The University of Houston (UH) College of Nursing developed a social media outreach plan that included:

1. Conducting research on the most effective components of social media marketing campaigns, and in particular, campaigns that addressed COVID-19 and vaccine hesitancy.

2. Researching the user demographics of each social platform to better understand the age, race, sex, socio-economic status, education level, etc. of the platform’s users. Identified the most commonly held beliefs, behaviors, motivators, etc. of platform users (based on demographics).

3. Using each platform's demographics to match its audience with the most appropriate student products (e.g. Fight with Facts poster, Breastfeeding Awareness poster, etc.) and developing messaging that was launched with each posting.

4. Creating a social media calendar and launch schedule.

5. Launching campaign and tracking metrics to measure the campaign's success.
The school used social media to **bust myths** about COVID-19.

<table>
<thead>
<tr>
<th>Myth</th>
<th>FACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>The ingredients in COVID-19 vaccines are dangerous.</td>
<td>Vaccine manufacturers are using ingredients including fats, sugars, and salts. The vaccines are free from metals, electrodes, preservatives, tissues (aborted fetal cells), latex, and antibiotics.</td>
</tr>
<tr>
<td>COVID-19 vaccines cause variants of the virus.</td>
<td>COVID-19 vaccines do not create variants, but rather prevent new variants from emerging.</td>
</tr>
<tr>
<td>The COVID-19 vaccine causes infertility.</td>
<td>Actually, COVID-19 vaccines are recommended for women who are pregnant as well as men and women attempting to get pregnant.</td>
</tr>
<tr>
<td>&quot;The natural immunity I get from contracting COVID-19 is better than the immunity that I would get from the COVID-19 vaccine.&quot;</td>
<td>The antibodies developed in response to the vaccine last longer than antibodies developed during infection. The level of protection varies depending on the severity of illness, time since infection, and age.</td>
</tr>
</tbody>
</table>

In addition, the school used a **"CALL TO ACTION"** messaging strategy for all Twitter and Instagram posts, which increased the end-user interaction with the campaign.

The **"CALL TO ACTION"** messaging strategy on Instagram also had a great response, leading to a significant increase in impressions and interactions.

**Facebook Results**
- Total Reach: 1,271
- Likes and Reactions: 40

**Instagram Results**
- Total Reach: 1,854
- Likes and Reactions: 71

During the COVID-19 Vaccine Confidence Grant Social Media Campaign, the school's Instagram followers increased by 20.6%.

**Twitter Results**
- Impressions: 4,746
- Engagements: 91
- Detail Expands: 33
- Profile Visits: 3
- Link Clicks: 10

During the COVID-19 Grant Social Media Campaign, the school's tweet impressions increased 195.2% and its profile visits went up 25.9%.