

## #ItsOurShot Influencer Toolkit

Welcome to the #ItsOurShot campaign. While new COVID-19 variants emerge and the race to vaccinate becomes even more critical, many people of color don't plan to get vaccinated, citing vaccine safety and effectiveness concerns – concerns which are rooted in people of color's longstanding awareness of and experiences with systemic racism in healthcare, science, and government.

Our purpose is to counter this vaccine hesitancy by helping you – leaders of color in the life sciences – share your professional and personal reasons for getting vaccinated with your social media networks.

Below, we've provided additional guidance on how you can participate in the campaign. Please note that by sharing your #ItsOurShot story, you consent to having your post shared by MassBio's social media channels to encourage broader participation in the campaign.

### How to Share Your #ItsOurShot Story

- **Choose your platform (or platforms):** We're using Instagram, Facebook, and Twitter to get the word out.
  - **Set your profile to public:** Make sure a broader audience can view and engage with your post.
  - **Write your post:**
    - In your own words, share why getting vaccinated is important to you – not just personally but professionally. Be sure to include detail on why you have confidence in the vaccine's safety and efficacy; and/or
    - Use the sample social media posts to get the word out about the campaign; and/or
    - Use the facts below to develop (or add more information to) your post.
- Use the campaign hashtag in your post(s):** #ItsOurShot has dual meaning – that life sciences leaders of color developed, produced, and rolled out the vaccines and that communities of color should and can be central to the fight against COVID-19.
- **Add other hashtags:** We like #VaccinesWork (WHO), #SleeveUp (CDC), and #TrustTheFacts & #GetTheVax (MA) but feel free to add other hashtags.
  - **Share to helpful resources:** Link to <https://www.covidvaccinefacts.org/> to share up-to-date information with your followers.
  - **Take a selfie, upload a photo, or film a short video:** Use a setting or a photo that illustrates why you'll get vaccinated.
  - **Post:** Share your story with your network!

**Note:** You may receive comments from your followers on these posts. While this is a great opportunity to spark a conversation with your community about the issues surrounding vaccine hesitancy, you should only engage if you feel safe and comfortable doing so. If you do respond, we encourage you to use the information on <https://www.covidvaccinefacts.org/>.

Check out these sample social posts on the next page to help you get started.

If you require assistance or have any questions, please feel free to reach out to [diversity@massbio.org](mailto:diversity@massbio.org).

## #ItsOurShot Examples

 **Edie Stringfellow** • Follow  
Massachusetts



Liked by James and 860 others

**Edie Stringfellow** I miss being on the scene. I am not ashamed to say that the pandemic has taken an emotional and mental toll. I miss hugging my grandmother and she misses skiing and being with her few remaining friends. I long for the day where I can group hug with her and my daughter again. I don't just worry about my health – I worry about impacting those that I interact with, too. Because of my role and my activities (i.e. roller skating to/from meetings around Kendall Square and slapping the bass when I am not bioteching), I interact with lots of people and fear inadvertently making anyone sick. I miss our face-to-face meetings where I get to learn about the amazing science that you are developing to improve the quality of life for patients around the world.

I trust the #COVID19 vaccines because I've seen firsthand how the people behind the vaccines give 150% of themselves every day, take painstaking precautions, and use the most advanced medical technology available to keep us safe. They have done their part. Now #ItsOurShot.

Learn more: <https://www.covidvaccinefacts.org/>

View all 17 comments

5 MINS

 **Edie Stringfellow**  
@ediestringfello

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Learn more:  
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11:30 AM · Feb 15, 2021 · Twitter for iPhone

14 Retweets 8 Quote Tweets 21 Likes

   

## Sample Social Posts

**How to Use Sample Social Posts:** Below are sample posts that you can use to share the campaign with your networks on Facebook, Instagram, and Twitter.

