

#ReadyForFlu suggested social media posts for partners

We have provided the following suggested social media posts for you to share across your channels, to raise awareness of the campaign and encourage members of the public who are eligible to get vaccinated against flu.

Seasonal flu

We would suggest accompanying these messages with campaign imagery which can be found here: www.nhsinform.scot/campaigns/are-you-ready

General

For Facebook:

- It's that time of year again, it's time to fight flu. The free vaccine is available to everyone aged 65 years and over, pregnant women and those with health conditions. Make an appointment with your GP today and get #ReadyForFlu. www.readyforflu.scot
- Flu spreads more easily when temperatures are low, that's why it's important to act now and get the vaccine before winter sets in. Find out more at: www.readyforflu.scot
- Flu is very infectious and can be serious. That's why we're encouraging those eligible to get their flu vaccine. It's the best defence against flu, and provides protection for around a year. Find out more at: www.readyforflu.scot

For Twitter:

- It's time to fight flu. The free vaccine is available to people aged 65 and over, pregnant women and those with health conditions. Make an appointment with your GP today and get #ReadyForFlu. www.readyforflu.scot
- Flu spreads more easily when temperatures are low. Act now before winter sets in and reduce the chance of getting flu. #ReadyForFlu www.readyforflu.scot
- Flu is infectious and can be serious. If you're eligible for the vaccine, don't delay in making an appointment with your GP. It's time to get #ReadyForFlu www.readyforflu.scot

Health conditions

For Facebook:

- 2017 was a bad year for flu. If you have a health condition such as asthma, bronchitis, COPD, liver disease, heart disease or diabetes, it's time to protect yourself. Find out more about the flu vaccine and its benefits at **www.readyforflu.scot**
- The number of people hospitalised for flu and its complications rose last year. The flu vaccine provides the best defence against flu, so don't delay. Visit **www.readyforflu.scot** and protect yourself before winter hits.

For Twitter:

- Did you know that cases of flu doubled in 2017? If you have a health condition such as liver disease, diabetes or asthma, act now and protect yourself with the flu vaccine. **www.readyforflu.scot** #ReadyForFlu
- The number of people hospitalised for flu and its complications rose last year. Visit **www.readyforflu.scot** and protect yourself before winter arrives. #ReadyForFlu

Pregnancy

For Facebook:

- Expecting a baby? Protect yourself and your unborn child against flu by getting the flu vaccine, free at your local GP practice. Find out more at: **www.readyforflu.scot**
- Mums-to-be are encouraged to protect themselves and their unborn child against flu ahead of winter. It's safe at any stage of pregnancy, and protects you for around a year. Get #ReadyForFlu, visit **www.readyforflu.scot**

For Twitter:

- Expecting a baby? Protect yourself and your unborn child against flu with the flu vaccine, free at your local GP practice. #ReadyForFlu **www.readyforflu.scot**
- We're encouraging mums-to-be to protect themselves and their unborn child from flu before winter sets in with the free vaccine. Act now and get #ReadyForFlu **www.readyforflu.scot**

Over 65s

For Facebook:

- 65 and over? Protect yourself against the flu this winter by getting your free vaccination now. Safe and effective, book an appointment with your GP practice today. #ReadyForFlu **www.readyforflu.scot**
- 2017 was a bad year for flu, so we're urging people aged 65 and over to make sure they're protected ahead of winter hitting. Act now and make a GP appointment for your flu vaccine today #ReadyForFlu **www.readyforflu.scot**

For Twitter:

- 65 and over? Protect yourself against the flu this winter and book a free vaccination with your GP practice today #ReadyForFlu **www.readyforflu.scot**
- 2017 was a bad year for flu, so we're urging people aged 65 and over to make sure they're protected. Act now and get your free flu vaccine #ReadyForFlu **www.readyforflu.scot**