



# COVID-19 Vaccine Outreach Case Study

July 19, 2021





“ The million-plus residents that call San José home come from many cultures, nationalities, and age groups. While reaching this diverse group of people requires a diverse and robust communications approach, the pandemic increased urgency.

Thanks to our collaboration with XOMAD and the Knight Foundation, we quickly deployed trusted members of the community to get the word out about vaccines using a breadth of channels. This important work helped San José become one of the nation's leaders in vaccination rate.

*Mayor Sam Liccardo*

## CHALLENGES

Vaccinations are low among **hard-to-reach communities**



**Slow adoption of COVID 19 vaccines** among Black, LatinX, & Vietnamese populations, especially in Gen Z and Millennial age groups



**Traditional media fails** to reach and convince Gen Zers and Millennials – 84% of the young population skip ads (source: [Hubspot](#))

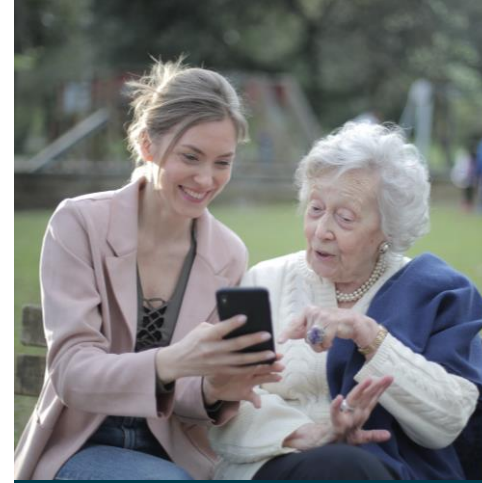


**Hard-to-reach ethnic groups** as they feel left out, including from less available bi-lingual content

## SOLUTION

# A digital door-to-door program led by an army of San Jose trusted community messengers

- **Reach the Black, LatinX & Vietnamese communities** through local trusted social media messengers with authentic messaging that resonates with the corresponding audiences, including multi-lingual information, to help encourage vaccine uptake
- **Use the same local trusted social media messengers to provide regular PSA updates** in multiple languages about updates in guidelines, resources available, and weekend pop up clinics available in the communities
- **Create a sense of community** by onboarding creators into a private community, the “San José Community Messengers,” and learn from the involved influencers about issues, discussions, etc. they are seeing on the ground around vaccine hesitancies to help each other and the City combat the issues and drive vaccine uptake



#StayHealthySJ

LatinX, Black & Vietnamese



#ThisisOurShotSJ

## RESULTS

Integrated techniques of using trusted social media messengers, door-to-door campaigns, local pop-up clinics, and other city-led initiatives have made San Jose become **the first** of the top ten most populated cities **to reach the 85% vaccinated rate!**

**73%**

Of residents vaccinated with 1+ doses

**May 6, 2021**

1<sup>st</sup> day of campaign

**85%**

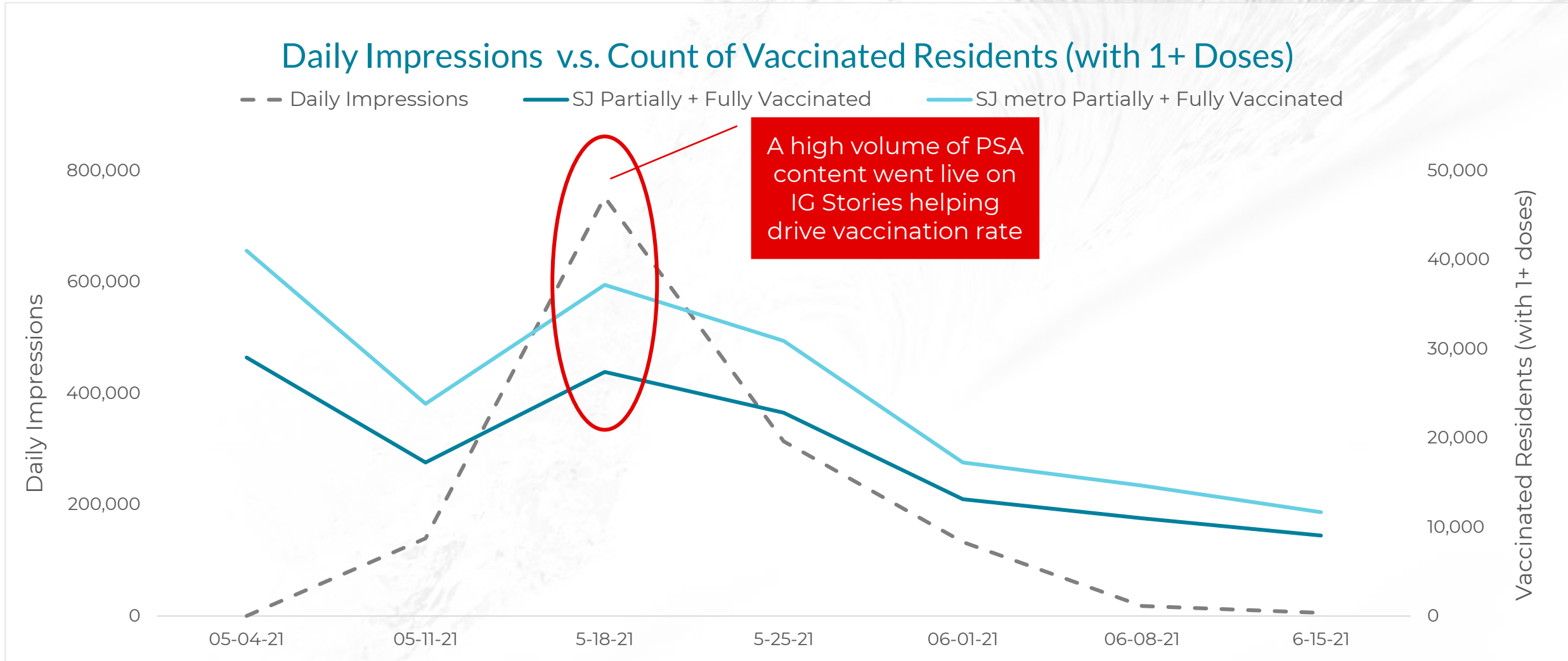
Of residents vaccinated  
with 1+ doses

**July 19, 2021**

7 days after the last post live

## DATA EFFICACY

The campaign impressions **strongly correlate** with COVID-19 vaccinations in greater San Jose



Social Media creators can **effectively reach** and **engage with Millennials & Gen Zers**, and are eager to help

**88%**

of Millennials & Gen Zers consider influencers trustworthy and take action based on their recommendations.

Source: [Adweek](#)

**1 in 2**

social media influencers wants to help governments spearhead social initiatives.

Source: [The Plug Survey](#)

#ThisisOurShotSJ  
#StayHealthySJ  
Campaign Metrics





# #ThisIsOurShotSJ #StayHealthySJ Metrics

**2.95M+**

Views/Impressions

**339**

Posts across Instagram, TikTok, Twitter & Facebook

**75.9K+**


Social engagements


**49**


Trusted community messengers


**562+**

PSA frames shared to the community

 **kaia.bookworld** So important to share vaccine info with people! Thanks for doing this! 🙏

 **gaabrieli** Que campanha Mara e necessária ❤️

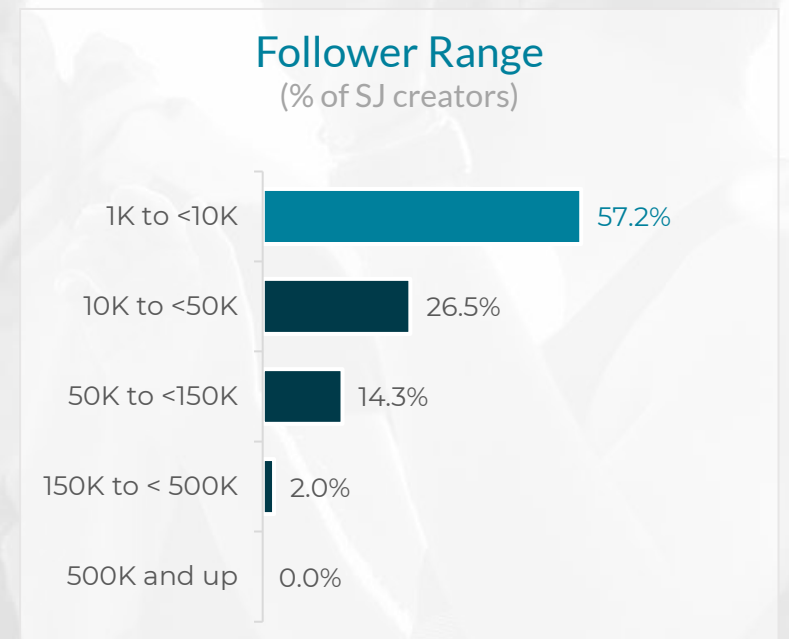
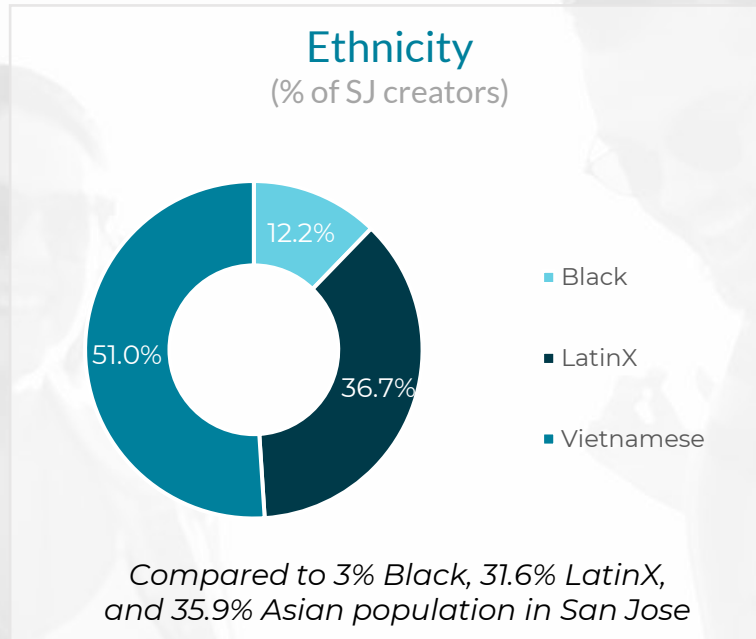
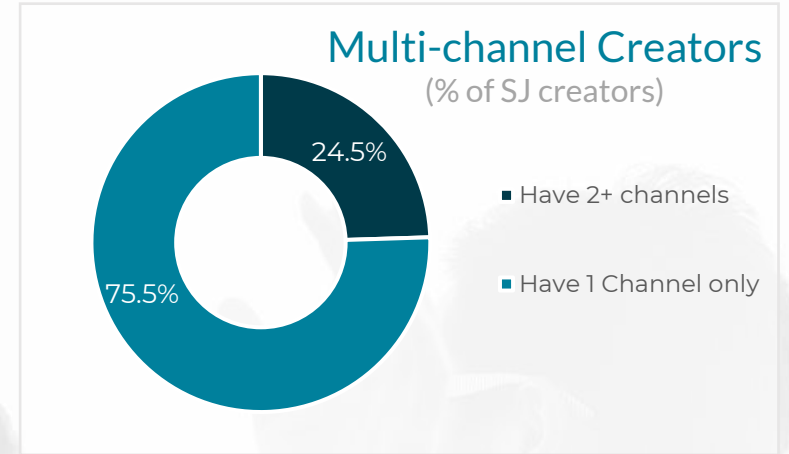
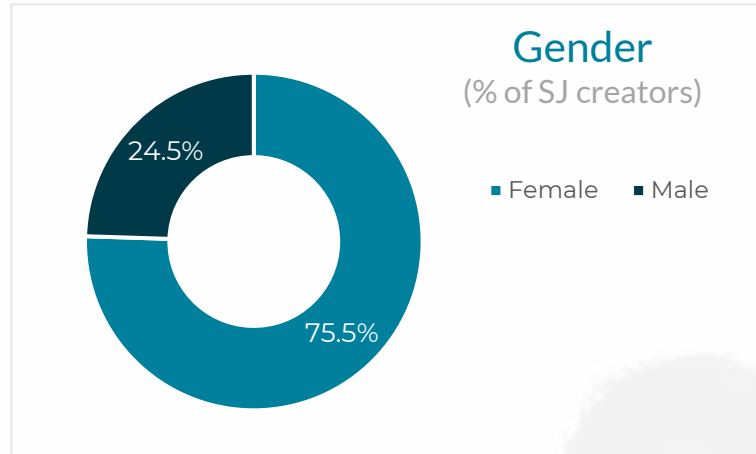
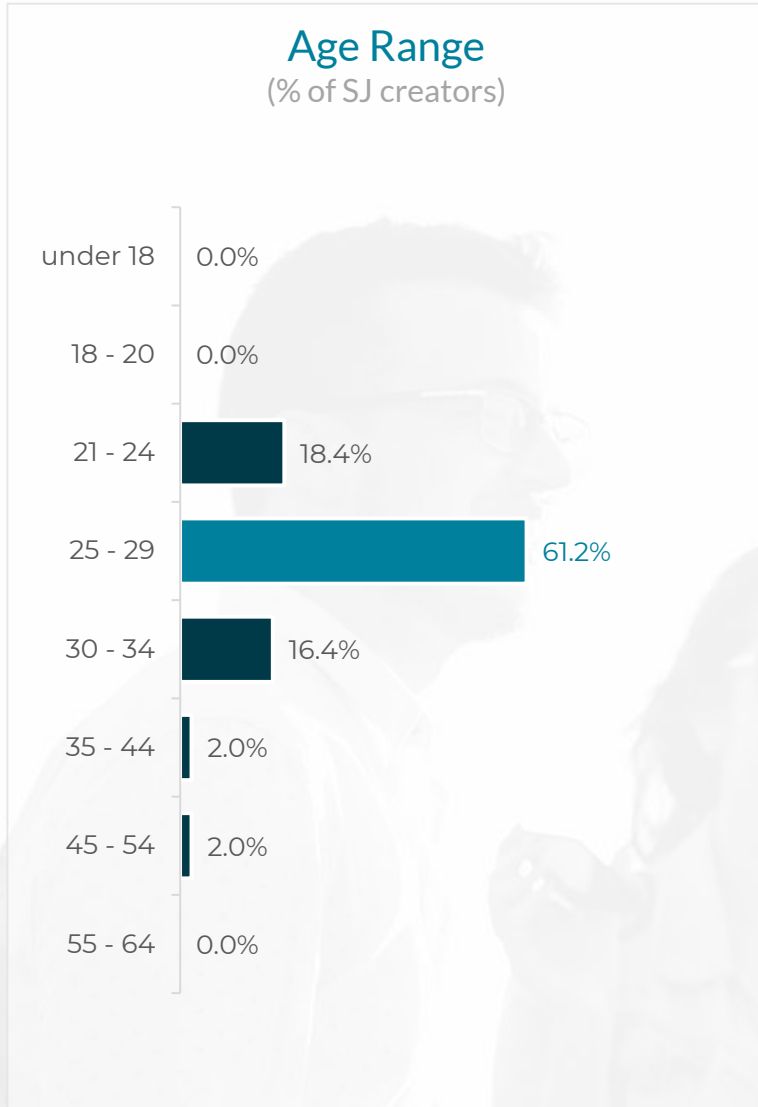
 **annatravelous** These are amazing facts to know about covid vaccines from you. Mine will be in this weekend

 **marlenejmata** It's so awesome to see that the @cityofsanjose taking the initiative to help protect the world from covid-19 ❤️

