



COVID-19 Vaccines Information Sheet – EDM/newsletter content

Sample content for EDM/Newsletter articles

To support your vaccination communication, we have provided information on the following topics you can use in future EDM/Newsletters:

- How to book in for a vaccination appointment.
- Top 3 useful things you can do to spread the word about vaccination.

TOPIC: How to book in for a vaccination

Having a safe and effective COVID-19 vaccine is one of the best ways we can protect ourselves and our community against COVID-19.

At [name of business/organisation], we want to keep our immediate and extended communities safe and return to normality, and we know the most effective way to do this, is through vaccination.

To find out if you're currently eligible to receive the vaccine, visit <https://covid-vaccine.healthdirect.gov.au/eligibility> and answer a few simple questions about yourself.

If you're eligible, you can book in to receive your vaccine, or register your interest if you're not currently eligible.

Once you have received your vaccination you can help spread the word about the benefit of vaccination for COVID-19 by sharing your experience with your network.

Post the photo on social media with the hashtag #IDIF and share why being vaccinated is important to you (i.e. I'm arming myself for). Don't forget to tag us if you're getting vaccinated to [insert relevant reason for organisation] (For example: bring footy back, keep our community markets going, ensure live music is here to stay).

We're not safe until we're all safe.

ARM yourself AGAINST COVID-19

australia.gov.au

COVID-19
VACCINATION



TOPIC: Top 3 useful things you can do to spread the word about vaccination

Thank you to those in our network who have already booked in, registered their interest for, or received a COVID-19 vaccination. A COVID-19 vaccine is our best defence and our only way forward, so we thank you, for helping our community get back on track.

Did you know there are many things you can do following your COVID-19 vaccination to help spread the word in the community?

Here's three quick tips on how you can help raise awareness with your network:

- Share your vaccination experience with friends and family and let them know you're ok. If you do experience side effects like a sore arm or headache, it's okay to tell people about it and that they only lasted a couple of days. This will help to normalise the experience for people within your network.
- Post a photo on social media sharing why being vaccinated is important to you (i.e. I'm arming myself for... XYZ) using the hashtag #IDIF. Don't forget to tag us if you're receiving the vaccination to [insert relevant reason for organisation] (For example: bring footy back, keep our community markets going, ensure live music is here to stay).
- Update your profile picture frame on Facebook to show your support for the COVID-19 vaccine. Search for the "I got vaccinated #1" profile picture frame published by the Australian Government Department of Health.

Thank you for doing your part to help keep our [name of business/organisation] community safe!