ABC Science Collaborative: Vaccination Videos Social Media Kit
This social media toolkit provides you with the tools to share messages from teens, for teens aimed at demystifying the COVID-19 vaccine. It also includes the voice of a teacher. The videos discuss the experience of getting vaccinated, the things each speaker is looking forward to about being vaccinated, and their personal reasoning for getting vaccinated.

Please help us spread the word by sharing any and all of these suggested posts on your organizational and personal social media accounts.

With this toolkit, you can easily copy and paste the posts, but please also feel free to customize or write your own posts! Below are related hashtags to use if crafting your own content. You can also visit the ABC Science Collaborative Twitter account to share posts.

ABC Science Collaborative website: [https://abcsciencecollaborative.org/videos/](https://abcsciencecollaborative.org/videos/)
Follow us on Twitter (and share our handle): @AbcCollab

For questions about this social media toolkit, contact: sophia.ramirez@duke.edu or meagan.daly@duke.edu

**Twitter/TikTok**

<table>
<thead>
<tr>
<th>Related Hashtags</th>
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<tbody>
<tr>
<td>#communityimmunity</td>
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<tr>
<td>#vaccines</td>
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<td>#vaccination</td>
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<td>#backtoschool</td>
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<td>#MyWhy</td>
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<td>#COVID19</td>
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<td>#coronavirus</td>
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**Related Twitter Handles**

@DCRINews

**TWITTER**

**Feel free to swap out the hashtags at the end of each tweet**
**Note: Twitter’s algorithm should count all links as 23 characters long. This is included in the 280-character limit.**
JUSTICE

- Justice, a 14-year-old basketball player from Durham, is vaccinated – listen to her reasons for getting the #COVID19 vaccine and what she’s looking forward to once she gets back to school #communityimmunity #genz https://bit.ly/3pGjWcz
- Why get vaccinated before going back to school? Justice, a 14-year-old from Durham, discusses her reasoning and what she’s looking forward to now that she’s had her #COVID19 vaccine #genz https://bit.ly/3pGjWcz
- “We get to fully play our sport with little to no worries that we might get sick.” Getting back on the basketball court is one reason 14-year-old Justice was ready to get her #COVID19 vaccine – listen to the rest of her testimony in the video below https://bit.ly/3pGjWcz

DREW

- Playing sports, hanging out with friends, going to concerts – sixth-grader Drew is looking forward to a lot now that he has the #COVID19 vaccine and is out of quarantine. Listen to him talk about his vaccine experience in the video below! #backtoschool https://bit.ly/3zqSswn
- Why get vaccinated before going back to school? Drew, a sixth-grader who just got his first vaccine in May, talks about the symptoms he experienced and some of the things he’s looking forward to at the end of quarantine #MyWhy https://bit.ly/3zqSswn
- What is it like to get the #COVID19 vaccine? 12-year-old Drew talks about the symptoms he experienced and what he’s looking forward to now that he can go back to school #communityimmunity https://bit.ly/3zqSswn

JOEL/SAM/CALEB

- What are you looking forward to once you get vaccinated? Joel, Sam, and Caleb share the activities they’re most excited for and more about their #COVID19 vaccine experiences in the video below. #genz #MyWhy #backtoschool https://bit.ly/3pCN2ty
- “If you’re my age or a little bit older than me & haven’t gotten your vaccinations, you should go and get them.” Joel Tanner is ready to play sports and go to the movies. He, Sam, and Caleb discuss why they got the #COVID19 vaccine in the video below. https://bit.ly/3pCN2ty
- What’s it like to get the #COVID19 vaccine as a teen? Joel, Sam, and Caleb talk about the symptoms they experienced, what motivated them to get the vaccine, and what they’re looking forward to when things get back to normal. #genz #communityimmunity https://bit.ly/3pCN2ty

NOAM

- “No duele mucho.” Noam, a 12-year-old from North Carolina, recently got the first dose of the #COVID19 vaccine. Listen to more about his experience in the video below, as well as what he’s looking forward to doing once he’s fully vaccinated. #MyWhy https://bit.ly/357IF1h
- Why get vaccinated before going back to school? 12-year-old Noam recently got his first dose. In the video below, he discusses the benefits of getting the #COVID19 vaccine and what the experience is like. #genz #backtoschool https://bit.ly/357IF1h
**ADANAYS**

- “Going back into the classroom after that first dose, I felt a little more at ease.” 1 reason Adanays Aranda, a teacher in South Carolina, got the #COVID19 #vaccine was to keep her family safe. Listen to the rest of her Vaccine Why in the video below. https://youtu.be/j5ZVdZSSG30
- Why get #vaccinated before going back to school? Adanays Aranda, an ESL teacher in South Carolina, says she felt she and her family had an extra layer of protection after she got the vaccine in early Spring. More of her testimony in the video below. https://youtu.be/j5ZVdZSSG30
- What is it like to get the #COVID19 #vaccine? Adanays Aranda, a teacher from South Carolina, got vaccinated in early Spring. In the video below, she discusses the symptoms she experienced and how she felt after being fully vaccinated. #backtoschool https://youtu.be/j5ZVdZSSG30

**Facebook**

**JUSTICE**

- Why get vaccinated before going back to school? | Justice, a 14-year-old from Durham, North Carolina, wanted to get back to playing basketball and to reduce the chances of her little brother getting sick. Listen to her talk about her vaccine experience in the video below or visit the ABC Science Collaborative website for more Gen Z testimony about getting the COVID-19 vaccine. | https://bit.ly/3pGjWcz

**DREW**

- What’s it like to get the COVID-19 vaccine? | 12-year-old Drew just got his first shot in May. In the video below, he talks about the symptoms he experienced, what motivated him to get vaccinated, and what he’s looking forward to once he’s able to go back outside and get back to school. | Visit the ABC Science Collaborative website for more Gen Z testimony about getting the vaccine. | https://bit.ly/3zqSswn

**JOEL/SAM/CALEB**

- Ages 12 and up are eligible for the COVID-19 vaccine! | Listen to Sam, Joel, and Caleb talk about the experience of getting vaccinated, what motivated them to do so, and what they’re looking forward to once they’re able to get out of quarantine and back to in-person school. | You can also visit the ABC Science Collaborative website for more Gen Z testimony about getting the vaccine. | https://bit.ly/3pCN2ty

**NOAM**

- What’s it like to get the COVID-19 vaccine as a teenager? | Noam, a seventh-grader from North Carolina, recently got his first dose. In the video below, he talks about his experience getting vaccinated and what he’s looking forward to doing once things go back to normal for him. | Visit the ABC Science Collaborative website for more Gen Z testimony about getting the vaccine. | https://bit.ly/357lF1h
- ¿Cómo es recibir la vacuna COVID-19 en la adolescencia? Noam, un 7º grado de Carolina del Norte, recientemente obtuvo su primera dosis. En el video, habla sobre su experiencia al
vacunarse y lo que espera hacer una vez que las cosas vuelvan a la normalidad para él. | Visita nuestro sitio web para obtener más testimonios de la generación Z sobre cómo recibir la vacuna. | https://bit.ly/357lF1h

ADANAYS

- Why get vaccinated before going back to school? | “Going back into the classroom after that first dose, I felt a little more at ease.” Adanays Aranda, an ESL teacher in South Carolina, got her first dose of the COVID-19 vaccine in February. Since becoming fully vaccinated, she feels relieved that she and her family have an added layer of protection against the virus. | Listen to more of Adanays’ testimony at the link below, or visit the ABC Science Collaborative website to see students talk about their experiences with the vaccine. | https://youtu.be/j5ZVdZSSG30