**1.3B+**  
Monthly uniques

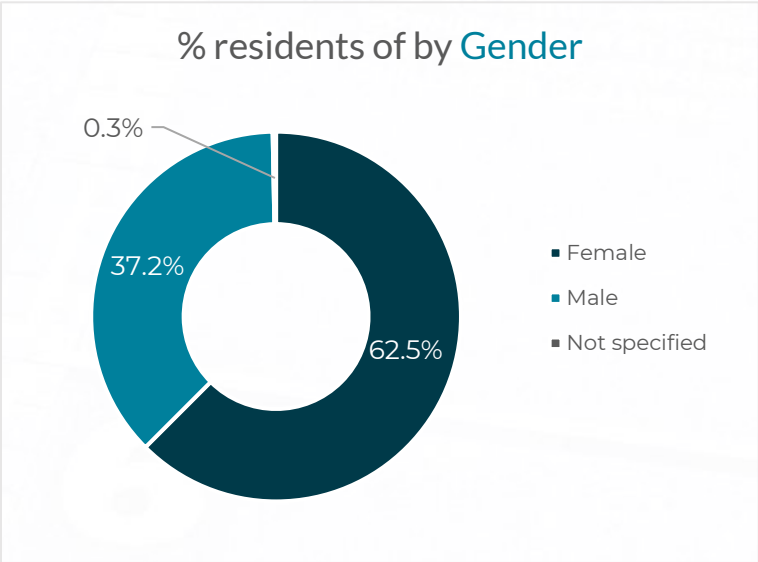
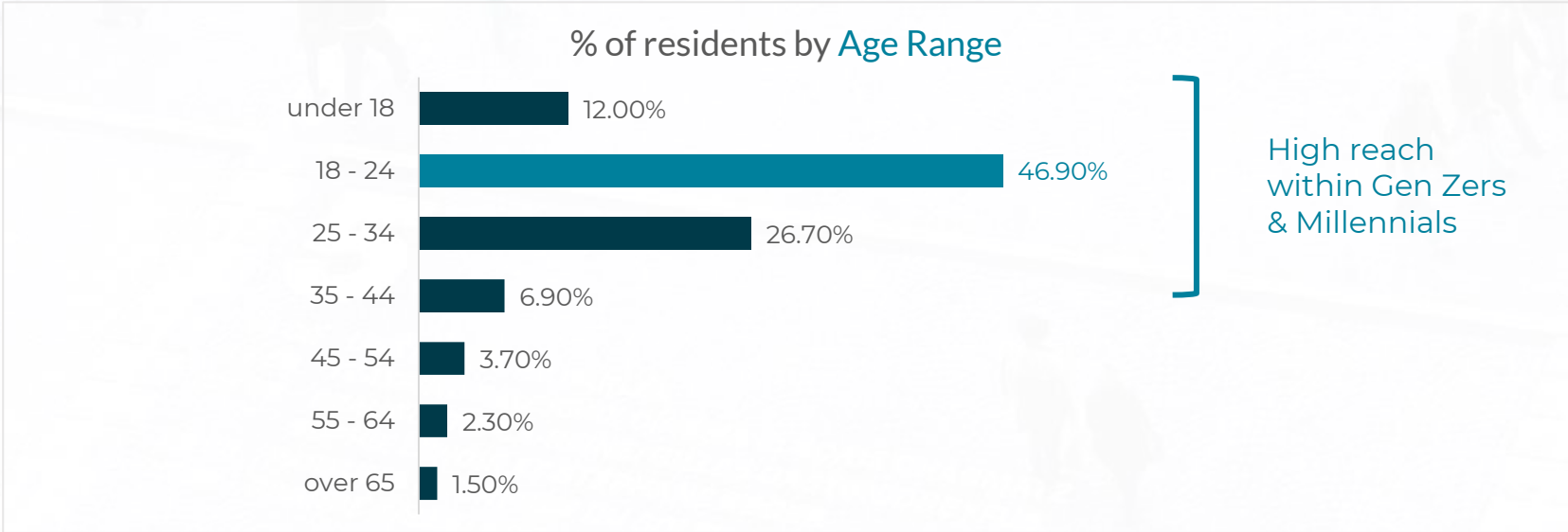
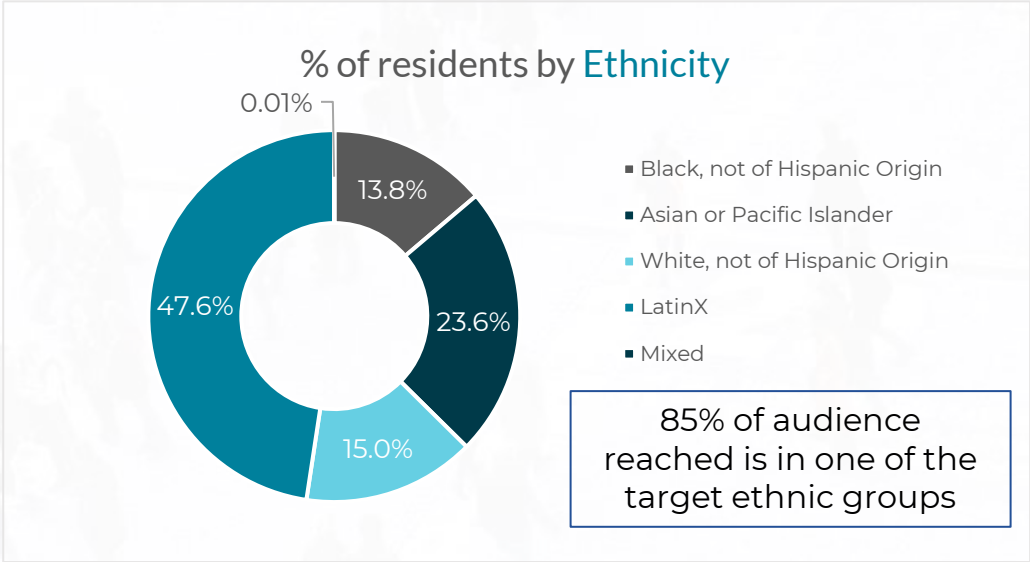


# 49 Participating SJ Trusted Messengers' Demographics



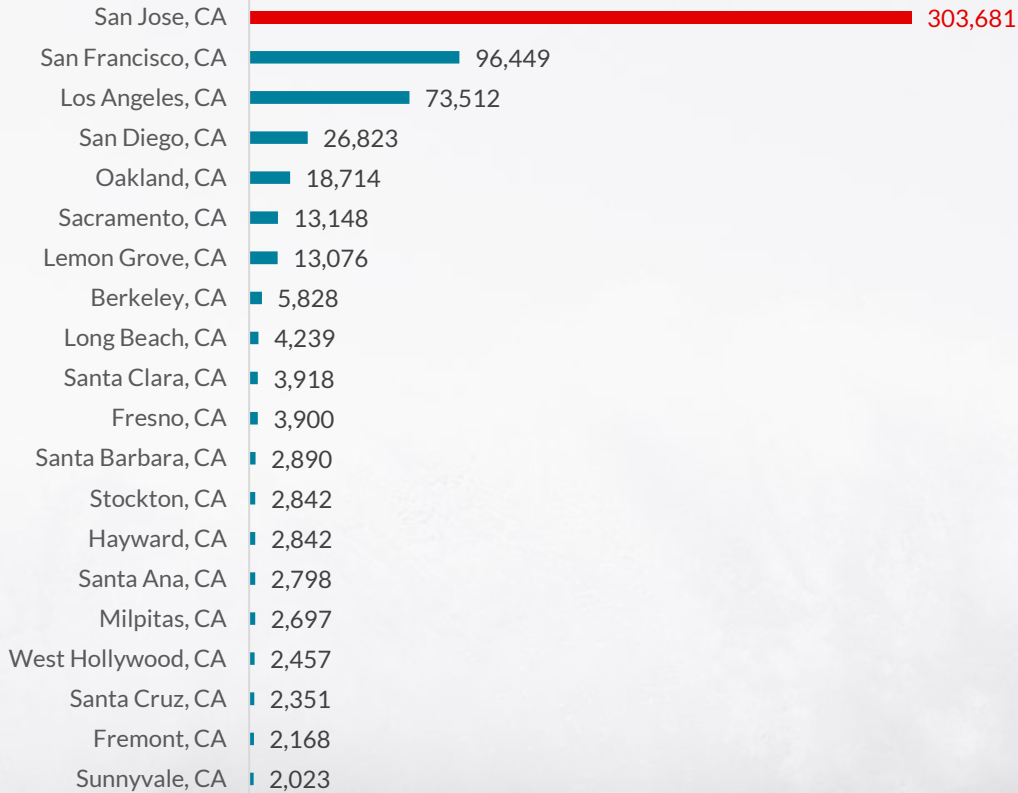
**NOTE:** This is the demographic breakdown of participants

# Residents Reached by Posted Content | High-level Insights

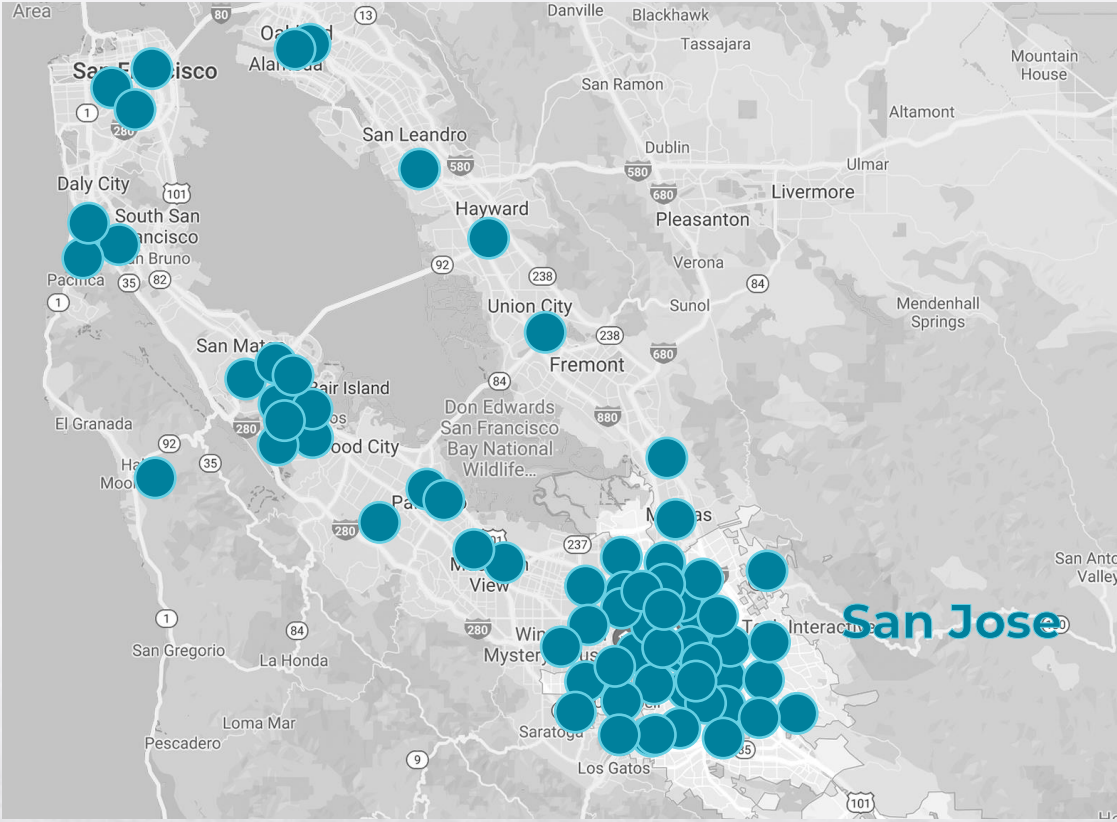


# Reached Audiences within San Jose & California

Top Cities in CA Reached



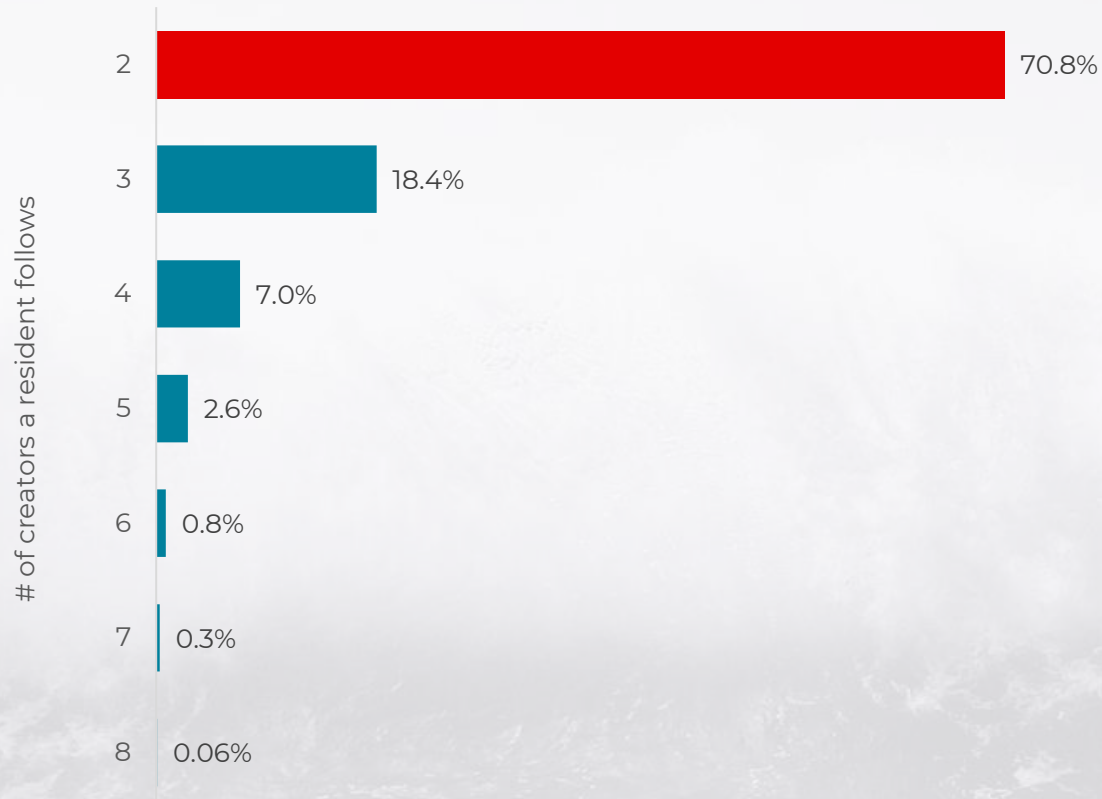
Reached audiences in San Jose & neighboring areas



835.9K California residents reached and **33.1% of target San Jose residents reached through 49 creators**  
 (Target San Jose audience of LatinX, Black and Asian/Vietnamese) \*Based on Census population numbers

# Majority of the audiences potentially saw campaign content shared by multiple creators they follow

# of residents who saw content posted by multiple trusted messengers

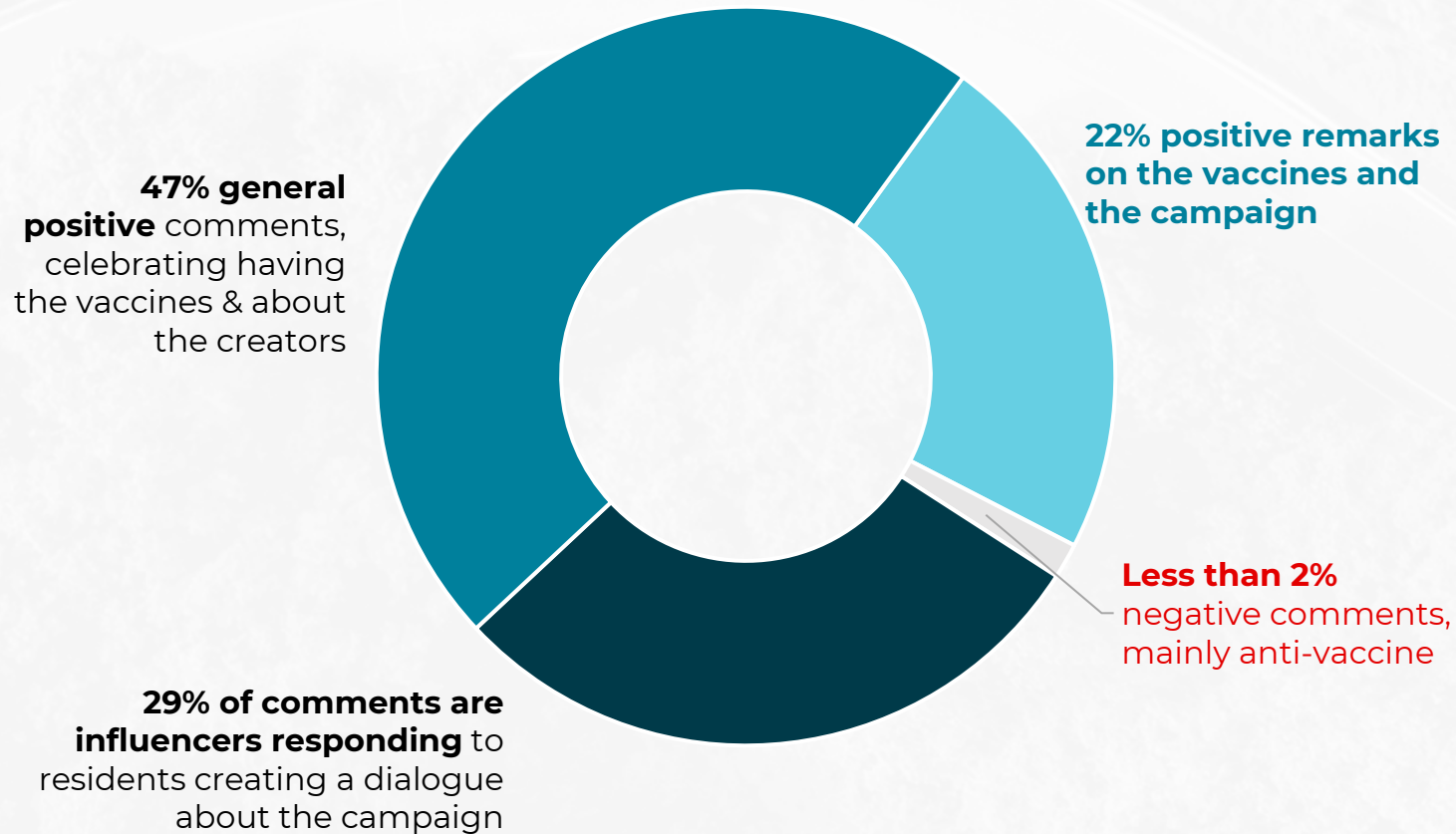


**More than 70% of San Jose** residents saw campaign content posted by 2 creators they follow





On average, a member of the campaign participants' audience potentially saw the **#ThisIsOurShotSJ** content **3-5 times** during the campaign

