



# Social media messaging

## 'Be wise, immunise' Flu vaccinations 24/25

(v1. 30/08/23)

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### Social media messaging

**Join us on social media so we can remind eligible groups to #BeWiseImmunise**  
**Please tag North East and North Cumbria ICB in your social media posts and use #BeWiseImmunise**  
**Our social media handles are:**

Facebook - NorthEastandNorthCumbriaNHS  
X (the new name for Twitter) – @NENC\_NHS  
Instagram – nenc\_nhs

The following pages include social media posts for the flu autumn/winter campaign 2024.

All assets are available to download from the [ICB toolkit page](#) and are supported by paid for advertising, radio, outdoor and programmatic advertising. This toolkit will be updated regularly with new messages and assets.

## 2-3 year olds - Flu

### 1. Book now

#### Be wise immunise, you nose it makes sense!

Getting your child vaccinated against flu this winter could stop them getting really poorly – AND stop flu spreading to family or friends.

There's no needle – just a squirt up the nose - millions of children get it every year – so it's safe too!

If your child is aged 2 to 3 (by 31 August 2024) – make sure they get their FREE Flu jab NOW!

Book a vaccination appointment with your GP and protect YOUR child from flu.

Be wise, immunise!

Go to <https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/> to find out more.



<p><b>2. You nose it makes sense!</b></p>	<p>Protect your little one from the flu—because you <i>nose</i> it makes sense!</p> <p>For children aged 2-3, it's as easy as a quick nasal spray—no needles, just protection!</p> <p>It's safe and works better for children than an injection.</p> <p>Your GP will be in touch to book an appointment. If you haven't heard by mid-October, please call them to book your child's flu spray.</p> <p>Find out more at : <a href="https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/">https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</a></p> <p>#BeWiseImmunise</p>	<p>The free <b>flu</b> nasal spray vaccine for 2-3 year olds. <b>YOU NOSE IT MAKES SENSE</b></p> <p><b>BE WISE IMMUNISE</b> <b>HERE TO HELP</b></p>
<p><b>2. Stop the spread!</b></p>	<p><b>Protect your little ones from the flu this winter and keep it from spreading!</b></p> <p>The free flu nasal spray for 2-3-year-olds not only protects your child but also helps protect the whole family—brothers, sisters, parents, carers and grandparents too!</p> <p>Your GP will contact you to book your child's vaccination. Haven't heard from them by mid-October? Give them a call to arrange a vaccination for your child.</p> <p>Find out more at: <a href="https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/">https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</a></p> <p>#BeWiseImmunise</p>	<p><b>PROTECT YOUR LITTLE ONE</b></p> <p><b>BE WISE IMMUNISE</b> The <b>flu</b> vaccine for 2-3 year olds is free and it's a nasal spray. <b>HERE TO HELP</b></p>

<p>3. <b>No needle</b></p>	<p><b>Breathe easy—no needles!</b></p> <p>The free flu nasal spray for 2-3-year-olds is a quick, safe squirt up each nostril, and it's more effective in children than an injection.</p> <p>Keep your child flu-free this winter!</p> <p>Your GP will be in touch to arrange the vaccination. If you haven't heard from them by mid-October, give them a call to book one.</p> <p>Find out more at: <a href="https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/">https://www.nhs.uk/conditions/vaccinations/child-flu-vaccine/</a></p> <p>#BeWiseImmunise</p>	

## National Communications links

<p>UKHSA resources</p>	<p><a href="#">Child flu leaflets and posters</a></p> <p><a href="#">GP template letter for inviting 2-3s</a></p> <p><a href="#">Easy read posters and leaflets on flu</a></p> <p><a href="#">Simple text flu leaflets for adults and children</a></p>
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