](#) caused by influenza viruses that can infect the nose, throat, and lungs.

The exact timing and duration of flu season each year varies but often begins in October and continues through the winter months. While often approached with an “it’s just the flu” mentality, it’s important to remember that, except for COVID-19, [flu is the deadliest](#) vaccine-preventable disease in the United States. [In the 2022-2023 flu season](#), CDC estimates that there were more than 26 million flu illness cases, 290,000 flu hospitalizations, and 17,000 flu deaths.

Pregnant people, as well as children younger than five, adults 65 and older, and people with certain chronic health conditions, are at higher risk of developing serious complications from the flu. Flu can result in severe illness to a pregnant individual, as well as increase the risk of [preterm labor](#) and fetal death.

The flu vaccine, [available across the country](#), is a highly effective way to prevent the virus and its resulting illness. [During the 2019-2020 flu season](#), the CDC estimates that the flu vaccination prevented an estimated 7.5 million illnesses and 6,300 deaths. The [World Health Organization considers](#) pregnant people among the highest priority group for flu vaccination. It is safe for individuals to receive the flu vaccine, before, during, and after pregnancy, and into the postpartum and breastfeeding period.

Women across the lifespan play an important role in preventing the flu through vaccine uptake. Accounting for 51% percent of the population, women who practice healthy habits and get vaccinated for the flu have a crucial impact on protecting their communities. Further, women make [80% of health care decisions](#) for their families, so ensuring women understand the benefits of the flu vaccine and how to get it can prompt children and other adults in their lives also getting vaccinated.



**This October is an important time to get your flu vaccine and make sure your friends and loved ones are vaccinated and protected from the flu.**

**Join the Society for Women's Health Research in expanding flu vaccine awareness!**



## Social Media and Communications Posts

### Suggested Hashtags:

#GetVaccinated	#FightFlu	#FluVaccine	#StopTheSpread	#SWHRtalksVaccines
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### Suggested Twitter (X) Posts:

- **[General Flu Awareness]**  
Follow these 3 easy steps to #FightFlu:
  1. #GetVaccinated
  2. Practice healthy habits (wash hands, cover coughs, stay home if sick)
  3. Take flu antiviral drugs, if prescribed

<https://www.nfid.org/resource/take-3-steps-to-fight-flu/> @CDCgov @NFIDVaccines  
#SWHRtalksVaccines
- **[Flu Vaccine]**  
The #FluVaccine is a highly effective way to #FightFlu each season. @CDCgov studies show that flu vaccination reduces the risk of illness by 40% to 60%. Find a vaccine site and #GetVaccinated today: <https://www.vaccines.gov/find-vaccines/> #SWHRtalksVaccines
- **[Women's Health and Flu]**  
Women play an important role in preventing the flu. As 51% percent of the population, women who practice healthy habits and #GetVaccinated help protect their communities. Learn more from @CDCgov: <https://www.cdc.gov/flu/prevention/index.html> #SWHRtalksVaccines #FightFlu
- **[Pregnancy and Flu]**  
If you are #pregnant, you should still #GetVaccinated this flu season. @CDCgov studies show flu vaccination is safe for pregnant people and their unborn babies:  
<https://www.cdc.gov/flu/vaccine-safety/vaccine-pregnant.html> #SWHRtalksVaccines
- **[Pregnancy and Flu]**  
Flu can result in severe illness to a pregnant individual, as well as increase the risk of preterm labor and fetal death. The #FluVaccine is safe for pregnant individuals. Learn more at <https://www.cdc.gov/flu/vaccine-safety/vaccine-pregnant.html> #SWHRtalksVaccines
- **[SWHR Maternal Vaccine Quick Guide]**  
#FluVaccine is safe before, during, and after pregnancy. Download the @SWHR Maternal Immunization Quick Guide and #GetVaccinated today: <https://ow.ly/v9mv50PTtAI> #SWHRtalksVaccines
- **[SWHR Maternal Vaccine Quick Guide]**  
#DYK? The #FluVaccine is recommended for individuals before and during #pregnancy, as well as during #postpartum and #breastfeeding? Check out the @SWHR Maternal Immunization Quick Guide for more tips and #GetVaccinated today: <https://ow.ly/v9mv50PTtAI> #SWHRtalksVaccines

## **Suggested Facebook, LinkedIn, Instagram, and Threads Posts:**

*Note, on Instagram, tag the SWHR using @swhr\_official, the CDC account using @CDCgov, and the NFID account nfid\_vaccines.*

- **[General Flu Awareness]**

The #FluVaccine is the first of three easy steps you can take to #FightFlu this season.