# Overwhelmingly Positive Dialogues between Creators & Citizens









## Instagram Comment Analysis















## Sample Audiences' Comments








-  **mamaincolour** Thank you for sharing real and factual information based on science! My husband and I have been fully vaccinated since early May and our teenager was fully vaccinated as of last week. ❤️
-  **taysiamassie** You just influenced me to get vaccinated 😊🙏
-  **annatravelous** These are amazing facts to know about covid vaccines from you. Mine will be in this weekend
-  **brielleisadork** That's awesome, Shae! 🙏  
So glad you're spreading the word on Covid19 vaccines ❤️

# Sample Campaign Comments


-  **lacedbyjaz** You're such an inspiration 🙌 thank you for sharing Mami 😊
-  **alix\_creations** Yes!! Gotta get mines this week too 🙏
-  **acoupleofcooks** Beautifuuuuul! Thanks for spreading the positive message ❤️❤️❤️❤️
-  **daniprimaz** Estou louca para andar sem máscara, passear, por rever amigos que faz tempo que não vejo, e sinto que com a vacina logo isso acontecerá ❤️
-  **chelseadawna** Thanks for sharing the info ❤️
-  **joe\_watkins** Gotta spread awareness 🙌
-  **annabellesneaks** Congratulations on vaccination! Really important decision 🙌
-  **glowdollrih** I know that's right beautyyy 🙌 so happy for you 🙌🙌


-  **sofiaforte\_** Love this so much! Thanks for sharing 🙌
-  **yourmobilegeek** Thanks for sharing, I was worried as well but this post definitely eased a good bit of my concerns
-  **teresacristina.moura.3** Parabéns, Aline!!! Vamos salvar o mundo através das vacinas!!!! Importante campanha!
-  **cynthcats** Thanks for spreading the message! 🙌
-  **makeupbyliz1013** Yay!! What a great example you are babe!! I'm done with mine too!! ❤️
-  **thesneakercircle** Boosting for the facts ❤️
-  **jijisoares** Isso ai! Cada um fazendo a sua parte, logo o mundo sai dessa 🙌
-  **beautybysaranwrap** You betta educate em!!! 🙌🙌


-  **marlenejmata** It's so awesome to see that the @cityofsanjose taking the initiative to help protect the world from covid-19 ❤️
-  **grazzisen** Que campanha maravilhosa! Chega, estamos mesmo cansados! 🙌🙌🙌🙌🙌
-  **nolimitcooking** Yes! Do your part and get vaccinated, people. 🙌🙌
-  **annetayna** Logo tudo vai voltar ao normal 🙌
-  **brunasoarezz\_** Não vejo a hora de todos nós estarmos vacinados e as coisas normalizarem 🙌
-  **fabiula\_llopes** Necessário demais ❤️ uma hora isso vai acabar fé 🙌
-  **carol\_noya** Vacinas são a chave pra um mundo melhor 🙌


-  **andrea.eats.food** I just got my 2nd shot & love this recap!! 🙌
-  **pat\_brito** Que benção amiga 🙌🙌 não vejo a hora de tomar tbm!
-  **gaabrieeli** Que campanha Mara e necessária ❤️
-  **marcelabteixeira** Ai mal posso esperar para chegar meu momento de vacinar e poder matar a saudade de quem amo ❤️
-  **merleduarte** Contando os dias pra tomar a minha vacina 🙌🙌
-  **gondica** I got mine as soon as I became eligible. I hope my kids could get there's before school starts. Thank you for spreading the word.
-  **realmarybadarau** Parabéns a toda família por essa iniciativa 🙌

# Sample Campaign Comments


 **cym.xo** Love this pro-vaccine content!! I'm so happy I got my two doses 🙌


 **sarah\_thebella** So great!! I just got my vaccine and so grateful for it


 **yumeihuang** loving all the info 😊😊😊

 **dicasdalouren** Que todos tenham essa oportunidade 😊 VACINA SALVA VIDAS ❤️


 **dishing.on.books** Such a fantastic message! 🔥🔥🔥


 **moramorglam** So awesome girl!! Spreading awareness is so important. ❤️ I got my first and look forward to my second. ❤️


 **beesworld11** It's a must to get Vaccinated


 **criolas** Loving this post 'n 🙌thnx for sharing


 **atrigotesta** Keep up the great work amiga ! Proud of you 🙌🙌🙌


 **lis.rene** Awww thank you for posting love this ❤️❤️


 **gthevirtuoso** Love the collab! Amazing support!


 **chilelimon94** 🙌 YOU HEARD IT HERE FOLKS 🙌 get your vaccine so we can all have the best summer of our damn lives 😊


 **notjesseromo** Thank you for using your platform for this purpose.


 **kaia.bookworld** So important to share vaccine info with people! Thanks for doing this! 🙌

 **taysiamassie** You just influenced me to get vaccinated 😊🙌


 **djreadsbooks** I think this is phenomenal that you raising awareness for getting vaccinated


 **vivicasias** Yes! 🙌 Love this partnership 🙌❤️


 **natejrawlings** Been thinking about grabbing these Dunks, love what they did 🙌 Congrats on this partnership too bro, great work!


 **luizaavaladao** Tudo vai passar.. Que campanha incrível


 **drcarlos4916** Thank you @mike.morea for bringing attention to this. It is so important for all of us, especially us Latinos, to listen to the experts and take care of ourselves and our communities. My vaccine = hugs for my mom. Something I missed dearly. I am glad to say that last month we both were finally able to do that without worry for her health. I hope we all can get to that place soon.


 **thamisobral** What an incredible campaign, I can't wait for all of us vaccinated ❤️🙌


 **cleydimacdo** Campanha necessária 🙌, com fé em Deus isso tudo já já passa e retomaremos a vida normal , vacina salva ❤️

 **cant2\_juany** Gracias, excelente apoyo para la comunidad 🙌😊

 **tzulato** Hopefully that will end soon! Vaccines are important, people! Do it for you and for others! Great post @alinecappelli ❤️🙌


 **dayanedzk** That is so important for all of us take the vaccine. I took mine at coliseum in OAK, I hope everyone could be vaccinated soon 🙌


 **drew\_ski\_1** 1 step closer for everyone to be fully vaccinated and returning to normal!


 **tatianamittelzifen** Aí que bela campanha! 🙌 Não vejo a hora de conseguir me vacinar também!





# Sample Campaign Comments


 **xosarahsahara** This is such a cool partnership!! I love it! Yess to getting vaccinated! ❤️


 **gissella89** Yes! I'm so glad your doing for the community!!! Love you @mike.morea


 **alexandraxlee** Such awesome information!! Awesome job spreading the word!!


 **pandorasenna** Campanha maravilhosa, não vejo a hora de todos nós estarmos vacinados 🙏❤️


 **mochamimxy** ahhhh jonny good job on this post i'm proud 😊❤️


 **rachelkang** stunner 😍😍😍 what a cool partnership!! so glad that most people i know have been vaccinated, thanks for continuing to spread information & your experience! ❤️


 **hunger\_sugar\_wonder\_table** Such important messages! Glad I'm fully vaccinated, so great for it!


 **carolfrz1** The vaccine saves lives 🙏 Not just yours but the ones around you too! Well done 🙏🙏


 **hello\_its\_candy** 🙌 Yay! Congrats on being vaxxed 🙏 And thanks for sharing the info.


 **barbarabraga85** Cute picture! Thanks for sharing this info 🙏🙏


 **cant2\_juany** Gracias @mike.morea por tan lindo gesto 😊 Por protegerte tú y protegernos 🙏


 **myfamtastic** I am so glad for the vaccines! ❤️ it's so important that you use your voice to this cause 🙏


 **morandoenviena** Essa mensagem é tão importante 🙏 foi um ano muito sofrido pro mundo todo. Mas vamos sair dessa 🙏 tomei a segunda dose da vacina ontem 😊


 **thejennchung** Thank you for spreading this message! 🙏


 **jadebomm** Love this, Jonny! Thanks for the reminder :D


 **jameslafuego** thanks for spreading awareness 🙏


 **purple\_shot** Your smile says it all 🙏 stay safe everyone 🙏 looking forward to easier international travel.


 **larosadaflamenca** Yes girl!!!! You go girl for helping promote the vaccine ❤️


 **eveli\_lamar** Aaah miga que demais parabéns, eu não vejo a hora de chegar a minha vez


 **morandoenviena** Que notícia maravilhosa 😊 meus parabéns 🙏🙏 a gente vai sair dessa !


 **kassiane.l** Que a vacina possa chegar para muita gente 😊❤️


 **ccandelas** Thank you for speaking up about such an important issue!!! Eso, amigo 🙏🙏

 **meganlovesbread** Yes girl spread the word! 🙏 there are so many wonders out there we need to experience once the world is fully safe again 🙏


 **donajeni** Que importante você trazer esse tipo de conteúdo para conscientizar as pessoas sobre algo tão importante! Eu já tomei minhas duas doses 😊


 **ketoaalilgirl** Thank you for the update! And yes 🙏 goodness thanks to the easing of pandemic we need a pat on back! Dive the heat wave stay cool 😊


 **nine2dine** Stay safe and so glad that we getting somewhere with the vacines


 **rheahto** ok so im getting my second one soon, i better have the same side effects-


# Sample Campaign Comments


 **meganmackenzie7866** ❤️ thank you for being so open and open. ❤️ your honesty


 **katiesadventurebook** Thank you for sharing such an important resource! 🙏


 **simi.guha** Got it this month ❤️ you are doing an amazing thing ❤️


 **elef\_in\_tech** Thank you for providing the info and helping to share awareness


 **victoriatsn** health ambassador 🇺🇸 😊


 **cannonandthecastle** YESSS!! Love this! Everyone get vaccinated!


 **livinlifewithcasey** This is precious and loooove the PSA! 😊


 **xhanelstyle** Awwww ❤️❤️❤️❤️❤️❤️ and vaccination is super important


 **rubietuesdaysblog** Meeeee I'm fully vaccinated!!!


 **kosiner.codes** Oh dam making moves out there with the city of Sans Jose. Thank you for spending this information


 **lcoolaj13** Such important info thanks for sharing 🙏


 **nikkiduong\_** Love this! Take care of yourself and your community 😊😊


 **trangtintin** Yay thanks for spreading the words and helping people stay safe and healthy


 **missmoorestyle** I got mine just as soon as they would let me! Thanks for speaking about this important topic!!! 🙏🙏🙏


 **maximilian.codes** Making moves my man! 🔥 Thanks for helping spread quality information and awareness 😊 I've already gotten my second shot, but I'd do it again in a heartbeat 🙏


 **soniakilam** You look so stunning! Such an important initiative


 **naturallybeautifulkat** I'm so glad to see you post this! ❤️ Let's get everyone vaccinated!!!


 **annatravelous** These are amazing facts to know about covid vaccines from you. Mine will be in this weekend


 **ankitabiswas26** You have explained it so well, I am happy that you took this initiative!


 **gabby.hua** Activist queen!!! 😊😊😊


 **jennesysvillarreal** super informative baby yes 😊


 **soaresannav** Que tudo que você foi vacinada, não vejo a hora de ser também, vacina salva vidas ❤️❤️


 **natalieequinniee** Yasssss babe so so good 🙏🙏🙏❤️❤️❤️❤️ great partnership!!!!


 **musings\_of\_trisha** Everyone needs to get vaccinated ASAP 🙏 stay safe peeps


 **doseof\_happiness1318** This is really important at this time! Everyone must get vaccinated ASAP 🙏


 **sakshi.dewan** Such a great initiative.. you look gorgeous ❤️


 **ma\_delima** Que a vacina chegue para todos em breve 🙏 Vamos espalhar essa corrente

 **latinanaucrania** Que orgulho em ver essa mensagem e essa foto! Que tenhamos cada vez mais pessoas vacinadas ❤️

 **jessycabarby** Essa sensação é incrível amiga eu sou da área da saúde é inexplicável

 **eatwithkimberly** Love this shot and love this messaging

 **prernajainofficial** This is so imp 🙏 great post about vaccination

 **pamnonga** Come through paid partnership for a good cause!! 🙏

# Sample Council Topic Threads



# Open Dialogue Between Creators

**Kelly Pietropaoli** @kellpie  
Posted on 6/1/2021

**Feedback wanted | How's it going?**

Hey there SJ creators!

We are loving seeing you all raise the power you have within your community to be a voice of safety, health, and education. It has been impressive to see how you all approach this conversation in such unique and helpful ways.

Now we want to know - how is it going?

Let us know in the comments what conversations you've had as a result of your involvement in this effort!

5 likes | 10 Replies | Hide replies

**Hi, I'm Christine! she/her** @callme\_christine  
Posted on 6/1/2021

@kellpie I've had a lot of positive feedback. People are grateful to see more education behind vaccines and seeing a normal person like me get it. Almost everyone I know is vaccinated!

1 like | Reply

**DIANA** @dianaaracelyyy  
Posted on 6/1/2021

@kellpie I think it's been going great so far! It's been such a rewarding experience to be able to share accurate information with my community and as a result, have gotten several messages thanking me for sharing my experience with the vaccine. This campaign has also given me the opportunity to talk a lot more freely about the vaccine with friends who have been on the fence about it and I'm glad I've been able to be a resource for them in terms of vaccine safety and vaccination clinics. [Read less](#)

2 likes | Reply

**B A C | No Limit Cooking** @nolimitcooking  
Posted on 6/1/2021

@kellpie Family and friends are thrilled that I'm participating in this important campaign. I've had people reach out and asked about my personal experiences that I was able to share with them as well. I wouldn't say my outreach has influenced someone's decision to get the vaccine, but I was able to provide them the resources needed for where to go get it that they can share with their family and friends. [Read less](#)

2 likes | Reply

**Tiffany Nhin** @tiffriesteaching  
Posted on 6/1/2021

@kellpie Many people are really appreciative of the different language posters, such as the Vietnamese and Spanish ones because it's reaching people who aren't sure of the English one! This campaign has opened up many conversations about the pandemic, mental health and the vaccine for the people around me. Some asked if this was real and it felt good to be providing accurate and updated info to them. [Read less](#)

2 likes | Reply

**Alyssa Bay Area Foodie** @alyea8gdx8  
Posted on 6/1/2021

@kellpie I've had a lot of positive response! Many people have commented how cool it is that City of SJ has taken the initiative to create a social media campaign for the vaccine. This is definitely a great ice breaker into conversations about the vaccine. However, I wouldn't say that I've directly influenced anyone's decision as most people I'm affiliated with have willingly got it on their own once it became available. [Read less](#)

1 like | Reply

**Aline Cappelli** @alinecappelli  
Posted on 6/1/2021

@kellpie it's so good to be part of this important campaign! I've heard from friends how proud they're that I'm working helping spread this important message! Some of them sometimes text me asking about more information, and I'm very happy to be able to provide them the most accurate and updated infos that I get from you guys! ❤️ [Read less](#)

2 likes | Reply

**KATELYN HOANG** @tbhkatelyn  
Posted on 6/1/2021

@kellpie I've had a lot of people tell me they didn't even know that most of these places were giving out vaccine so I was glad these posts were getting attention. I've also had people thank me for bringing awareness to helping people get the vaccine. [Read less](#)


2 likes | Reply

**Jonny Tran** @lejonnytran  
Posted on 6/1/2021

@kellpie Thanks to posting about it, I've gotten to hear more people's stories about it and I've had various people mention they've gotten the vaccine now or are happy to see that I shared about it and advocated for it! [Read less](#)

2 likes | Reply

# Open Dialogue Between Creators


 **B A O | No Limit Cooking** @nolimitcooking  
Posted on 6/22/2021

### Yosemite Visit Father's Day weekend

I visited Yosemite with my family over Father's Day weekend and experienced a bit of a shock in the beginning seeing majority of people I encountered without masks on in stores, restaurants, and/or public places. Because I still have young kids, we kept our masks on, but It's good to see people starting to be more comfortable without masks on and making that decision for themselves though. How are ya'll feelin in public seeing maskless people? [Read less](#)


+ Add tag

4 6 Replies Hide replies

 **Kayla | ケイラ** @thetrendyblock  
Posted on 6/22/2021

@nolimitcooking I went out in Campbell the other day and noticed that people were maskless both inside and outside of restaurants and bars since the individual establishments didn't require them. I think its great that people are feeling safer but do wonder how many unvaccinated people are walking around maskless since its not being enforced/checked. [Read less](#)


1 Reply

 **DIANA** @dianaaracelyyy  
Posted on 6/22/2021

@nolimitcooking It's definitely a new adjustment for me as well. I'm a lot more open to going maskless in outdoor settings but I keep misplacing my mask which has in turn, led me to go inside a few stores without one! I think there still may be a lot of confusion on whether people should or shouldn't wear masks, as most businesses are still catching up and changing their signage.


