

Digital Vaccine Toolkit – January, 2021

Thank you for helping share this message within your networks. To make it easier, VDH has created a [Digital Vaccine Toolkit for Partners](#).

Here are **quick links** to toolkit materials—separated into two sections by messaging type:

- 1) Eligibility-specific, “alert” messaging (currently 75+) ([link](#))
 - a. [Social media posts](#)
 - b. [Blog/Newsletter](#) (additional assets will be added soon!)
 - c. [Email](#)
 - d. [Letter](#)

- 2) General, “evergreen” messaging about vaccines ([link](#)).
 - a. [Social media posts](#)
 - b. [Blog/Newsletter](#) (additional assets will be added soon!)
 - c. [Posters](#) (8.5”x11” and 11”x17”)
 - d. [Vaccine fact sheet](#), “Things You Should Know About COVID-19 Vaccines” (will be updated as needed)