1. Get an annual flu vaccine. #GetVaccinated
2. Practice healthy habits, like washing your hands, covering your coughs, and staying home if you are sick. #StopTheSpread
3. Take flu antiviral drugs, if prescribed.

Learn more: <https://www.nfid.org/resource/take-3-steps-to-fight-flu/> @CDC @NFID  
#SWHRtalksVaccines

- **[Flu Vaccine]**

The #FluVaccine is a highly effective way to #FightFlu and protect against the flu virus each season. Recent @CDC studies show that flu vaccination reduces the risk of flu illness by between 40% and 60%. Find a vaccine site near you and #GetVaccinated today:

<https://www.vaccines.gov/find-vaccines/> #SWHRtalksVaccines

- **[Women's Health and Flu]**

Women play an important role in preventing the flu. Accounting for 51% percent of the population, women who practice healthy habits and #GetVaccinated for the flu can help protect their communities and encourage those around them to #FightFlu, too. Learn more about preventing flu with the @CDC: <https://www.cdc.gov/flu/prevention/index.html>  
#SWHRtalksVaccines

- **[Pregnancy and Flu]**

If you are #pregnant, #GetVaccinated this flu season. @CDC studies show that flu vaccination is safe for pregnant people and their unborn babies, supporting the Advisory Committee on Immunization Practices recommendation for the flu vaccination at any time during pregnancy:

<https://www.cdc.gov/flu/vaccine-safety/vaccine-pregnant.html> #SWHRtalksVaccines

- **[Pregnancy and Flu]**

Flu can result in severe illness to a pregnant individual, as well as increase the risk of preterm labor and fetal death. The #FluVaccine is safe for pregnant individuals. Learn more about the efficacy of the flu vaccine during #pregnancy here: <https://www.cdc.gov/flu/vaccine-safety/vaccine-pregnant.html>

<https://www.cdc.gov/flu/vaccine-safety/vaccine-pregnant.html> #SWHRtalksVaccines

- **[SWHR Maternal Vaccine Quick Guide]**

The World Health Organization considers pregnant people among the highest priority group for flu vaccination. It is safe for individuals to receive the #FluVaccine, before, during, and after pregnancy, and into the postpartum and breastfeeding period. Download your copy of the @SWHR Maternal Immunization Quick Guide and #GetVaccinated today:

<https://ow.ly/v9mv5OPTtAI> #SWHRtalksVaccines

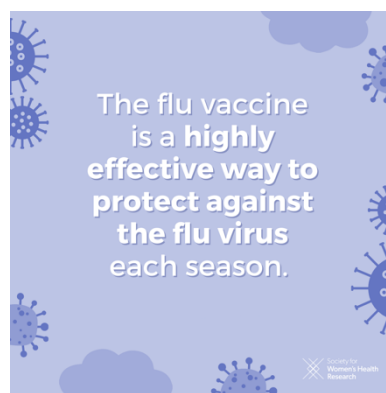
- **[SWHR Maternal Vaccine Quick Guide]**  
#DYK the #FluVaccine is recommended for individuals before and during #pregnancy, as well as during #postpartum and #breastfeeding? Check out the @SWHR Maternal Immunization Quick Guide for more tips and #GetVaccinated today: <https://ow.ly/v9mv50PTtAI> #SWHRtalksVaccines