For myself, I'll continue to wear masks if I'm going into an indoor place full of people, but if I'm walking around my neighborhood and happen to stop by a Starbucks I probably won't be wearing a mask. [Read less](#)

2 Reply

 **Aline Cappelli** @alinecappelli  
Posted on 6/22/2021

@nolimitcooking same here, we still keep our masks on because of our baby, but yes, definitely seen a lot of people without masks already. It feels good to realize we're definitely getting close to the end of this nightmare. But we still need to be careful though :) [Read less](#)

2 Reply


 **Hi, I'm Christine! she/her** @callme\_christine  
Posted on 7/14/2021

### San Jose is one of the most vaccinated cities!

I heard that we were one the most vaccinated cities and it makes me so happy! I there anyone else you know who doesn't have a vaccine yet? How have you approached them with new facts?


+ Add tag

4 2 Replies Hide replies

 **Aline Cappelli** @alinecappelli  
Posted on 7/15/2021


@callme\_christine that's awesome! And thank God all people I know already got their vaccines! So happy!

1 Reply

 **Mike Morea** @mike.morea  
Posted on 7/14/2021

@callme\_christine I love knowing that our city is one of the most vaccinated cities, thank you for sharing !!

2 Reply

 **Aline Cappelli** @alinecappelli  
Posted on 7/16/2021

### Bay Area counties urge vaccinated people to wear masks again as delta variant tightens grip


This announcement follows Thursday's (yesterday) declaration in Los Angeles that masks will be required indoors starting this Sunday for all people to prevent the spread of highly infectious delta variant of the corona virus.

How do you feel about that?

You can find the article here:  
<https://www.sfchronicle.com/bayarea/article/Bay-Area-counties-urge-vaccinated-people-to-wear-16319863.php> [Read less](#)

+ Add tag

1 2 Replies Hide replies

 **Hi, I'm Christine! she/her** @callme\_christine  
Posted on 7/20/2021

@alinecappelli I'm a little bummed because I've loved not wearing a mask, but understand reasoning.

2 Reply

# Open Dialogue Between Creators

**Aline Cappelli** @alynecappelli  
Posted on 5/6/2021

### Conversations about COVID-19 vaccine

What conversations are you hearing regarding the COVID-19 vaccine? Do you know people that are afraid of getting vaccinated?

+ Add tag

6 | 8 Replies | Hide replies

**B A C | No Limit Cooking** @nolimitcooking  
Posted on 5/7/2021

@alynecappelli I think I know people that don't believe in it more than are afraid of it, but maybe they are afraid of it and saying they don't believe in it :) Overheard some lady at the grocery store debating with another dude saying there are so many new variants its pointless for her to get a vaccine shot

Read less

1 | Reply

**Aline Cappelli** @alynecappelli  
Posted on 5/7/2021

@callme\_christine @callme\_christine couldn't agree more! It is frustrating. But by sharing information we can educate them little by little. :)

2 | Reply

**Hi, I'm Christine! she/her** @callme\_christine  
Posted on 5/7/2021

@alynecappelli I feel like the few people who aren't getting the vaccine are not for political or religious reasons. To me, this is a health crisis and it's a bit frustrating to see how other things... Read more

2 | Reply

**Aline Cappelli** @alynecappelli  
Posted on 5/7/2021 (edited on 5/17/2021)

Oh yea? Didn't know that.

1 | Reply

**Kayla | ケイラ** @thetrendyblock  
Posted on 5/6/2021

@alynecappelli I've heard about the vaccine affecting some women's menstrual cycle making it longer and heavier.

1 | Reply

**KATELYN ♥ HOANG** @tbhkatelyn  
Posted on 5/6/2021

### Covid-19 vaccine

I think it's so crazy how some places are actually including free items such as boba or a discount to get people to get their vaccine!

7 | 6 Replies | Hide replies

**Jonny Tran** @lejonnytran  
Posted on 5/13/2021

@tbhkatelyn I think it's a great incentive! I think I heard Krispy Kreme is also giving out a free donut to those that are vaccinated!

1 | Reply

**Aline Cappelli** @alynecappelli  
Posted on 5/28/2021

### Kid's getting vaccinated

Ages 12 - 15 Are Now Eligible to get the vaccine. What have you heard about it? Are people you know getting their kids vaccinated? My friends were so happy and relieved because her daughter is now protected! :) Happy for them! Read less

+ Add tag

4 | 7 Replies | Hide replies

**Tiffany Nhin** @tiffriesteaching  
Posted on 6/1/2021

@alynecappelli Yes!! My little sister is 15 and was very nervous about the vaccine and how it might affect her school work time but she got her first dose and was so strong and had no side effects!

2 | Reply

**Jonny Tran** @lejonnytran  
Posted on 6/1/2021

@alynecappelli I haven't heard about it but that's great news now that more of the community can get it!!!

1 | Reply

**B A C | No Limit Cooking** @nolimitcooking  
Posted on 6/1/2021

@alynecappelli Yes, most of my friends that are vaccinated with friends between 12-15 are getting vaccinated and are happy with their decision

3 | Reply

# Open Dialogue Between Creators

**Mike Morea @mikemorea**  
Posted on 5/18/2021

## J&J Vaccine

Has anyone else's feel a little bit confused about the re-release of the Johnson and Johnson vaccine, How do your friends and family feel about?

+ Add tag

3 | 5 Replies | Hide replies

**Hi, I'm Christine! she/her @callme\_christine**  
Posted on 5/19/2021

[@mikemorea](#) Most of my family got J&J their first round and it was super convenient. One and done is super nice. They didn't have side effects, so I'm definitely encouraging people to try it!

**DIANA @dianaaracelyyy**  
Posted on 5/18/2021

[@mikemorea](#) Some of my friends got the first round of the J&J vaccine but now others are staying away from it. I think a lot of them are just a little iffy about it given the bad rap its gotten the la... [Read more](#)

**Aline Cappelli @alinecappelli**  
Posted on 5/18/2021

[@mikemorea](#) Half of my friends prefered the single dose and the other half 2 doses. I heard some people saying that prefer 2 doses because the side effect could be lighter as one single dose would pro... [Read more](#)

**Jonny Tran @lejonnytran**  
Posted on 5/18/2021

[@mikemorea](#) Between a lot of my friends, there's an odd stigma against J&J and they seem to prefer the other vaccines.

**No Limit Cooking @nolimitcooking**  
Posted on 5/18/2021

[@mikemorea](#) a lot of my friends prefer the one and done and would take it if available.

**Jonny Tran @lejonnytran**  
Posted on 5/13/2021

## Getting family to take the vaccine

Has anyone else's family been hesitant to take the vaccine? I know my mom is and delayed her appointment already just of fear so I'm wondering if you had similar experiences in your families?

My cousin, who recently had a baby, told his parents they couldn't see the baby in person until they were vaccinated for the sake of all of their health, which did work in helping push them to get the vaccine. [Read less](#)

+ Add tag

5 | 5 Replies | Hide replies

**Adham Abousalem @lazysnorlax**  
Posted on 5/19/2021

[@lejonnytran](#) I haven't had family who are hesitant, but definitely had a number of friends who are. The majority are unfortunately misinformed by fake news outlets. I've typically been bringing up th... [Read more](#)

**Mike Morea @mikemorea**  
Posted on 5/17/2021

[@lejonnytran](#) definitely seen a lot of hesitation regarding the vaccine mostly it's people who trust fake news post about the vaccine. I feel like once they find the right information they will feel ... [Read more](#)

**You**  
Posted on 5/17/2021

[@lejonnytran](#) my Dad isn't the biggest fans of vaccines. But what convinced him was the ability to travel more again the sooner we all get vaccinated. So really focusing on things going back to normal.

**Kayla | ケイラ @thetrendyblock**  
Posted on 5/17/2021

[@lejonnytran](#) I've definitely seen a lot of hesitation regarding the vaccine but I think once they are equipped with information from trusted sources, family, and friends it helps them feel more comfo... [Read more](#)

**Hi, I'm Christine! she/her @callme\_christine**  
Posted on 5/13/2021

[@lejonnytran](#) I've definitely know of a few people who are hesitant. I share my story to show how simple the process is and that if they get a little sick it's only for a short time. Keep trying to ta... [Read more](#)

# Open Dialogue Between Creators

**Hi, I'm Christine! she/her @callme\_christine**  
Posted on 5/7/2021

## Vaccine & the new normal

I was listening to a someone talk about mental health yesterday, and she was describing this transition we're going through from fear/panic of Covid to more and more freedom. Not everyone is as excited to get back to "normal" and some people, like introverts, prefer the less social obligations. Have you thought about how the transition into the new normal is effecting your mental health? [Read less](#)

+ Add tag

7 | 4 Replies | Hide replies

**Hi, I'm Christine! she/her @callme\_christine**  
Posted on 5/19/2021

[@dianaaracelyyy](#) I totally have the same feelings. I feel like I have more power to simply say "no" to invites/plans and it's OK!

1 | 0 Replies

**Hi, I'm Christine! she/her @callme\_christine**  
Posted on 5/19/2021

[@lejonnytran](#) I feel ya. I do love my time socializing, but now I see having some distance and giving myself more me time helps with my mental health. I also agree that it still feels stressful and i... [Read more](#)

1 | 0 Replies

**DIANA 🌱❤️ @dianaaracelyyy**  
Posted on 5/18/2021

[@callme\\_christine](#) Personally, I'm feeling such a huge mix of emotions. On the one hand I'm so excited to get back to some sense of normalcy but on the other, I too feel nervous at the idea of being a... [Read more](#)

1 | 0 Replies

**Jonny Tran @lejonnytran**  
Posted on 5/18/2021

[@callme\\_christine](#) For myself, I've definitely grown more accustomed to having less social interaction and prefer to stay at home rather than try to make plans to go out now that I'm vaccinated. But I... [Read more](#)

2 | 0 Replies

**KATELYN ♥ HOANG @tbhkatelyn**  
Posted on 5/5/2021

## Myths about Covid

I keep hearing about how the Covid-19 is in effective from multiple family members but after educating them on everything, more than half of my family is vaccinated!

+ Add tag

6 | 4 Replies | Hide replies

**Kayla | ケイラ @thetrendyblock**  
Posted on 5/6/2021

[@tbhkatelyn](#) Education is definitely key and once people get the informed I think they are able to make the best decision for themselves.

1 | 0 Replies

**Aline Cappelli @alinecappelli**  
Posted on 5/6/2021

[@tbhkatelyn](#) Yeah, information is the key! Happy for you and your family! I'm getting my second dose next week too! :)

1 | 0 Replies

**Hi, I'm Christine! she/her @callme\_christine**  
Posted on 5/5/2021

[@tbhkatelyn](#) That's so amazing! Most of my family has received their vaccines too and it's been the best feeling. We're having an outdoor family BBQ this weekend for Mother's Day!

2 | 0 Replies

**You**  
Posted on 5/5/2021

[@tbhkatelyn](#) Awesome job on educating them and getting them vaccinated!

2 | 0 Replies



# Sample Creator Content



# Sample Latinx Creators' Content



**nessachavez\_**  
Paid partnership with cityofsanjose  
San Jose, California

**nessachavez\_** Officially vaccinated and the best part is you can be too! 🙌 I am excited to announce that ages 16+ are able to receive the Covid-19 vaccine no matter your healthcare or immigration status.

I have partnered up with @cityofsanjose to help spread education about the vaccine and help our city return to normal 🙌

To learn more about the covid vaccine facts and to book your appointment check out [sccfreevax.org](https://sccfreevax.org) #stayhealthysj #thisisourshotsj #sponsored #ad



277 likes

MAY 8

**makeupbyliz1013** Yay!! What a great example you are babe!! I'm done with mine too!! ❤️

**beautybysaranwrap** You betta educate em!!! 🤔👍

**glowdollrih** I know that's right beautyyy 🙌 so happy for you 🙌👍👍

**beesworld11** It's a must to get Vaccinated

**acoupleofcooks** Beautifuuuuul! Thanks for spreading the positive message ❤️❤️❤️❤️

**criolas** Loving this post 'n 🙌 thnx for sharing

**moramorglam** So awesome girl!! Spreading awareness is so important. ❤️ I got my first and look forward to my second. ❤️

**lacedbyjaz** You're such an inspiration 🙌 thank you for sharing Mami 🤗



**lazysnorlax**  
Paid partnership with cityofsanjose  
San Jose, California

**lazysnorlax** #sponsored I am excited to announce that I will be working with @CityofSanJose to spread some knowledge about the COVID-19 vaccine! #StayHealthySJ #ThisIsOurShotSJ

I took my vaccine recently and to be honest, I was a bit worried because I did not know what to expect. There is a lot of talk about this vaccine all over social media that it is very easy to be misled by false information. It was not until I took the time to read more about the vaccine on [sccfreevax.org](https://sccfreevax.org) that I gained a better understanding of how the vaccine worked, which ultimately made me comfortable to proceed with getting my vaccine.

Here are some quick facts about the COVID-19 vaccine:

- Millions have already received the COVID-19 vaccine across the nation.
- All available vaccines went through the appropriate research and clinical studies and have been approved by the FDA, CDC, and ACIP. Any rumblings of insufficient testing are just rumors without evidence!
- The vaccines do not carry Coronavirus and cannot give you COVID-19.
- Side effects are completely normal and vary from person to person. The most common are arm pain, headache, nausea, fever, chills or body aches. These typically take a few days to go away.
- The vaccine DOES NOT cause infertility, nor is there any evidence that it will create problems with pregnancy.

All individuals who are ages 16 and older are now eligible to receive a COVID-19 vaccine, regardless of your healthcare or immigration status. So what are you waiting for? Book your free appointment today at [sccfreevax.org](https://sccfreevax.org)!

**natejrawlings** Been thinking about grabbing these Dunks, love what they did 🙌 Congrats on this partnership too bro, great work!

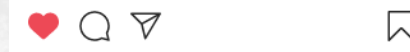
**annabellesneaks** Congratulations on vaccination! Really important decision 🙌

**thesneakercircle** Boosting for the facts ❤️

**yourmobilegeek** Thanks for sharing, I was worried as well but this post definitely eased a good bit of my concerns

**joe\_watkins** Gotta spread awareness 🙌

**sofiaforte\_** Love this so much! Thanks for sharing 🙌



Liked by **aleck.inkicks** and 399 others

MAY 7



# Sample Latinx Creators' Content



vivicasias Yes! 🙌 Love this partnership 🍌❤️



gissella89 Yes! I'm so glad your doing for the community!!! Love you @mike.morea



ccandelas Thank you for speaking up about such an important issue!!! Eso, amigo 🍌🍌



cant2\_juany Gracias, excelente apoyo para la comunidad 🙌🙌



drew\_ski\_1 1 step closer for everyone to be fully vaccinated and returning to normal!



**mike.morea**  
Paid partnership with cityofsanjose  
San Jose, California



**mike.morea** #AD Hola Mana, paso a contarles que estaremos trabajando de la mano con la ciudad de San Jose @cityofsanjose para ayudar a combatir el virus del COVID para que podamos volver a la vida normal.

