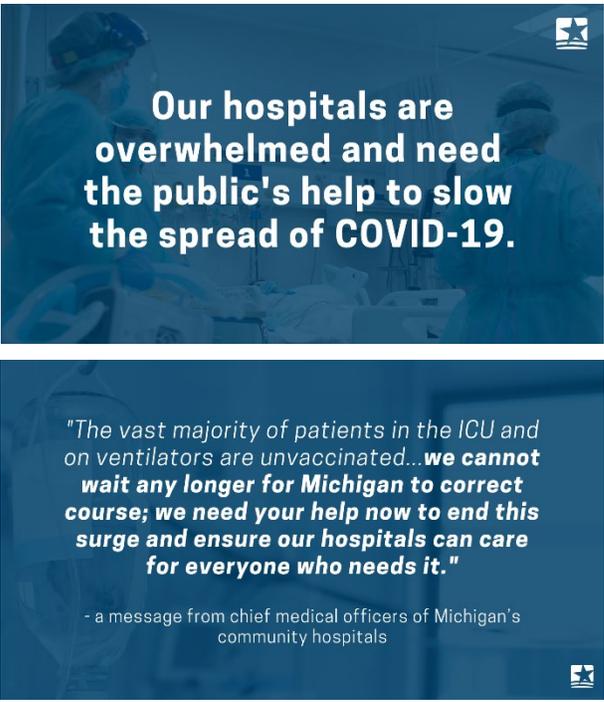


COVID-19 Social Media Posts, Winter 2021-2022

- COVID-19 Surge Messaging.....Pg. 1-2
- COVID-19 Holiday Messaging.....Pg. 2-3
- COVID-19 Testing/Care Protocol.....Pg. 3-4
- COVID-19 Public Safety Messaging.....Pg. 4
- COVID-19 Vaccine Messaging.....Pg. 5-6

Post	Graphic
<p>TW: Our medical leaders are calling on everyone to do their part to slow the spread of #COVID19 and relieve pressure on the healthcare system.</p> <p>FB: Medical leaders are calling on everyone to do their part to lessen the pressure on the healthcare system and slow the spread of COVID-19.</p> <p>Optional links:</p> <ul style="list-style-type: none"> • MDHHS/MHA data press release (12/2): https://www.mha.org/newsroom/unvaccinated-residents-filling-michigan-hospitals-getting-hospitalized-for-covid/ • CMO letter (11/22): https://www.mha.org/newsroom/michigan-hospital-chief-medical-officers-urge-public-to-help-address-alarming-covid-19-situation/ 	 <p>Our hospitals are overwhelmed and need the public's help to slow the spread of COVID-19.</p> <p><i>"The vast majority of patients in the ICU and on ventilators are unvaccinated...we cannot wait any longer for Michigan to correct course; we need your help now to end this surge and ensure our hospitals can care for everyone who needs it."</i></p> <p>- a message from chief medical officers of Michigan's community hospitals</p>
<p>TW: Many hospitals throughout the state have more patients in emergency departments than they do available rooms and staff. While this may result in longer wait times, all healthcare workers are taking extensive safety measures to protect themselves and their patients.</p> <p>FB: It's important to recognize that many hospital and EMS teams are shorthanded and under extreme pressure amid the latest COVID-19 surge. Extending patience & kindness is one of the best ways to support healthcare heroes.</p>	 <p>Hospital emergency rooms are filling fast, leading to longer than usual wait times.</p> <p>If symptoms are not life-threatening, reach out to your doctor for guidance on where to best receive care.</p>

TW: One of the best ways to support healthcare workers through #COVID19 is to practice public safety protocol and extend patience to those who are working the hardest to support and care for our family members and friends.

FB: One of the best ways to support healthcare workers through COVID-19 is to practice public safety protocol and extend patience to those who are working the hardest to support and care for our family members and friends.



TW: You can offer support to Michigan healthcare workers this holiday season by following the public safety protocols we know slows the spread of #COVID19 and its dangerous variants.

FB: You can offer support to Michigan healthcare workers by following the public safety protocols we know slow the spread of COVID-19 and its dangerous variants this holiday season.



TW: This holiday season, help slow the spread of COVID-19 by wearing a mask, practicing social distancing in public, and washing hands often. If you are sick, stay home. If you are experiencing symptoms of COVID-19, safely get tested. <https://bit.ly/2Vx8G5c>

FB: We all have a responsibility to help slow the spread of COVID-19 and its dangerous variants this holiday season. Get your booster, mask up, practice social distancing in public, and wash hands often. If you are sick, stay home. If you are experiencing symptoms of COVID-19, safely get tested. <https://bit.ly/2Vx8G5c>



TW 1: Everyone plays a part in slowing the spread of #COVID19. Before holiday gatherings, safely get tested to ensure it's safe to be around family and friends. <https://bit.ly/2Vx8G5c>

FB 1: Planning your holiday gathering? Be sure to ask family and friends to safely seek a COVID-19 test beforehand. If you are sick, stay home to protect your loved ones. <https://bit.ly/2Vx8G5c>

TW 2: We all have a responsibility to help slow the spread of #COVID19 and its dangerous variants to relieve pressure on hospitals and healthcare workers.

FB 2: We all have a responsibility to help slow the spread of COVID-19 and its dangerous variants to relieve pressure on hospitals and healthcare workers this holiday season.

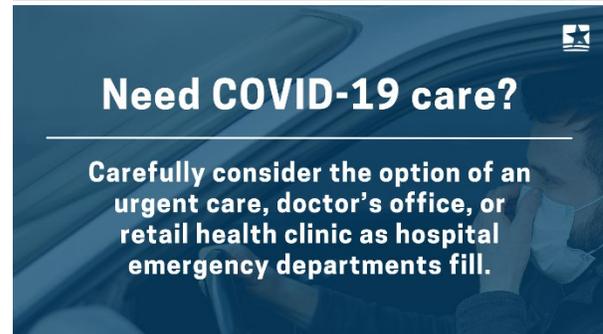
-  Get your vaccine and booster dose.
-  Mask up & social distance in public.
-  If you are sick, stay home.
-  Safely get tested before the holidays.



