

building vaccine confidence

An initiative to strengthen public trust in vaccines



Social Media Strategy

Loma Linda University crafted a social media outreach plan using two major platforms:



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

Loma Linda University School of Nursing

June 27
From day one, COVID-19 was a very real, scary thing in our home. Not only are my husband and I RNs, he is immunocompromised as well. Saying we were cautious would be an understatement. ... See more



Loma Linda University School of Nursing

June 27
I decided to receive the complete vaccination doses because I had faith in the science and technology behind its development. I think its incredible that science and technology have created a way to safely develop vaccines... See more



Loma Linda University School of Nursing

June 28
I got the COVID vaccine because I felt like I had to do my part and be a role model for my family and friends that were hesitant to get it... See more



The university collected black and white photos of students and faculty who were willing to share why they chose to get the COVID-19 vaccine.

Campaign Highlights

Facebook

The school of nursing's Facebook posts reached a total of **3,791 people** and accumulated **over 180 engagements** which included reactions, likes, shares, and comments.

Instagram

The school of nursing's Instagram posts reached a total of **257 "likes"** on the platform.