Mana, al comienzo era un poco escéptico acerca de la vacuna, pero después de escuchar experiencias y aprender más directamente de los expertos del departamento de salud, ¡puedo asegurarle que estos son solo rumores! Ahora no puedo esperar para agendar mi cita online para vacunarme #ThisIsOurShotSJ es hora de regresar a la vida normal, para pasar el rato con nuestros amigos nuevamente, ir a juegos, conciertos y ver a la familia nuevamente! Vacunarse es la mejor manera de ayudar a nuestra comunidad a pasar al otro lado de la pandemia, así que los animo a que obtengan la suya lo antes posible y que ayuden a programar citas para los miembros de su familia. #StayHealthySJ



Liked by sifuentesesequiel and 1,066 others

MAY 20



**mike.morea**  
Paid partnership with cityofsanjose  
San Jose, California



**mike.morea** #ad Mana no se si ya sabían pero ¡Ya todas las personas mayores de 12 años pueden recibir la vacuna sin importar su estado de salud o migratorio! Nosotros ya recibimos nuestra segunda dosis. Así ya podemos vivir más tranquilos y seguros. Con la ayuda de todos podemos ir volviendo a la vida normal, ¡Ya es hora, ya extraño mis conciertos! ¡Ahora me estoy asociando con @CityofSanJose para hablar sobre los datos de la vacuna y animarlos a aprender más! #StayHealthySJ #ThisIsOurShot.



Liked by florortiz22 and 475 others

7 DAYS AGO



**drCarlos4916** Thank you @mike.morea for bringing attention to this. It is so important for all of us, especially us Latinos, to listen to the experts and take care of ourselves and our communities. My vaccine = hugs for my mom. Something I missed dearly. I am glad to say that last month we both were finally able to do that without worry for her health. I hope we all can get to that place soon.

# Sample Latinx Creators' Content

**teresacristina.moura.3** Parabéns, Aline!!! Vamos salvar o mundo através das vacinas!!!! Importante campanha!

**thamisobral** What an incredible campaign, I can't wait for all of us vaccinated ❤️🙏

**marcelabteixeira** Ai mal posso esperar para chegar meu momento de vacinar e poder matar a saudade de quem amo ❤️

**brunasoarezz\_** Não vejo a hora de todos nós estarmos vacinados e as coisas normalizarem 😊

**pat\_brito** Que benção amiga 🙏🙏 não vejo a hora de tomar tbm!

**daniprimaz** Estou louca para andar sem máscara, passear, por rever amigos que faz tempo que não vejo, e sinto que com a vacina logo isso acontecerá ❤️

**gaabrieeli** Que campanha Mara e necessária ❤️

**grazzisena** Que campanha maravilhosa! Chega, estamos mesmo cansados! 🍌🍌🍌🍌🍌❤️❤️❤️

**realmarybadarau** Parabéns a toda família por essa iniciativa 🙏



**merleduarte** Contando os dias pra tomar a minha vacina 🙏🙏

**annetayna** Logo tudo vai voltar ao normal 🙏

**jijisoares** Isso ai! Cada um fazendo a sua parte, logo o mundo sai dessa 🙏

**luizaavaladao** Tudo vai passar.. Que campanha incrível

**pandorasenna** Campanha maravilhosa, não vejo a hora de todos nós estarmos vacinados ❤️🙏

**fabiula\_llopes** Necessário demais ❤️ uma hora isso vai acabar fé 🙏

**alinecappelli**  
Paid partnership with cityofsanjose  
San Jose, California

**alinecappelli** #sponsored

We are done with virtual hugs, videos, and phone calls!  
We need real hugs! We need love!

The pandemic has shown us in the most difficult way possible, what really matters: our health, our family, our friends.  
It is not being easy to see so many people suffering the consequences of this virus, far from those we love.

But luckily we already have the vaccine! And getting vaccinated, we are getting closer and closer to the end of this nightmare!  
Getting vaccinated is an act of love, for yourself and for everyone!  
Vaccines are safe and effective!  
Now available to the entire population.  
Tiago and I are already vaccinated!  
Schedule yours!

Let's put an end to this pandemic together once and for all.

I am happy to team up with the @CityofSanJose for this important cause.

#StayHealthySJ #thisisourshotsj

#patrocinado

Estamos cansados de abraços virtuais, de telefonemas e chamadas por vídeo! Precisamos de abraços reais, precisamos de amor!

A pandemia nos mostrou da forma mais difícil possível, o que realmente importa: a nossa saúde, a nossa família, nossos amigos.  
Não está fácil ver tanta gente sofrendo as consequências desse vírus, longe de quem amamos, não está fácil viver assim.

Mas felizmente já temos a vacina! E nos vacinando, estamos cada vez mais perto do fim desse pesadelo!  
Se vacinar é um ato de amor, a si próprio e ao próximo!  
As vacinas são seguras e eficazes!  
Agora disponível para toda a população.  
Eu e Tiago já estamos vacinados!  
Agende já a sua!

Vamos juntos colocar um de vez um fim nessa pandemia.

Estou muito feliz de fazer parte dessa campanha tão importante junto com a @cityofsanjose

#StayHealthySJ #thisisourshotsj

👍 🗨️ 📍 🏷️  
978 likes  
MAY 7

# Sample Latinx Creators' Content



**gracielaaa\_**  
Paid partnership with cityofsanjose  
Bay Area, California

**gracielaaa\_** Hey guys, the @CityOfSanJose and I want to remind you to go and get vaccinated if you haven't already. Now that it seems like we are starting to get a little bit of normalcy back, and everyone is starting to go back out, I'm sure we want to keep it that way. #ad I am going to be posting information on how and where to get vaccinated. As well as a website if you guys have any questions and want answers about the vaccine.

Let's continue to do our part and leave this pandemic in the past.

#ThisIsOurShotSJ #StayHealthySJ

216 likes  
JUNE 22

- mercedesmonje\_** Yess coming thru with healthy vibes 🍌
- jennesyvillarreal** super informative baby yes 🥰



- rosemxo\_** We hear ya girl 🙋
- 4w 1 like Reply
- vanderella** Wow I'm proud of you!!

**samrodriguezart**  
Paid partnership with cityofsanjose

**samrodriguezart** #ad I myself have been fully vaccinated after researching the facts from health department experts. I felt that it was important for me to get it so that I could protect my elders and others who are more vulnerable. I want my city to get to a place where small locally owned businesses and families are thriving again. Getting vaccinated is the best way to help us to the other side of the pandemic so I encourage you to get yours ASAP, not for you but for those you love. If you can, help schedule appointments for your family members too.

Some facts about the vaccine. The Emergency Use Authorization (EUA) does not affect vaccine safety because it does not impact development, such as research, clinical studies and the studying of side effects. All three available vaccines went through thorough testing phases, and all three are safe. Here are the general phases:

Phase 1: A small group of healthy volunteers receive the vaccine to test for safety and side effects.  
Phase 2: Several hundred people of mixed backgrounds receive the vaccine to test how diverse immune systems respond.  
Phase 3: Thousands of people receive the vaccine to test widespread effectiveness, side effects and safety.

After these phases, the vaccines were found to be effective and safe. From there, they were released to the general public. To learn more about the COVID-19 vaccine and book your appointment check out [sccfreevax.org](https://www.sccfreevax.org)

As always #MaskUpSJ and #StayHealthySJ until we all receive our vaccine. #ThisIsOurShotSJ #sponsored

765 likes  
JUNE 19

# Sample Vietnamese Creators' Content



**tbhkatelyn**  
Paid partnership with cityofsanjose



**tbhkatelyn** #stayhealthysj #thisisourshotSJ #ad @cityofsanjose

Hi everyone! If you're from San Jose and currently living there, please take the time to read through my post. If you are over the age of 16, then you are eligible for the COVID - 19 vaccine no matter your healthcare or immigration status. Taking the step to the COVID - 19 vaccine is a step we all can take to end this pandemic. The vaccine is safe and most of my family is fully vaccinated already #thisisourshotSJ

The COVID-19 vaccine is effective and is FDA approved. For more information go to [sccfreevax.org](https://sccfreevax.org) or follow @cityofsanjose for updates. #stayhealthysj



Liked by waxedbyjackiee and 632 others

MAY 8



**taysiamassie** You just influenced me to get vaccinated 🙏🙏



**nolimitcooking** Yes! Get vaccinated. 🙏🙏



**mochamimxy** ahhhh jonny good job on this post i'm proud 🙏❤️



**maadsunny** YESSSS HIT EM WITH THE EDUCATION 🙏🙏



**csypnk** OWA OWA everyone go get vaccinated!!!



**gondica** I got mine as soon as I became eligible. I hope my kids could get there's before school starts. Thank you for spreading the word.



**meganmackenzie7866** ❤️ thank you for being so open and open. 💜 your honesty



**marlenejmata** It's so awesome to see that the @cityofsanjose taking the initiative to help protect the world from covid-19 ❤️



**lejonnytran**  
Paid partnership with cityofsanjose



**lejonnytran** The past year was one of the weirdest and most isolating experiences of my life. #Sponsored Not being able to get together and see your family and friends on Christmas was disheartening. Celebrating my birthday or new years without my friends next to me felt isolating. It's an understatement to say that the past year felt... lonelier. I'll be honest, I felt a whole lot more sad and unmotivated this past year, and a lot of that comes from not being able to see the people I care about.

I'm excited because now everyone over the age of 16 can receive the vaccine regardless of healthcare or immigration status. Slowly, I've seen my friends and family get the vaccine and it makes me excited to know that I'll be able to safely see them after so long! I've gotten my 2nd dose and it was such an easy process.. Now I'm partnering with @cityofsanjose to talk about COVID vaccine facts and encourage you to learn more!

Now some facts: None of the #COVID19 vaccines authorized for use in the US contains the live COVID-19 virus. This means that COVID-19 vaccines can't make you sick with COVID-19.

COVID-19 vaccines are safe and effective. COVID-19 vaccines were evaluated in tens of thousands of participants in clinical trials. The vaccines met FDA's rigorous scientific standards for safety, effectiveness, and manufacturing quality.

The COVID-19 vaccine will NOT cause infertility. There is currently no evidence that the vaccine causes any problems with pregnancy, including development of the placenta. In addition, there is no evidence that fertility problems are a side effect of any vaccine.

To learn more about the COVID-19 vaccine and book your appointment check out [sccfreevax.org](https://sccfreevax.org)


#StayHealthySJ until we all receive our vaccine. #ThisIsOurShotSJ





1,756 likes


MAY 14


# Sample Vietnamese Creators' Content


 **simi.guha** Got it this month ❤️ you are doing an amazing thing ❤️


 **soniakilam** You look so stunning! Such an important initiative


 **sakshi.dewan** Such a great initiative.. you look gorgeous ❤️

 **musings\_of\_trisha** Everyone needs to get vaccinated ASAP 🙏 stay safe peeps


 **annatravelous** These are amazing facts to know about covid vaccines from you. Mine will be in this weekend


 **ankitabiswas26** You have explained it so well, I am happy that you took this initiative!

 **prernajainofficial** This is so imp 🙏 great post about vaccination

 **doseof\_happiness1318** This is really important at this time! Everyone must get vaccinated ASAP 🙏



 **slay\_eachday**  
Paid partnership with [cityofsanjose](#)  
San Jose, California

 **slay\_eachday** 🙌 Hi there! have you got your shot yet? 📍 I am super excited to be working with [@CityofSanJose](#) to help spread education about the COVID-19 vaccine and help our city return to normal life again! #sponsored

▫ Well past year I was terrified thinking what if any of my family member get the infection. How will I be able to take care of them or even see them personally. But this year I am relaxed knowing that now everyone over age 12 is able to receive the vaccine no matter your healthcare or immigration status.

▫ I will be honest, I was a little skeptical at first about getting a shot as I heard a lot of rumors that it makes you sick for days and also has the side effect of causing infertility in women but now after partnering with [@cityofsanjose](#) I know the vaccines met FDA's rigorous scientific standards for safety, effectiveness, and manufacturing quality. So COVID-19 vaccines are safe and effective.

These are some of the facts about the vaccine that you all must know 📌

- None of the #COVID19 vaccines authorized for use in the US contains the live COVID-19 virus. This means these vaccines can't make you sick with COVID-19
- COVID-19 vaccines were evaluated in tens of thousands of participants in clinical trials. A small group of healthy volunteers receive the vaccine to test for side effects.
- The COVID-19 vaccine will NOT cause infertility. There is currently no evidence that the vaccine causes any problems with pregnancy.
- To learn more about the COVID-19 vaccine and book your appointment check out [scffreevax.org](#) or link attached in my bio

#ThisIsOurShotSJ to return to normal life, to do what you would love doing, meet with our friends and family again, go to games, concerts, shopping and much more. I'm constantly educating my family about COVID, please educate your family too! And book your vaccine appointment ASAP or find an available drop-in vaccination location nearest you.

#sanjoseblogger #covidvaccine #vaccinationdone ✓  
#spreadawareness #caligirl #californiablogger #maskup #VACCINEDAY 📍 #vaccineissafe #cityofsanjose

⚡⚡ As always #MaskUpSJ and #StayHealthySJ until we all receive our vaccine.



882 likes

7 DAYS AGO

# Sample Vietnamese Creators' Content



**jvckielyn**  
Paid partnership

**meiichen** 🙌👉❤️

I've never been more happy to be vaccinated and seeing my [vaccinated] friends again! I know we all can't wait for things to go back to normal and getting vaccinated is an important step towards getting there. @Cityofsanjose makes it even easier as they have information regarding booking appointments, drop-in vaccination locations, and vaccine data. Everyone ages 12 and older can book an appointment today or find a drop-in vaccination location through [scffreevax.org](http://scffreevax.org), your healthcare provider, or retail pharmacies such as Walgreens, CVS, Safeway, and Costco.

The covid-19 vaccine is effective and FDA approved. Be sure to visit @cityofsanjose for more info! #stayhealthysj #thisisourshotsj



Liked by mseloci and 926 others

4 DAYS AGO

**vivianstuff** Educated Kween 🤩

**tbhcaroline** we stan a vaccinated queen

**jade.bautista** WE LOVE TO SEE IT  
3w Reply

**kaylee.kang** hot and educated and vaccinated



**thejennchung** Thank you for spreading this message! 🙌

**venustraphobic** 🙌🙌

**jannahvy**  
Paid partnership with cityofsanjose Philadelphia, Pennsylvania

**jannahvy** Let's talk -

Millions of people have safely received a COVID-19 vaccine and it is free to everyone, regardless of whether or not you have health insurance (immigration status also doesn't matter) #ad

I will be honest, I was a little skeptical at first about the shot. I had heard so many rumors, like how it changes your DNA or causes infertility. But after learning more straight from the health department experts, I can assure you that these are just rumors! All these available vaccines went through 3 thorough testing phases.

If you're following me, you're either a foodie or a wanderlust. Don't you miss dinning out freely and exploring the world without hesitation or restrictions?

This post is #sponsored by the @cityofsanjose to provide you with more information and where to book your appointment. Drop-in vaccination locations also available, more info on website -> [scffreevax.org](http://scffreevax.org) (link in my bio)

#MaskUpSJ #StayHealthySJ until we all receive our vaccine.

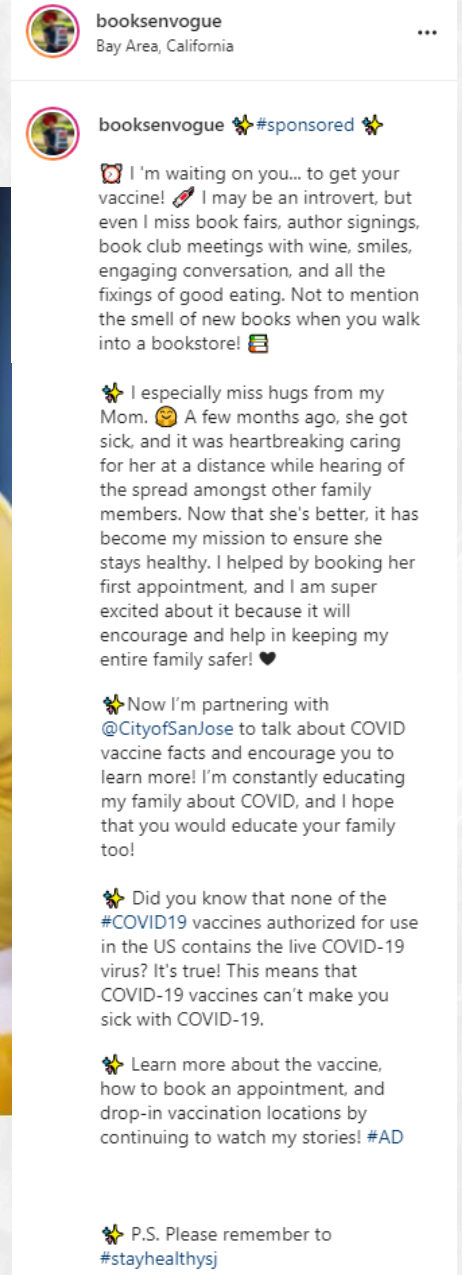


Liked by heyitzveee and 348 others

JUNE 19



# Sample Black Creators' Content



# Sample Black Creators' Content



**sabinadgreat** #sponsored The war is almost over, but not over! We're almost there San Jose but let's keep the team spirit on, go get vaccinated today! Remember to keep the hygiene top notch and stay safe! Soon we'll all say WE DID IT! #StayHealthySJ #ThisIsOurShotSJ @CityOfSanJose (see link in bio) #ad



**thetrendyblock**  
Costa Rica



**thetrendyblock** #sponsored this photo was from my last normal international trip when we went to Costa Rica (March 2020). When we left the world was more or less normal and within one week when we returned everything was completely shut down...what a crazy year it's been since. Now fast forward over a year later and I'm happy to announce that I'm working with @CityofSanJose to spread awareness of the covid vaccine so we can get our community (and the world) back to normal again!

