Hampton City Schools: Stop the Spread, Choose to Get Vaccinated Social Media Campaign

As we returned to school for the 2021-2022 school year and COVID-19 vaccines became available for secondary students (ages 12-18), we created a student vaccination campaign specifically targeting this age group. The campaign particularly focused on student athletes as our school sports teams resumed play and many athletes were not vaccinated at that time. We utilized videos and posts on Instagram to target our students and Facebook to target our students' parents/guardians. The campaign featured four students each from one of our four high schools that played different varsity sports. Sentara CarePlex ran the clinic and stated that the marketing was a huge success. Over 100 participants were vaccinated, which Sentara shared was the largest student vaccination clinic they had experienced to date.

(Social Media Terms of Use)

Stop the Spread Videos
- Facebook (2,621 views; 128 reactions, comments & shares; 6.8K reached)
  - https://www.facebook.com/HamptonCSchools/videos/289250406031989
  - https://www.facebook.com/HamptonCSchools/videos/260397559295305
  - https://www.facebook.com/HamptonCSchools/videos/546336306655206
  - https://www.facebook.com/HamptonCSchools/videos/410962630451805

- Instagram (1.2K views, 2.2K reached, 2.4K impressions)
  - https://www.instagram.com/p/CUONef-rLuY/
  - https://www.instagram.com/p/CUNP0kDsJLb/
  - https://www.instagram.com/p/CULorNOLgAF/
  - https://www.instagram.com/p/CKU7lzuLr1yW/?utm_medium=copy_link

Stop the Spread Posts
- Facebook (17,691 reached, 442 engaged)
  - https://www.facebook.com/136795129754256/posts/3907937912639940
  - https://www.facebook.com/HamptonCSchools/photos/a.136798139753955/3910768862356845/?type=3
  - https://www.facebook.com/HamptonCSchools/photos/a.136798139753955/3913739098726488/?type=3
  - https://www.facebook.com/HamptonCSchools/photos/a.136798139753955/3917609701672761/?type=3
  - https://www.facebook.com/HamptonCSchools/photos/a.136798139753955/3920523108048087/?type=3
  - https://www.facebook.com/HamptonCSchools/photos/a.136798139753955/3924288117671586/?type=3

- Instagram (2,470 reached, 2,650 impressions)
  - https://www.instagram.com/p/CULUFScs0SA/
  - https://www.instagram.com/p/CUP0g25MYJV/
  - https://www.instagram.com/p/CUS0vqeMrta/
  - https://www.instagram.com/p/CUU-MnTMiU2/
  - https://www.instagram.com/p/CUX-conLMXI/