**Template: Social Media Messages**

**How flu spreads**

Most experts believe that flu viruses spread mainly by droplets made when people with flu cough, sneeze or talk. These droplets can land in the mouths or noses of people who are nearby. Less often, a person might also get flu by touching a surface or object that flu virus on it and then touching their own mouth, eyes or possibly their nose.

**Period of contagiousness**

You may be able to pass on the flu to someone else before you know you are sick, as well as while you are sick. Most healthy adults may be able to infect others beginning 1 day before symptoms develop and up to 5 to 7 days after becoming sick. Some people, especially young children and people with weakened immune systems, might be able to infect others for an even longer time.

**How serious is the flu?**

Flu is unpredictable and how severe it is can vary widely from one season to the next depending on many things, including:

* What flu viruses are spreading
* How much flu vaccine is available
* When vaccine is available
* How many people get vaccinated, and
* How well the flu vaccine is matched to flu viruses that are causing illness.

Certain people are at greater risk for serious complications if they get the flu. This includes older people, young children, pregnant women and people with certain health conditions (such as asthma, diabetes, or heart disease), and person who live in facilities like nursing homes.

Flu seasons are unpredictable and can be severe. Over a period of 30 years, between 1976 and 2006, estimates of flu-associated deaths in the United States range from a low of about 3,000 to a high of about 49,000 people.

**Complications of flu**

Complications of flu can include bacterial pneumonia, ear infections, sinus infections, dehydration and worsening of chronic medical conditions, such as congestive heart failure, asthma, or diabetes.

**When to get vaccinated against seasonal flu**

Yearly flu vaccination should begin in September, or as soon as vaccine is available, and continue throughout the flu season, which can last as late, as May. This is because the timing and duration of flu seasons vary. While flu season can begin early as October, most of the time seasonal flu activity peaks in January, February or later.

**Who should get vaccinated?**

Everyone 6 months and older should get a flu vaccine each year. This recommendation has been in place since February 24, 2010 when CDC’s Advisory Committee on Immunization Practices (ACIP) voted for “universal” flu vaccination in the U.S. to expand to protection against the flu to more people. While everyone should get a flu vaccine each vaccine season, it’s especially important that certain people get vaccinated either because they are at high risk of having serious flu-related complications or because they live with or care for people at high risk for developing flu-related complications.

**How do flu vaccines work?**

Flu vaccines (the flu shot and the nasal-spray flu vaccine (LAIV) cause antibodies to develop in the body about two weeks after vaccination. These antibodies provide protection against infection with the viruses that are in the vaccine.

The seasonal flu vaccine protects against three influenza viruses that research indicates will be most common during the upcoming season. Three kinds of influenza viruses commonly circulate among people today: influenza B viruses, influenza A (H1N1) viruses, and influenza A (H3N2) viruses. Each year, one flu virus of each kind is used to produce seasonal influenza vaccine.

**Tweets**

**Where can I get a flu vaccine?**

{Insert business name} will host a vaccination clinic on {insert date} from {x}:{x}{x} – {x}:{x}{x}. The vaccinations will take place in {insert room}.

Read CDC’s top 10 Reasons for Adults to Get Vaccinated. What are yours?

<http://go.usa.gov/BXYH>

Don’t put off getting your #vaccines! Read our top ten reasons why adults shouldn’t wait to get Vaccinated. <http://go.usa.gov/BXYH>

The CDC guidelines recommend 6 vaccines for all health adults. Are you up to date? Take our quiz and find out! <http://go.usa.gov/BXrQ>

The CDC recommends getting vaccinated against diseases very common in the U.S. Do you know which vaccines you need? <http://go.usa.gov/BXrQ>

Help keep yourself & family healthy. Find out which vaccines you may need. <http://go.usa.gov/BXrQ>

Vaccination is our best defense against some still common and sometimes deadly, infectious diseases. #DontWaitVaccinate! <http://www.cdc.gov/features/adultvaccinations/>

Are your patients getting the vaccines they need? Make sure they stay up to date by following the yearly Adult Immunization Schedule. <http://www.cdc.gov/vaccines/schedules>

Immunizations are NOT just for kids! No matter your age, we ALL need immunizations to keep us healthy. Find out which vaccines you need by taking the CDC adult immunization quiz. [www.cdc.gov/vaccines/adultquiz](http://www.cdc.gov/vaccines/adultquiz)

Preventing illness is a real priority for those who worry about missing work, paying medical bills & caring for their family. Read CDC’s top 10 reasons for adults to get vaccinated. What are yours? [www.cdc.gov/features/adultvaccinations](http://www.cdc.gov/features/adultvaccinations)