I know that some of you may be skeptical because there's a lot of (mis)information out there. However studies show that getting the vaccine IS the best way to protect yourself, your family, and greater community. It's also now available to anyone 16 and older which means #ThisIsOurShotSJ! The FDA, CDC, and ACIP have all approved the vaccines with tens of thousands of volunteers of every race and ethnicity volunteered as part of clinical vaccine trials. These vaccines have undergone some of the most intensive safety monitoring in U.S. History. So #StayHealthySJ and let's get back in the near future to all the things that we love and miss in life whether it be traveling, food festivals, partying with friends, or spending quality time with loved ones.

To learn more about the COVID-19 vaccine and book your appointment please check out [sccfreevax.org](https://sccfreevax.org)

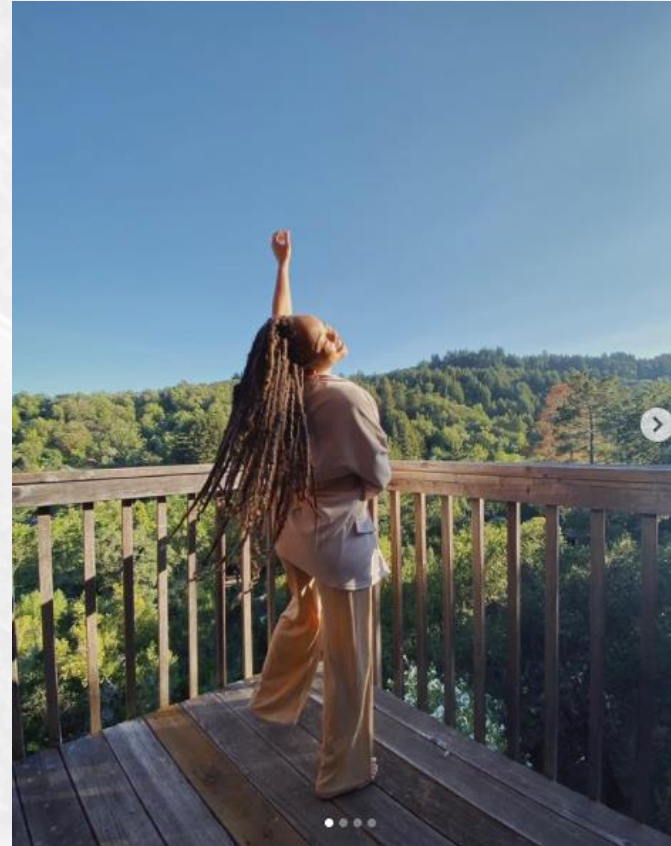
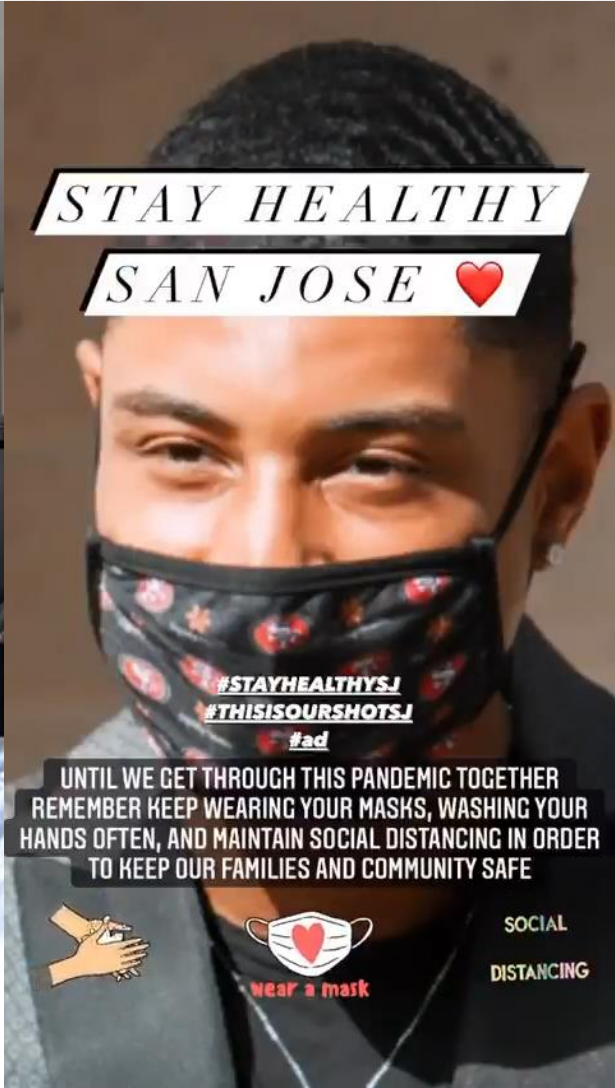


258 likes

MAY 8

XOMAD

# Sample Black Creators' Content



nat\_theabstract 🙌🏾

asia.hilario Also thanks for all the info! I am fully vaccinated and had no side effects thankfully! I even worked out the day of lol

tarynallyssa  
Paid partnership with cityofsanjose  
San Jose, California

tarynallyssa Feeling a little lighter 🙌🏾 #sponsored

I'm fully vaccinated now and I won't lie, it's a relief. I didn't take this decision lightly but I'm so glad I made the choice.

I had the opportunity to get mine through work and now I have partnered with the @CityOfSanJose to spread the word about how vaccines are now available for all groups of the population for free!

I know you may still have questions. Some things I can tell you:

- 🌟 Side effects are completely normal and vary by person – but most common are arm pain, headache, nausea, fever, chills or body aches (all of which I had).
- 🌟 These side effects are signs your body is learning how to fight viruses like COVID-19.
- 🌟 They should go away after a few days.

For more information, click the link in my bio to visit [sccfreevax.org](https://www.sccfreevax.org)

#StayHealthySJ #thisisourshotsj

92 likes  
MAY 20

# Shared PSA's & Resource Content



# 1<sup>st</sup> Half Resource Content Shared in Static Content

**THEO DÕI TIẾN TRÌNH CỦA CỘNG ĐỒNG CỦA CHÚNG TA** 

Vui lòng xem bảng tổng quát về thống kê tiêm chủng vắc-xin mới nhất bằng cách truy cập [bit.ly/SCC\\_VaccineData](https://bit.ly/SCC_VaccineData).

**LÀM HẸN ĐỂ TIÊM VẮC-XIN!** 

Làm hẹn ngay hôm nay bằng cách truy cập vào [bit.ly/SCC\\_BookAppointment](https://bit.ly/SCC_BookAppointment) hoặc thông qua nhà cung cấp dịch vụ chăm sóc sức khỏe của quý vị.


Tất cả cư dân California từ 16 tuổi trở lên đều đủ điều kiện tiêm vắc-xin kể từ ngày 15 tháng 4.



**VẮC-XIN THÌ AN TOÀN** 

Để tìm hiểu giải đáp các câu hỏi về vắc xin của quý vị vui lòng truy cập vào [bit.ly/SCC\\_VaccineSafety](https://bit.ly/SCC_VaccineSafety).

**TRACK OUR COMMUNITY'S PROGRESS** 

View dashboards visualizing the latest vaccination statistics by visiting [bit.ly/SCC\\_VaccineData](https://bit.ly/SCC_VaccineData).

**VACCINES ARE SAFE** 

Get your vaccine questions answered by visiting [bit.ly/SCC\\_VaccineSafety](https://bit.ly/SCC_VaccineSafety).

**SEGUIMIENTO DEL PROGRESO DE NUESTRA COMUNIDAD** 

Vea los paneles visualizando las estadísticas de vacunación más recientes visitando [bit.ly/SCC\\_VaccineData](https://bit.ly/SCC_VaccineData).

**¡RESERVE UNA CITA PARA VACUNARSE!** 

Reserve una cita hoy visitando [bit.ly/SCC\\_BookAppointment](https://bit.ly/SCC_BookAppointment) o a través de su proveedor de seguro médico.

Todos los californianos de los 16 años en adelante son elegibles para las vacunas a partir del 15 de abril.

**LAS VACUNAS SON SEGURAS** 

Obtenga respuestas a sus preguntas sobre las vacunas visitando [bit.ly/SCC\\_VaccineSafety](https://bit.ly/SCC_VaccineSafety).


**BOOK A VACCINE APPOINTMENT!** 

Book an appointment today by visiting [bit.ly/SCC\\_BookAppointment](https://bit.ly/SCC_BookAppointment) or through your healthcare provider.

All Californians age 16+ are eligible for vaccines as of April 15.

# May 14-15: PSA Content Shared Along w/ Personalized Intros

<b>Get Vaccinated!</b>	<b>Get Vaccinated!</b>
<b>Friday, May 14</b>	<b>Saturday, May 15</b>
<p><b>Fairgrounds Expo Hall</b> 8:30am-4pm</p> <p><b>Eastridge Mall</b> 11am-6pm</p> <p><b>Emmanuel Baptist Church</b> 8:45am-6pm</p> <p><b>Valley Health Center East Valley</b> 8:45am-4pm</p> <p><b>Valley Specialty Center</b> 12:00pm-7:30pm</p> <p><b>Overfelt High School</b> 11am-6pm</p> <p><b>North East Medical Services</b> 8:30am-11:30am; 1pm-4pm</p>	<p><b>Overfelt High School</b> 10am-5pm</p> <p><b>Fairgrounds Expo Hall</b> 8:30am-4pm</p> <p><b>Eastridge Mall</b> 9am-4pm</p> <p><b>Valley Specialty Center</b> 9am-4:30pm</p>
<b>No appointment required</b>	
	

<b>¡Vacúnese!</b>	<b>¡Vacúnese!</b>
<b>Viernes, 14 de Mayo</b>	<b>Sábado, 15 de Mayo</b>
<p><b>Fairgrounds Expo Hall</b> 8:30am-4pm</p> <p><b>Eastridge Mall</b> 11am-6pm</p> <p><b>Emmanuel Baptist Church</b> 8:45am-6pm</p> <p><b>Valley Health Center East Valley</b> 8:45am-4pm</p> <p><b>Valley Specialty Center</b> 12:00pm-7:30pm</p> <p><b>Overfelt High School</b> 11am-6pm</p> <p><b>North East Medical Services</b> 8:30am-11:30am; 1pm-4pm</p>	<p><b>Overfelt High School</b> 10am-5pm</p> <p><b>Fairgrounds Expo Hall</b> 8:30am-4pm</p> <p><b>Eastridge Mall</b> 9am-4pm</p> <p><b>Valley Specialty Center</b> 9am-4:30pm</p>
<b>No se requiere cita</b>	
	

<b>HÃY ĐI CHÍCH NGỪA!</b>	<b>HÃY ĐI CHÍCH NGỪA!</b>
<b>Thứ Sáu, ngày 14 tháng 5</b>	<b>Thứ Bảy, ngày 15 tháng 5</b>
<p><b>Fairgrounds Expo Hall</b> 8:30am-4pm</p> <p><b>Eastridge Mall</b> 11am-6pm</p> <p><b>Emmanuel Baptist Church</b> 8:45am-6pm</p> <p><b>Valley Health Center East Valley</b> 8:45am-4pm</p> <p><b>Valley Specialty Center</b> 12:00pm-7:30pm</p> <p><b>Overfelt High School</b> 11am-6pm</p> <p><b>North East Medical Services</b> 8:30am-11:30am; 1pm-4pm</p>	<p><b>Overfelt High School</b> 10am-5pm</p> <p><b>Fairgrounds Expo Hall</b> 8:30am-4pm</p> <p><b>Eastridge Mall</b> 9am-4pm</p> <p><b>Valley Specialty Center</b> 9am-4:30pm</p>
<b>Không cần lấy hẹn trước</b>	
	

# May 19-21: PSA Content Shared Along w/ Personalized Intros

<b>Get Vaccinated!</b>	<b>Get Vaccinated!</b>	<b>Get Vaccinated!</b>	<b>Get Vaccinated!</b>
<b>Wednesday, May 19</b>	<b>Thursday, May 20</b>	<b>Friday, May 21</b>	<b>Saturday, May 22</b>
<b>Fairgrounds Expo Hall:</b> 8:30am-8pm <b>Eastridge Mall:</b> 11am-6pm <b>North East Medical Services:</b> 8:30am-11:30am; 1pm-4pm; Thursdays: Drive-Thru Clinic <b>Bay Area Community Health</b> <b>VTA Santa Teresa Station:</b> 9am-4pm <b>Emmanuel Baptist Church:</b> 9am-6pm <b>Mexican Heritage Plaza (Gardner Health):</b> 12pm-5pm <b>Edenvale Elementary School:</b> 1pm-8pm	<b>Fairgrounds Expo Hall:</b> 8:30am-8pm <b>Eastridge Mall:</b> 11am-6pm <b>North East Medical Services:</b> 8:30am-11:30am; 1pm-4pm; Thursdays: Drive-Thru Clinic <b>Bay Area Community Health</b> <b>VTA Santa Teresa Station:</b> 9am-4pm <b>Emmanuel Baptist Church:</b> 9am-6pm <b>County Service Center (Berger):</b> 8:30am-4:30pm <b>Mexican Heritage Plaza (Gardner Health):</b> 1:30pm-5pm <b>Overfelt High School:</b> 9am-4pm <b>Boynton High School:</b> 10am-5pm	<b>Fairgrounds Expo Hall:</b> 8:30am-4pm <b>Eastridge Mall:</b> 11am-6pm <b>North East Medical Services:</b> 8:30am-11:30am; 1pm-4pm <b>Bay Area Community Health</b> <b>VTA Santa Teresa Station:</b> 9am-4pm <b>Emmanuel Baptist Church:</b> 9am-6pm <b>Overfelt High School:</b> 11am-6pm	<b>Fairgrounds Expo Hall:</b> 8:30am-4pm <b>Eastridge Mall:</b> 9am-4pm <b>Overfelt High School:</b> 10am-5pm <b>James Lick High School:</b> 10am-5pm
<b>No appointment required</b>	<b>No appointment required</b>	<b>No appointment required</b>	<b>No appointment required</b>

<b>HÃY ĐI CHÍCH NGỪA!</b>	<b>HÃY ĐI CHÍCH NGỪA!</b>
<b>Thứ Tư, ngày 19 tháng 5</b>	<b>Thứ Năm, ngày 20 tháng 5</b>
<b>Fairgrounds Expo Hall:</b> 8:30am-8pm <b>Eastridge Mall:</b> 11am-6pm <b>North East Medical Services:</b> 8:30am-11:30am; 1pm-4pm; Thursdays: Drive-Thru Clinic <b>Bay Area Community Health</b> <b>VTA Santa Teresa Station:</b> 9am-4pm <b>Emmanuel Baptist Church:</b> 9am-6pm <b>Mexican Heritage Plaza (Gardner Health):</b> 12pm-5pm <b>Edenvale Elementary School:</b> 1pm-8pm	<b>Fairgrounds Expo Hall:</b> 8:30am-8pm <b>Eastridge Mall:</b> 11am-6pm <b>North East Medical Services:</b> 8:30am-11:30am; 1pm-4pm; Thursdays: Drive-Thru Clinic <b>Bay Area Community Health</b> <b>VTA Santa Teresa Station:</b> 9am-4pm <b>Emmanuel Baptist Church:</b> 9am-6pm <b>County Service Center (Berger):</b> 8:30am-4:30pm <b>Mexican Heritage Plaza (Gardner Health):</b> 1:30pm-5pm <b>Overfelt High School:</b> 9am-4pm <b>Boynton High School:</b> 10am-5pm
<b>Không cần lấy hẹn trước</b>	<b>Không cần lấy hẹn trước</b>

