

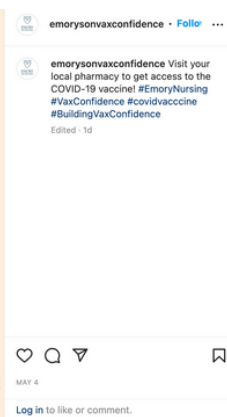


Emory University crafted a social media outreach plan using the following platforms:



See how this school of nursing is #BuildingVaxConfidence on social media!

Emory students created Facebook posts, tweets, and Instagram graphics addressing COVID-19 vaccine misinformation and disinformation shared via other posts that they came across. After being vetted, the posts were posted to the project's official Facebook account.




COVID-19 VACCINE: MYTHS VS FACTS

Emory School of Nursing students debunk leading vaccination myths through extensive research and a dedicated project.


MYTH: "THE VACCINE WILL GIVE ME COVID!"

Fact: There's no live virus in any of the vaccine options approved by the FDA.



MYTH: "THE VACCINE WAS RUSHED AND ISN'T SAFE!"

Fact: Research was accelerated due to a connected global effort. The vaccines underwent phases of trial like any med.



A total of

55

social media posts were developed for Emory's social media campaign.