#TogetherAgainstFlu

Which groups of people are more vulnerable to flu?

Social media toolkit

This pack contains messages and visuals for leveraging the "Which groups of people are more vulnerable to flu?" publication and accompanying social media assets.

We invite #TogetherAgainstFlu network to leverage these materials on their own social media accounts and digital channels.

Main resources to leverage:
- #TogetherAgainstFlu website
- "Which groups of people are more vulnerable to flu?" article
- Article-related visuals.

Join the conversation - popular hashtags
- #flu
- #TogetherAgainstFlu
- #COVID19

Date and channel	Copy and links	Image/video
22/11/2021 LinkedIn (and Facebook if relevant to your organisation)	Did you know that some people are more vulnerable to #flu than others? Flu can get serious and even life-threatening for: 😊 😷 Older people ⚕ People with chronic medical conditions such as #asthma, #heart and lung diseases, #diabetes, and HIV/AIDS 🤰 Pregnant women 👶 Children younger than 5 years 👩 ⚕ Health and care workers Why are they more vulnerable to flu? Because of a lower immune system, which makes it harder to fight the flu virus. But why are health and care workers also considered more vulnerable to flu?	**Download here**

	Find out in our article and understand why it is so important to get the flu #vaccine, especially for people at risk ☞ https://togetheragainstflu.com/news/people-at-risk/	
29/11/2021 LinkedIn	#Flu for people at risk can be devastating. For some people, it can get serious and even life-threatening. Did you know that each year, globally ⊕, there are an estimated 1 billion cases of flu, of which 3–5 million are severe cases and 290–650 thousand result in death? How can people at risk avoid getting sick with the flu and serious complications? Get to know why it is so important to get the flu #vaccine, especially for people at risk. Read more here ☞ https://togetheragainstflu.com/news/people-at-risk/ **(shorten link)** #TogetherAgainstFlu	**Download [here](#)**
02/12/2021 Twitter	Did you know that some people are more vulnerable to #flu? What severe effects can flu cause? And why is it so important to get the #flu vaccine? → https://togetheragainstflu.com/news/people-at-risk/ **(shorten link)** #TogetherAgainstFlu	**Download [here](#)**
06/12/2021 Twitter	Did you know that #health and care workers👩‍⚕️👨‍⚕️ are considered vulnerable to #flu? Especially with #COVID19 also circulating. Get to know more in our latest blog ☞ https://togetheragainstflu.com/ne	**Download [here](#)**

	ws/people-at-risk/ **(shorten link)** @esno_web @ber_oomen #TogetherAgainstFlu	
13/12/2021 Twitter	For #older adults 😷 😷, flu can be devastating: it can develop to sequelae (long-term effect of a temporary disease) or even mortality. That's why it is so important to get #flu vaccinated → https://togetheragainstflu.com/news/people-at-risk/ **(shorten link)** @IntFedAgeing #TogetherAgainstFlu	**Download here**
16/12/2021 Twitter	For people with #diabetes, flu can lead to higher blood sugar levels, which can be dangerous. Therefore #flu vaccine is important to stay protected against flu ☝ https://togetheragainstflu.com/news/people-at-risk/ **(shorten link)** @ESWInfluenza @goeijenbier @IntDiabetesFed #TogetherAgainstFlu	**Download here**
20/12/2021 Twitter	#Flu for people with #chronic #heart ☐ disease can be serious. They may experience a worsening of their heart condition and even heart attacks and stroke ☝ https://togetheragainstflu.com/news/people-at-risk/ **(shorten link)** @worldheartfed @asosaliprandi @UBARectorado #TogetherAgainstFlu	**Download here**
27/12/2021 Twitter	#Flu for people with #lung ☐ diseases such as #asthma can lead to asthma attacks, pneumonia and other acute #respiratory diseases → https://togetheragainstflu.com/news/people-at-risk/ **(shorten link)** #TogetherAgainstFlu	**Download here**