FB 1: The latest #COVID19 surge means you should carefully consider the option of an urgent care, doctor's office, or retail health clinic as hospital emergency departments reach capacity.

FB 2: Consider an urgent care, doctor's office, or retail health clinic for COVID-19 care as hospital emergency departments reach capacity.

<https://www.bcbs.com/articles/know-where-go-how-choose-between-doctors-office-urgent-care-and-er>



TW: Early trial data on therapeutic medications suggests a 70% reduction in #COVID19 hospitalizations. Talk to your doctor to see if you qualify for monoclonal antibody therapy.

FB: Some hospitals and health systems are offering monoclonal antibody therapy to reduce the risk of #COVID19 hospitalization and death. Talk to a doctor to see if you meet the criteria for this treatment to potentially avoid a lengthy hospital stay.

ANTIBODY TREATMENTS CAN PREVENT SEVERE COVID-19 ILLNESS & HOSPITALIZATION.

Ask your doctor about eligibility for monoclonal antibody therapy

TW 1: The current situation facing #MIHospitals and health systems is dire. Limiting travel, wearing a mask, washing hands & getting vaccinated are all steps you can take to help slow the spread of COVID-19.

FB 1: The current situation facing Michigan hospitals and health systems is dire as they operate near capacity. Limiting travel, wearing a mask, washing hands & getting vaccinated are all steps you can take to help slow the spread of #COVID19.

MHA
Michigan Health &
Hospital Association

- Get vaccinated.
- Wear a mask in public.
- Maintain a 6-foot distance from others.
- Limit travel when applicable.
- Wash hands frequently and thoroughly.

TW: We all have a responsibility to help slow the spread of COVID-19 and its dangerous variants. Mask up, practice social distancing in public, and wash hands often. If you are sick, stay home. If you are experiencing symptoms of COVID-19, safely get tested. <https://bit.ly/2Vx8G5c>

FB: Vaccinated or not, we all have a responsibility to help slow the spread of COVID-19 and its dangerous variants. Mask up, practice social distancing in public, and wash hands often. If you are sick, stay home. If you are experiencing symptoms of COVID-19, safely get tested. <https://bit.ly/2Vx8G5c>

Everyone can play a part in slowing the spread of COVID-19.

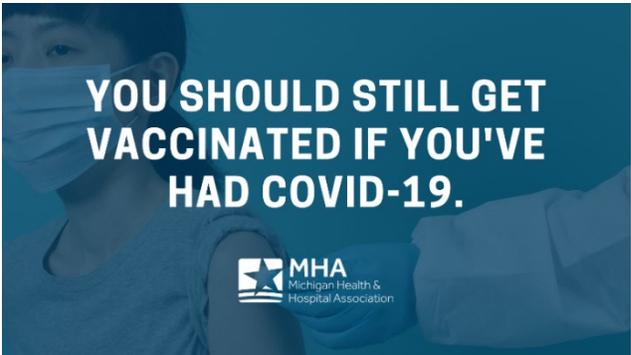
MHA
Michigan Health &
Hospital Association

HELP SLOW THE SPREAD OF COVID-19 & ITS DANGEROUS VARIANTS

- GET A COVID-19 VACCINE
- GET A BOOSTER DOSE
- GET TESTED, ESPECIALLY AFTER TRAVEL.
- MASK UP INDOORS & IN PUBLIC
- WASH HANDS & SANITIZE SURFACES

TW: Experts say you should still get vaccinated if you've already recovered from #COVID19, especially before the holiday season.

FB: You should still plan to get vaccinated if you've already recovered from COVID-19, especially before holiday gatherings.



TW 1: As we learn about new variants of #COVID19 that cause severe illness and spread more easily, follow the public safety practices that keep you, your loved ones & the community safe.

FB 1: As we learn about new variants of COVID-19 that cause severe illness and spread more easily, follow the public safety practices that keep you, your loved ones & the community safe.



TW 2: As experts learn more about #omicron, preliminary data show that effectiveness against infection appears to rise to between 70% and 75% after a third booster dose.

FB 2: As experts learn more about the COVID-19 variant omicron, preliminary data show that effectiveness against infection appears to rise to between 70% and 75% after a third booster dose.



https://www.modernhealthcare.com/safety-quality/data-indicate-omicron-milder-better-evading-vaccines?utm_source=modern-healthcare-covid-19-coverage&utm_medium=email&utm_campaign=20211214&utm_content=article5-headline



TW: Parents & Guardians: Children with underlying medical conditions are at increased risk for severe #COVID19 outcomes. Help keep them well and out of the hospital by getting them vaccinated as soon as you can.

FB: Parents & Guardians: Children with underlying medical conditions are at increased risk for severe COVID-19 outcomes. Help keep them well and out of the hospital by getting them vaccinated as soon as you can.

TW: The more people vaccinated against #COVID19, the quicker we can reach herd immunity. Thankfully, the @CDC now recommends all children ages 5-11 years can be protected against COVID-19. To find a vaccine site near you, visit [vaccines.gov](https://www.vaccines.gov) or call 1-800-232-0233.

FB: The more people vaccinated against COVID-19, the quicker we can reach herd immunity. Thankfully, the @CDC now recommends all children ages 5-11 years can be protected against COVID-19. To find a vaccine site near you, visit [vaccines.gov](https://www.vaccines.gov) or call 1-800-232-0233.