**Suggested Newsletter Posts:**

- **Pregnancy and Flu:** Join the Society for Women’s Health Research in ensuring pregnant individuals are protected from the flu this fall! The World Health Organization considers pregnant people among the highest priority group for flu vaccination. Flu can result in severe illness to a pregnant individual, as well as increase the risk of preterm labor and fetal death. The flu vaccine is safe for individuals to receive the #FluVaccine, before, during, and after pregnancy, and into the postpartum and breastfeeding period. Check out the SWHR Maternal Immunization Quick Guide to learn more about what vaccines are safe during pregnancy, available at [swhr.org/swhr\\_resource/maternal-immunization-quick-guide/](http://swhr.org/swhr_resource/maternal-immunization-quick-guide/). Schedule your flu vaccine today!
- **Women’s Health and Flu:** Join the Society for Women’s Health Research in ensuring women are educated about the flu vaccine this fall! Women play an important role in preventing the flu through vaccine uptake. As 51% percent of the population, women have an important role to play to protect their communities by practicing healthy habits and getting vaccinated. Women also make 80% of health care decisions for their families, so educating women about the flu vaccine can help ensure children and adults in their lives also get vaccinated. Learn more at <https://www.cdc.gov/flu/prevention/index.html> and schedule your flu vaccine today!

**Social Media and Communications Graphics**

**Optional Graphics:** [Graphics available for download here](#)



**Women play an important role in preventing the flu.**

Women who practice healthy habits can help protect their communities.

**Get your flu vaccine today!**

Learn more at [CDC.org](https://www.cdc.org).  
#SWHRtalksVaccines



**Women play an important role in preventing the flu.**

Women who practice healthy habits can help protect their communities.

**Get your flu vaccine today!**

Learn more at [CDC.org](https://www.cdc.org).  
#SWHRtalksVaccines



**The flu vaccine is safe for pregnant individuals.**

Get your flu vaccine today!

Learn more at [CDC.org](https://www.cdc.org).




**The flu vaccine is safe for pregnant individuals.**

Get your flu vaccine today!

Learn more at [CDC.org](https://www.cdc.org).






**#DYK the flu vaccine is recommended for individuals before, during, and after pregnancy?**

Check out the Maternal Immunization Quick Guide!

**Get your flu vaccine today!**

Learn more at [SWHR.org](https://www.swhr.org)  
#SWHRtalksVaccines

**#DYK the flu vaccine is recommended for individuals before, during, and after pregnancy?**

Check out the Maternal Immunization Quick Guide!

**Get your flu vaccine today!**

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#SWHRtalksVaccines




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## Additional Vaccine Resources

### Flu Vaccine Resources

- American College of Obstetricians and Gynecologists: [Influenza Vaccination During Pregnancy](#)
- CDC: [Find Flu Vaccines](#)
- CDC: [This Flu Season](#)
- CDC: [Prevent Seasonal Flu](#)
- Immunize.org: [Influenza: Questions and Answers](#)
- March of Dimes: [Influenza \(flu\) and pregnancy](#)
- National Foundation for Infectious Disease: [Are You That Person? A video series about recognizing flu symptoms and staying home if you are sick.](#)
- National Foundation for Infectious Disease: [Myths and Facts About Influenza \(Flu\)](#)
- National Foundation for Infectious Disease: [Take 3 Steps to Fight Flu](#)

### General Vaccine Resources

- Adult Vaccine Access Coalition: [2023 State of the ImmUnion Report](#)
- Immunize.org: [Ask the Experts about Vaccines](#)
- National Foundation for Infectious Disease: [Vaccines for Life](#)
- SWHR: [Crucial Vaccination Conversations: A Roadmap to Engage Women and Their Communities](#)
- SWHR: [Maternal Immunization: Quick Guide](#)
- SWHR: [Prevent Cancer with the HPV Vaccine Fact Sheet](#)
- SWHR: [#SWHRtalksHPV Video Series](#)
- Vaccinate Your Family: [How Do Vaccines Work?](#)
- Vaccinate Your Family: [Vaccine Benefits](#)
- Vaccinate Your Family: [Vaccine Schedules](#)
- Vaccinate Your Family: [Pregnancy](#)

*If you have questions, contact the SWHR Communications Team at [communications@swhr.org](mailto:communications@swhr.org).*

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