<b>¡Vacúnese!</b>	<b>¡Vacúnese!</b>	<b>¡Vacúnese!</b>	<b>¡Vacúnese!</b>
<b>Miércoles, 19 de Mayo</b>	<b>Jueves, 20 de Mayo</b>	<b>Viernes, 21 de Mayo</b>	<b>Sábado, 22 de Mayo</b>
<b>Fairgrounds Expo Hall:</b> 8:30am-8pm <b>Eastridge Mall:</b> 11am-6pm <b>North East Medical Services:</b> 8:30am-11:30am; 1pm-4pm; Thursdays: Drive-Thru Clinic <b>Bay Area Community Health</b> <b>VTA Santa Teresa Station:</b> 9am-4pm <b>Emmanuel Baptist Church:</b> 9am-6pm <b>Mexican Heritage Plaza (Gardner Health):</b> 12pm-5pm <b>Edenvale Elementary School:</b> 1pm-8pm	<b>Fairgrounds Expo Hall:</b> 8:30am-8pm <b>Eastridge Mall:</b> 11am-6pm <b>North East Medical Services:</b> 8:30am-11:30am; 1pm-4pm; Thursdays: Drive-Thru Clinic <b>Bay Area Community Health</b> <b>VTA Santa Teresa Station:</b> 9am-4pm <b>Emmanuel Baptist Church:</b> 9am-6pm <b>County Service Center (Berger):</b> 8:30am-4:30pm <b>Mexican Heritage Plaza (Gardner Health):</b> 1:30pm-5pm <b>Overfelt High School:</b> 9am-4pm <b>Boynton High School:</b> 10am-5pm	<b>Fairgrounds Expo Hall:</b> 8:30am-4pm <b>Eastridge Mall:</b> 11am-6pm <b>North East Medical Services:</b> 8:30am-11:30am; 1pm-4pm <b>Bay Area Community Health</b> <b>VTA Santa Teresa Station:</b> 9am-4pm <b>Emmanuel Baptist Church:</b> 9am-6pm <b>Overfelt High School:</b> 11am-6pm	<b>Fairgrounds Expo Hall:</b> 8:30am-4pm <b>Eastridge Mall:</b> 9am-4pm <b>Overfelt High School:</b> 10am-5pm <b>James Lick High School:</b> 10am-5pm
<b>No se requiere cita</b>	<b>No se requiere cita</b>	<b>No se requiere cita</b>	<b>No se requiere cita</b>

<b>HÃY ĐI CHÍCH NGỪA!</b>	<b>HÃY ĐI CHÍCH NGỪA!</b>
<b>Thứ Sáu, ngày 21 tháng 5</b>	<b>Thứ Bảy, ngày 22 tháng 5</b>
<b>Fairgrounds Expo Hall:</b> 8:30am-4pm <b>Eastridge Mall:</b> 11am-6pm <b>North East Medical Services:</b> 8:30am-11:30am; 1pm-4pm <b>Bay Area Community Health</b> <b>VTA Santa Teresa Station:</b> 9am-4pm <b>Emmanuel Baptist Church:</b> 9am-6pm <b>Overfelt High School:</b> 11am-6pm	<b>Fairgrounds Expo Hall:</b> 8:30am-4pm <b>Eastridge Mall:</b> 9am-4pm <b>Overfelt High School:</b> 10am-5pm <b>James Lick High School:</b> 10am-5pm
<b>Không cần lấy hẹn trước</b>	<b>Không cần lấy hẹn trước</b>

# May 25-29: PSA Content Shared Along w/ Personalized Intros

<b>Get Vaccinated!</b>	<b>¡Vacúnese!</b>	<b>HÃY ĐI CHÍCH NGỪA!</b>
<b>Tuesday, May 25</b>	<b>Martes, 25 de Mayo</b>	<b>Thứ Ba, ngày 25 tháng 5</b>
<p>Fairgrounds Expo Hall: 8:30am-8pm Eastridge Mall: 11am-6pm Valley Specialty Center: 12pm-7:30pm Valley Health Center Tully: 8:30am-3:45pm County Service Center: 8:30am-4:30pm Emmanuel Baptist Church: 9am-6pm Mexican Heritage Plaza (Gardner Health): 1:30pm-5pm North East Medical Services: 9:30am-11:30am, 1pm-5pm Bay Area Community Health VTA Santa Teresa Station: 9am-4pm El Camino Health Sunnyvale: 7:45am-4:15pm Martial Cottle Park: 10am-12pm Andrew Hill High School: 11:30pm-7pm Children of the Rainbow Park: 1pm-7pm</p>	<p>Fairgrounds Expo Hall: 8:30am-8pm Eastridge Mall: 11am-6pm Valley Specialty Center: 12pm-7:30pm Valley Health Center Tully: 8:30am-3:45pm County Service Center: 8:30am-4:30pm Emmanuel Baptist Church: 9am-6pm Mexican Heritage Plaza (Gardner Health): 1:30pm-5pm North East Medical Services: 9:30am-11:30am, 1pm-5pm Bay Area Community Health VTA Santa Teresa Station: 9am-4pm El Camino Health Sunnyvale: 7:45am-4:15pm Martial Cottle Park: 10am-12pm Andrew Hill High School: 11:30pm-7pm Children of the Rainbow Park: 1pm-7pm</p>	<p>Fairgrounds Expo Hall: 8:30am-8pm Eastridge Mall: 11am-6pm Valley Specialty Center: 12pm-7:30pm Valley Health Center Tully: 8:30am-3:45pm County Service Center: 8:30am-4:30pm Emmanuel Baptist Church: 9am-6pm Mexican Heritage Plaza (Gardner Health): 1:30pm-5pm North East Medical Services: 9:30am-11:30am, 1pm-5pm Bay Area Community Health VTA Santa Teresa Station: 9am-4pm El Camino Health Sunnyvale: 7:45am-4:15pm Martial Cottle Park: 10am-12pm Andrew Hill High School: 11:30pm-7pm Children of the Rainbow Park: 1pm-7pm</p>
<b>No appointment required</b>	<b>No se requiere cita</b>	<b>Không cần lấy hẹn trước</b>

<b>Get Vaccinated!</b>	<b>¡Vacúnese!</b>	<b>HÃY ĐI CHÍCH NGỪA!</b>
<b>Wednesday, May 26</b>	<b>Miércoles, 26 de Mayo</b>	<b>Thứ Tư, ngày 26 tháng 5</b>
<p>Fairgrounds Expo Hall: 8:30am-8pm Eastridge Mall: 11am-6pm Valley Specialty Center: 12pm-7:30pm Valley Health Center Tully: 8:30am-3:45pm County Service Center: 8:30am-4:30pm Emmanuel Baptist Church: 9am-6pm Mexican Heritage Plaza (Gardner Health): 12pm-5pm North East Medical Services: 9:30am-11:30am, 1pm-5pm Bay Area Community Health VTA Santa Teresa Station: 9am-4pm Indian Health Center Vax and Pride Event (18+): 10am-4pm Oak Grove High School: 11:30am-6:30pm Mexican Consulate: 11am-5pm</p>	<p>Fairgrounds Expo Hall: 8:30am-8pm Eastridge Mall: 11am-6pm Valley Specialty Center: 12pm-7:30pm Valley Health Center Tully: 8:30am-3:45pm County Service Center: 8:30am-4:30pm Emmanuel Baptist Church: 9am-6pm Mexican Heritage Plaza (Gardner Health): 12pm-5pm North East Medical Services: 9:30am-11:30am, 1pm-5pm Bay Area Community Health VTA Santa Teresa Station: 9am-4pm Indian Health Center Vax and Pride Event (18+): 10am-4pm Oak Grove High School: 11:30am-6:30pm Mexican Consulate: 11am-5pm</p>	<p>Fairgrounds Expo Hall: 8:30am-8pm Eastridge Mall: 11am-6pm Valley Specialty Center: 12pm-7:30pm Valley Health Center Tully: 8:30am-3:45pm County Service Center: 8:30am-4:30pm Emmanuel Baptist Church: 9am-6pm Mexican Heritage Plaza (Gardner Health): 12pm-5pm North East Medical Services: 9:30am-11:30am, 1pm-5pm Bay Area Community Health VTA Santa Teresa Station: 9am-4pm Indian Health Center Vax and Pride Event (18+): 10am-4pm Oak Grove High School: 11:30am-6:30pm Mexican Consulate: 11am-5pm</p>
<b>No appointment required</b>	<b>No se requiere cita</b>	<b>Không cần lấy hẹn trước</b>

<b>Get Vaccinated!</b>	<b>HÃY ĐI CHÍCH NGỪA!</b>
<b>Saturday, May 29</b>	<b>Thứ Bảy, ngày 29 tháng 5</b>
<p>Fairgrounds Expo Hall: 8:30am-4pm Eastridge Mall: 9am-4pm Valley Specialty Center: 9am-4:30pm Overfelt High School: 9:30am-5:30pm Washington Elementary School: 10am-4:30pm Oakridge Mall: 1pm-6pm</p>	<p>Fairgrounds Expo Hall: 8:30am-4pm Eastridge Mall: 9am-4pm Valley Specialty Center: 9am-4:30pm Overfelt High School: 9:30am-5:30pm Washington Elementary School: 10am-4:30pm Oakridge Mall: 1pm-6pm</p>
<b>No appointment required</b>	<b>Không cần lấy hẹn trước</b>

<b>Get Vaccinated!</b>	<b>¡Vacúnese!</b>	<b>HÃY ĐI CHÍCH NGỪA!</b>
<b>Thursday, May 27</b>	<b>Jueves, 27 de Mayo</b>	<b>Thứ Năm, ngày 27 tháng 5</b>
<p>Fairgrounds Expo Hall: 8:30am-8pm Eastridge Mall: 11am-6pm Valley Specialty Center: 12pm-7:30pm Valley Health Center Tully: 8:30am-3:45pm County Service Center: 8:30am-4:30pm Emmanuel Baptist Church: 9am-6pm Mexican Heritage Plaza (Gardner Health): 1:30pm-5pm North East Medical Services (Drive-Thru Clinic): 9:30am-11:30am, 1pm-5pm Bay Area Community Health VTA Santa Teresa Station: 9am-4pm Overfelt High School: 10am-5:30pm</p>	<p>Fairgrounds Expo Hall: 8:30am-8pm Eastridge Mall: 11am-6pm Valley Specialty Center: 12pm-7:30pm Valley Health Center Tully: 8:30am-3:45pm County Service Center: 8:30am-4:30pm Emmanuel Baptist Church: 9am-6pm Mexican Heritage Plaza (Gardner Health): 1:30pm-5pm North East Medical Services (Drive-Thru Clinic): 9:30am-11:30am, 1pm-5pm Bay Area Community Health VTA Santa Teresa Station: 9am-4pm Overfelt High School: 10am-5:30pm</p>	<p>Fairgrounds Expo Hall: 8:30am-8pm Eastridge Mall: 11am-6pm Valley Specialty Center: 12pm-7:30pm Valley Health Center Tully: 8:30am-3:45pm County Service Center: 8:30am-4:30pm Emmanuel Baptist Church: 9am-6pm Mexican Heritage Plaza (Gardner Health): 1:30pm-5pm North East Medical Services (Drive-Thru Clinic): 9:30am-11:30am, 1pm-5pm Bay Area Community Health VTA Santa Teresa Station: 9am-4pm Overfelt High School: 10am-5:30pm</p>
<b>No appointment required</b>	<b>No se requiere cita</b>	<b>Không cần lấy hẹn trước</b>

<b>Get Vaccinated!</b>	<b>¡Vacúnese!</b>	<b>HÃY ĐI CHÍCH NGỪA!</b>
<b>Friday, May 28</b>	<b>Viernes, 28 de Mayo</b>	<b>Thứ Sáu, ngày 28 tháng 5</b>
<p>Fairgrounds Expo Hall: 8:30am-4pm Eastridge Mall: 11am-6pm Mountain View Community Center: 8:30am-3:45pm Valley Specialty Center: 12pm-7:30pm Valley Health Center Tully: 8:30am-3:45pm County Service Center: 8:30am-4:30pm Emmanuel Baptist Church: 9am-6pm Bay Area Community Health VTA Santa Teresa Station: 9am-4pm Overfelt High School (Event with San Jose Earthquakes): 4:30pm-6pm Sherman Oaks School: 1pm-7pm</p>	<p>Fairgrounds Expo Hall: 8:30am-4pm Eastridge Mall: 11am-6pm Mountain View Community Center: 8:30am-3:45pm Valley Specialty Center: 12pm-7:30pm Valley Health Center Tully: 8:30am-3:45pm County Service Center: 8:30am-4:30pm Emmanuel Baptist Church: 9am-6pm Bay Area Community Health VTA Santa Teresa Station: 9am-4pm Overfelt High School (Event with San Jose Earthquakes): 4:30pm-6pm Sherman Oaks School: 1pm-7pm</p>	<p>Fairgrounds Expo Hall: 8:30am-4pm Eastridge Mall: 11am-6pm Mountain View Community Center: 8:30am-3:45pm Valley Specialty Center: 12pm-7:30pm Valley Health Center Tully: 8:30am-3:45pm County Service Center: 8:30am-4:30pm Emmanuel Baptist Church: 9am-6pm Bay Area Community Health VTA Santa Teresa Station: 9am-4pm Overfelt High School (Event with San Jose Earthquakes): 4:30pm-6pm Sherman Oaks School: 1pm-7pm</p>
<b>No appointment required</b>	<b>No se requiere cita</b>	<b>Không cần lấy hẹn trước</b>

<b>¡Vacúnese!</b>
<b>Sábado, 29 de Mayo</b>
<p>Fairgrounds Expo Hall: 8:30am-4pm Eastridge Mall: 9am-4pm Valley Specialty Center: 9am-4:30pm Overfelt High School: 9:30am-5:30pm Washington Elementary School: 10am-4:30pm Oakridge Mall: 1pm-6pm</p>
<b>No se requiere cita</b>



# July 6: PSA Content Shared Along w/ Personalized Intros



CITY OF  
**SAN JOSE**  
CAPITAL OF SILICON VALLEY

**more than 80%**  
OF SAN JOSÉ RESIDENTS HAVE RECEIVED THE COVID-19 VACCINE.

---

**WE'RE ALMOST THERE,  
SAN JOSÉ!**

If you haven't received your COVID-19 vaccine, you still can. Make an appointment at [sccfreevax.org](https://sccfreevax.org) or check our daily vaccination site posts on social media for a walk-up site near you.

Thank you for doing your part to protect yourself and our community.



CITY OF  
**SAN JOSE**  
CAPITAL OF SILICON VALLEY

**más del 80%**  
DE LOS RESIDENTES DE SAN JOSÉ HAN RECIBIDO LA VACUNA COVID-19

---

**¡YA CASI LLEGAMOS,  
SAN JOSÉ!**

Si no ha recibido la vacuna COVID-19, aún puede hacerlo. Haga una cita en [sccvacuna.org](https://sccvacuna.org) o consulte nuestras publicaciones diarias en nuestro sitio de vacunación de las redes sociales para encontrar un sitio sin cita previa cerca de usted.

Gracias por hacer su parte para protegerse y proteger a nuestra comunidad.



CITY OF  
**SAN JOSE**  
CAPITAL OF SILICON VALLEY

**Đã có hơn 80%**  
CƯ DÂN SAN JOSÉ CHÍCH NGỪA VẮC-XIN COVID-19.

---

**CHÚNG TA GẦN ĐẠT ĐẾN MỤC ĐÍCH RỒI, SAN JOSÉ!**

Nếu quý vị chưa đi chích ngừa vắc-xin COVID-19, quý vị vẫn còn có cơ hội. Lấy hẹn trên trang [sccfreevax.org](https://sccfreevax.org) hoặc xem các địa điểm đăng lên mỗi ngày trên mạng truyền thông xã hội để biết nơi mà quý vị có thể đi bộ đến không cần lấy hẹn gần nhà.

Xin cảm ơn quý vị đã làm tròn bổn phận để bảo vệ bản thân và cộng đồng quý vị.

# 2<sup>nd</sup> Half Resource Content Shared in Static Content



**THEO DÕI TIẾN TRÌNH CỦA CỘNG ĐỒNG CỦA CHÚNG TA**

Vui lòng xem bảng tổng quát về thống kê tiêm chủng vắc-xin mới nhất bằng cách truy cập [bit.ly/SCC\\_VaccineData\\_VI](https://bit.ly/SCC_VaccineData_VI).

Cùng với nhau chúng ta có thể đạt được mục tiêu tỷ lệ **85%** số người chích ngừa!

SAN JOSE COUNTY OF ALABAMA KNIGHT FOUNDATION



**LÀM HẸN ĐỂ TIÊM VẮC-XIN!**

Làm hẹn ngay hôm nay bằng cách truy cập vào [bit.ly/SCC\\_BookAppointment\\_VI](https://bit.ly/SCC_BookAppointment_VI) hoặc thông qua nhà cung cấp dịch vụ chăm sóc sức khỏe của quý vị.

Hôm Nay đã có trên **1 Triệu** Người Dân Trong Quận Hạt từ 12 Tuổi Trở Lên Đã Được Chích Ngừa Đây Đủ!