### Facebook/Instagram

- According to the CDC, people of color are roughly four times more likely to be hospitalized and nearly three times more likely to die of COVID-19 than white people. I'll be getting the #COVID19 vaccine as soon as it's offered to me because I believe that #ItsOurShot to keep our communities healthy, safe, and strong. Have questions about the vaccines? Check out: <https://www.covidvaccinefacts.org/>
- Because of my work in the life sciences, I know that the #COVID19 vaccines are safe and effective and I believe that #ItsOurShot to get vaccinated as soon as possible. But it's completely normal to have questions, so I encourage you to visit <https://www.covidvaccinefacts.org/> to learn more about how the vaccines had to meet the FDA's rigorous scientific standards for safety, effectiveness, and manufacturing quality and were evaluated in tens of thousands of diverse participants in clinical trials before being approved.
- #ItsOurShot to protect ourselves and help stop the #COVID19 pandemic. Did you know that the three vaccines currently available US are more than 90% effective at preventing severe disease, according to clinical trials? Learn more about benefits of getting vaccinated for COVID-19 at <https://www.covidvaccinefacts.org/>

### Twitter

- #ItsOurShot to keep our communities healthy, safe, and strong by getting the #COVID19 vaccine. Have questions about the vaccines? Check out: <https://www.covidvaccinefacts.org/>
- Because of my work in the life sciences, I know that the #COVID19 vaccines are safe and effective. #ItsOurShot to get vaccinated as soon as possible. <https://www.covidvaccinefacts.org/>
- Don't miss out – get the #COVID19 vaccine as soon as you are able. The vaccines currently available US are more than 90% effective at preventing severe disease, according to clinical trials. #ItsOurShot to stop the pandemic: <https://www.covidvaccinefacts.org/>

## Vaccine Facts for Social Posts

**How to Share Vaccine Facts:** Below are a few quick vaccine facts to share with your networks if you prefer to take a more data-based approach. We recommend that you use these facts as a starting point, adapting and adding your own voice to the facts. Don't see the vaccine fact you'd like to share? Visit <https://www.covidvaccinefacts.org/> for more information.

- COVID-19 vaccines currently authorized in the United States demonstrated extremely high efficacy in clinical trials. The Pfizer and Moderna vaccines had efficacy rates of 95 percent and 94.1 percent, respectively. The Johnson & Johnson vaccine was 85 percent effective in preventing severe disease across all regions studied, and showed protection against COVID-19 related hospitalization and death, beginning 28 days after vaccination.
  - Bottom Line: People should accept the first vaccine that becomes available to them in their area.
- Patient safety is central to the research and development of a vaccine. Like all new medicines or treatments, vaccines must pass a rigorous set of tests before being approved by independent, scientific experts at the U.S. FDA. In fact, the vaccine development process is so difficult that only one out of every five experimental vaccines are successfully approved by the FDA.
  - In addition to the FDA's own rigorous rules and safeguards, there are other layers of oversight to ensure that there is a constant focus on patient safety at every step of the development, approval, and distribution process.
- COVID-19 vaccines currently authorized for use in the US do not use the live virus that causes COVID-19. By readying the immune system for future health battles, vaccines protect individuals around the world from dangerous diseases. It's estimated that vaccines save 2 to 3 million lives each year globally.
  - The Pfizer and Moderna vaccines are made using messenger RNA, or mRNA, a technology that delivers a bit of genetic code to cells. The proteins made with the mRNA instructions activate the immune system, teaching it to see the virus protein as foreign and develop antibodies and other immunity weapons to fight it.
  - The Johnson & Johnson vaccine has engineered a harmless adenovirus — from a large family of viruses, some of which cause common colds — to carry the genetic code for the virus protein. Once the adenovirus enters cells, they use that code to make virus proteins, which then triggers an immune response.
- Each state has its own plan for deciding who gets the COVID-19 vaccine first. Check out this interactive map to learn more about your state's plan:  
<https://www.covidvaccinefacts.org/questions/where-can-i-get-vaccine>