



Social Media Strategy

Florida State University built a social media outreach plan using three major platforms.



Social Media Campaign Elements

Florida State University research assistants developed a Twitter account and posted a variety of videos, TikToks, and other forms of video content.

The strategy for Instagram was to post several Tik Toks with music and messages and flyers that were appealing to **college age students**.

See how Florida State is #BuildingVaxConfidence on social media!