SAN JOSE COUNTY OF ALABAMA KNIGHT FOUNDATION



**VẮC-XIN THÌ AN TOÀN**

Đã có hơn **1.3 Triệu** Liều Thuốc Chích Ngừa An Toàn Trên Toàn Quận Hạt.

Để tìm hiểu giải đáp các câu hỏi về vắc xin của quý vị vui lòng truy cập vào [bit.ly/SCC\\_VaccineSafety\\_VI](https://bit.ly/SCC_VaccineSafety_VI).

SAN JOSE COUNTY OF ALABAMA KNIGHT FOUNDATION

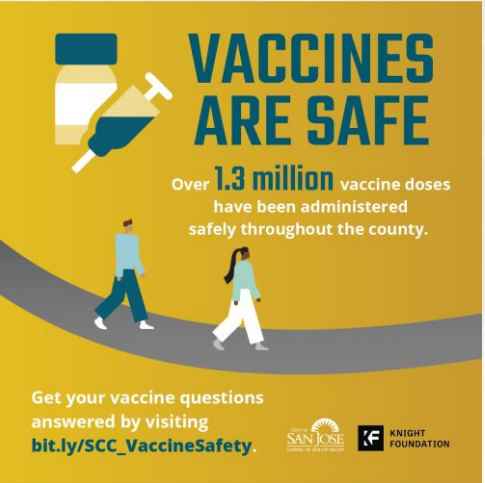


**TRACK OUR COMMUNITY'S PROGRESS**

View dashboards visualizing the latest vaccination statistics by visiting [bit.ly/SCC\\_VaccineData](https://bit.ly/SCC_VaccineData).

Together, we can get to the county's **85%** vaccination rate goal.

SAN JOSE COUNTY OF ALABAMA KNIGHT FOUNDATION



**VACCINES ARE SAFE**

Over **1.3 million** vaccine doses have been administered safely throughout the county.

Get your vaccine questions answered by visiting [bit.ly/SCC\\_VaccineSafety](https://bit.ly/SCC_VaccineSafety).

SAN JOSE COUNTY OF ALABAMA KNIGHT FOUNDATION



**SEGUIMIENTO DEL PROGRESO DE NUESTRA COMUNIDAD**

Vea los paneles visualizando las estadísticas de vacunación más recientes visitando [bit.ly/SCC\\_VaccineData\\_SP](https://bit.ly/SCC_VaccineData_SP).

¡Juntos podemos alcanzar la meta de tasa de vacunación del **85%** del condado!

SAN JOSE COUNTY OF ALABAMA KNIGHT FOUNDATION



**¡RESERVE UNA CITA PARA VACUNARSE!**

Reserve una cita hoy visitando [bit.ly/SCC\\_BookAppointment\\_SP](https://bit.ly/SCC_BookAppointment_SP) o a través de su proveedor de seguro médico.

¡Más de **1 millón** de residentes del condado de 12 años o más completamente vacunados hasta la fecha!

SAN JOSE COUNTY OF ALABAMA KNIGHT FOUNDATION

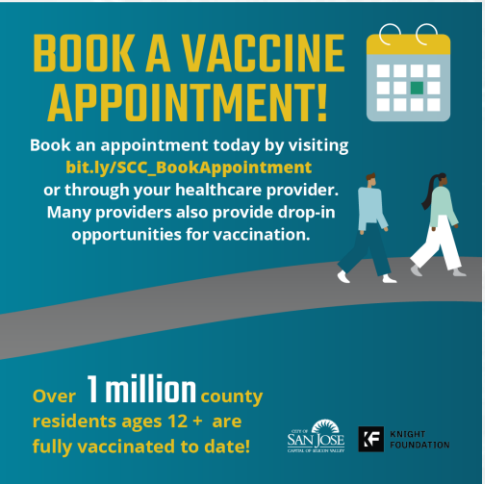


**LAS VACUNAS SON SEGURAS**

Más de **1.3 millones** de dosis de vacunas se han administrado de forma segura en todo el condado.

Obtenga respuestas a sus preguntas sobre las vacunas visitando [bit.ly/SCC\\_VaccineSafety\\_SP](https://bit.ly/SCC_VaccineSafety_SP).

SAN JOSE COUNTY OF ALABAMA KNIGHT FOUNDATION



**BOOK A VACCINE APPOINTMENT!**

Book an appointment today by visiting [bit.ly/SCC\\_BookAppointment](https://bit.ly/SCC_BookAppointment) or through your healthcare provider. Many providers also provide drop-in opportunities for vaccination.

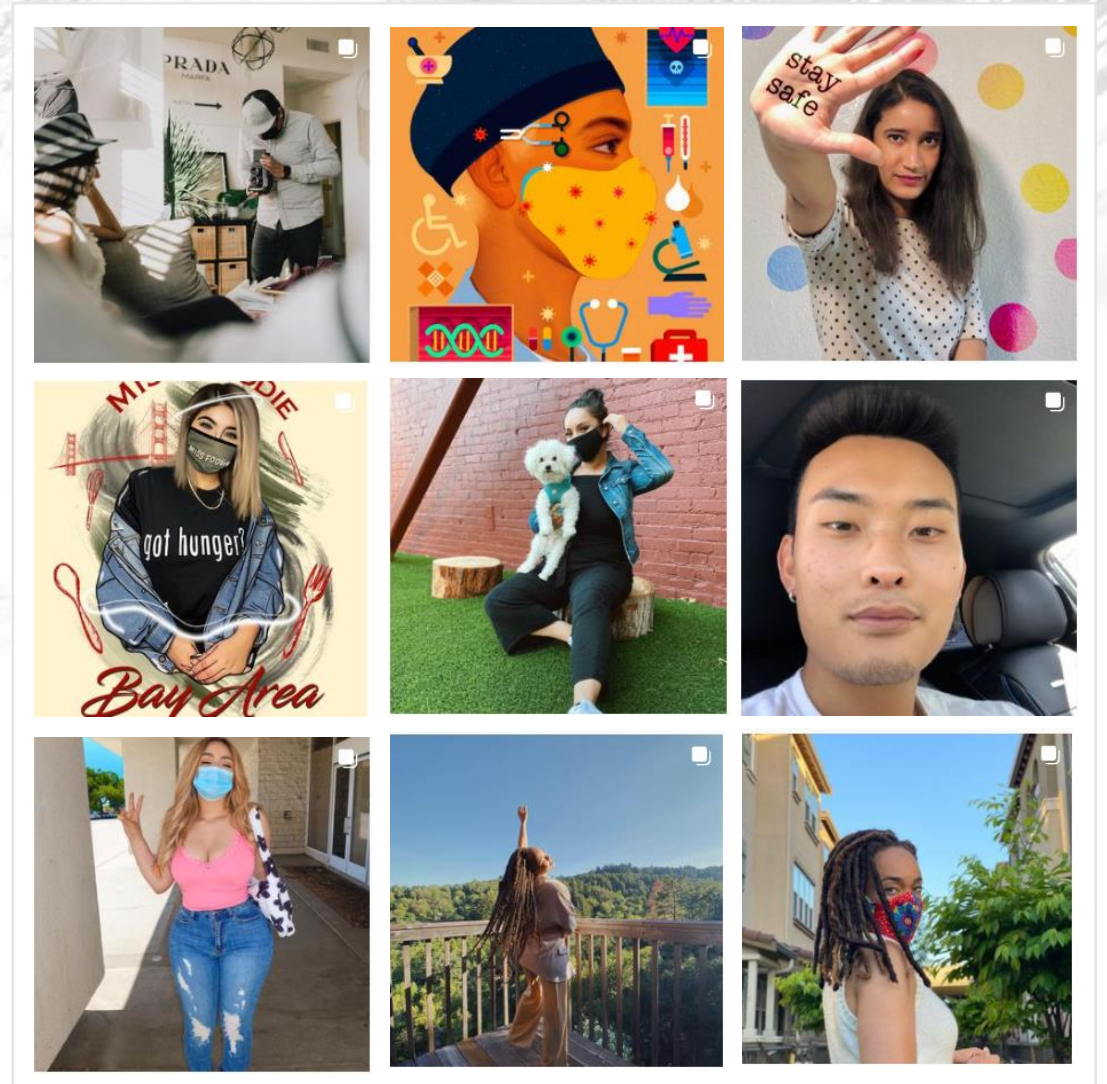
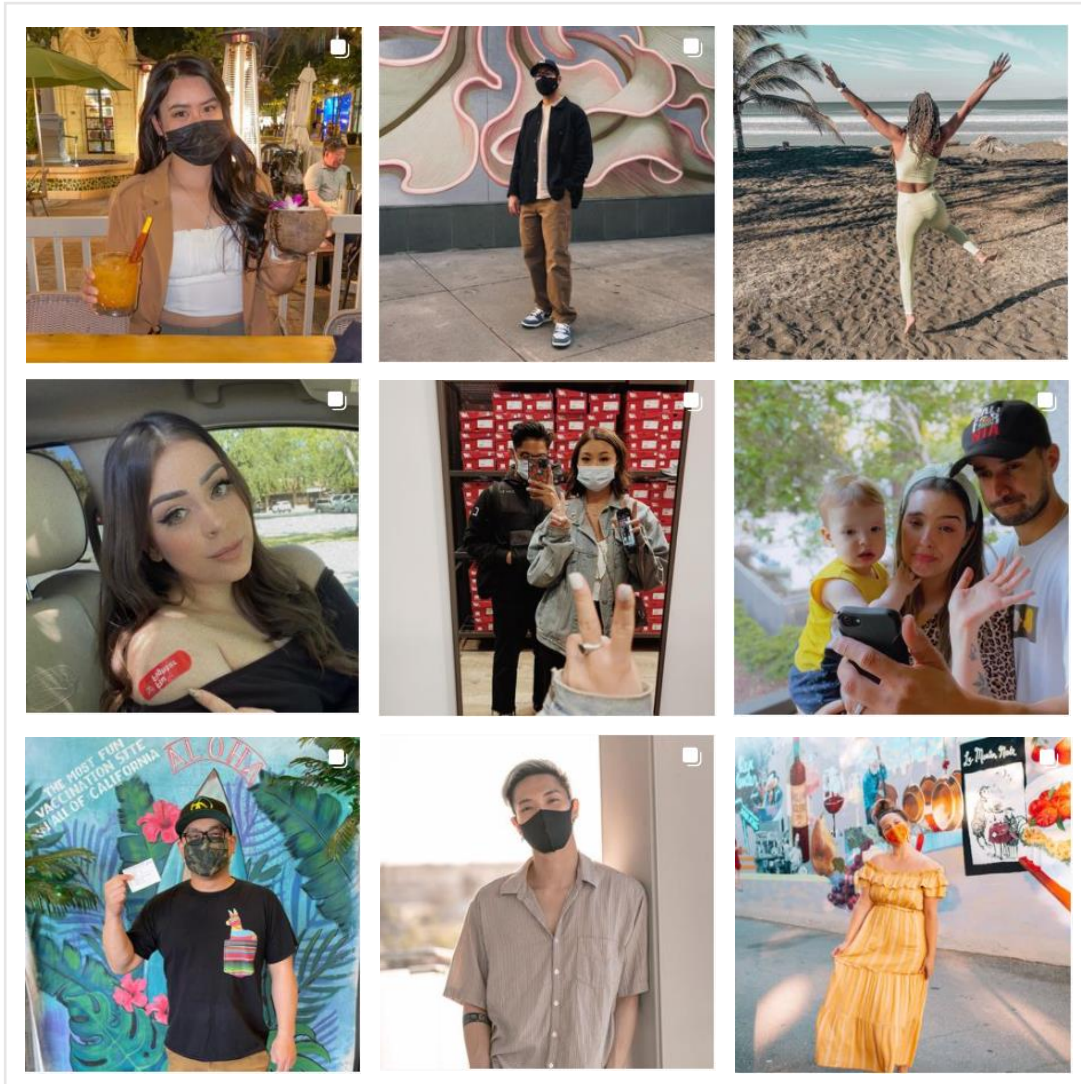
Over **1 million** county residents ages 12+ are fully vaccinated to date!

SAN JOSE COUNTY OF ALABAMA KNIGHT FOUNDATION

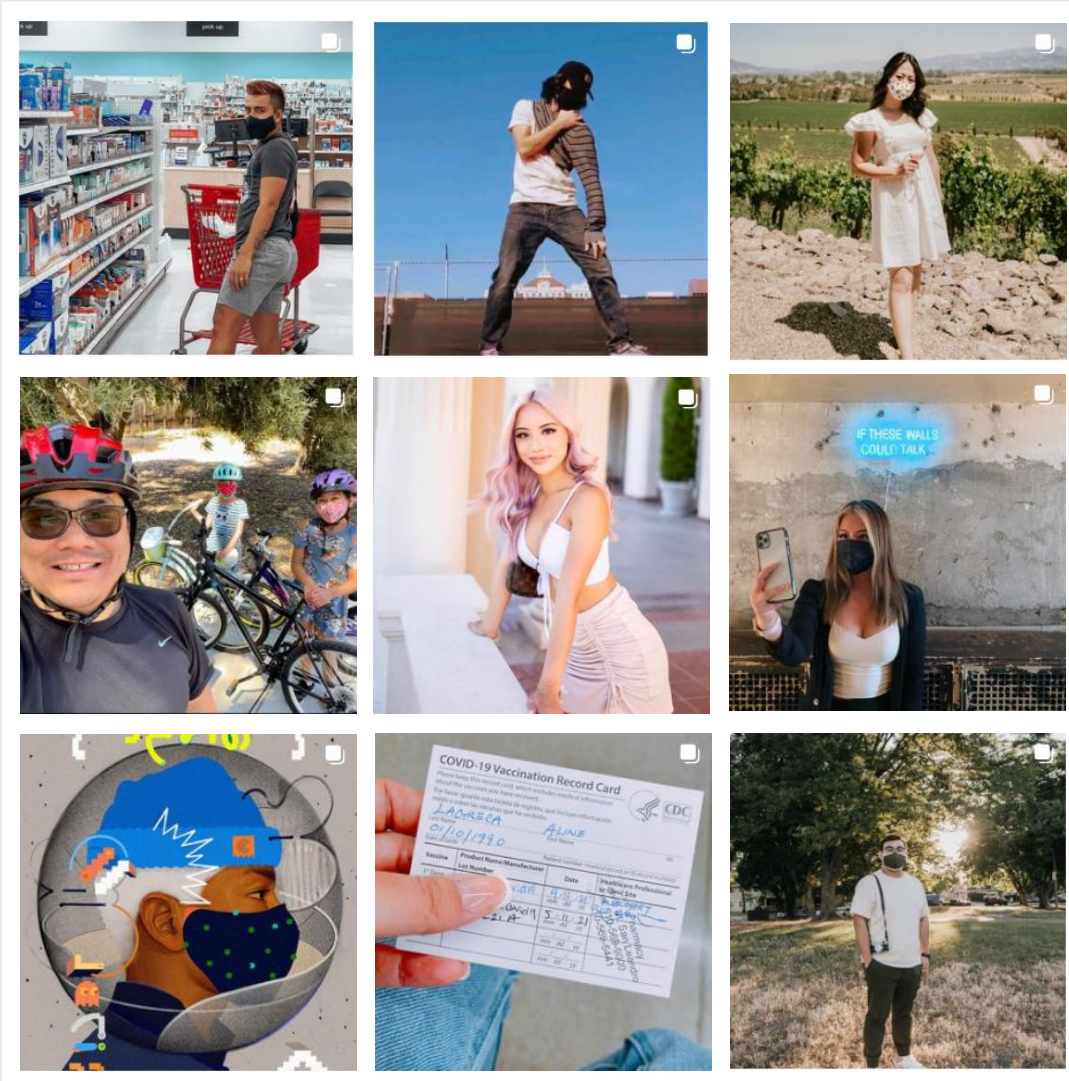
# Visual Board of Participants' Content



# Sample Creators' Content



# Sample Creators' Content



# Sample Creators' Content



# Sample Creators' Content



# Sample Creators' Content

**HÃY ĐI CHÍCH NGŨA!**  
Thứ Năm, ngày 20 tháng 5

Fairgrounds Expo Hall: 8:30am-4pm  
Eastridge Mall: 11am-6pm  
Valley Specialty Center: 12pm-7:30pm  
Valley Health Center Tully: 8:30am-3:45pm  
County Service Center: 8:30am-4:30pm  
Emmanuel Baptist Church: 9am-6pm  
Mexican Heritage Plaza (Gardner Health): 1:30pm-5pm  
North East Medical Services (Drive-Thru Clinic): 9:30am-11:30am, 1pm-5pm  
Bay Area Community Health VTA Santa Teresa Station: 9am-4pm  
Overfelt High School: 10am-5:30pm

Không cần lấy hẹn trước

**HÃY ĐI CHÍCH NGŨA!**  
Thứ Sáu, ngày 21 tháng 5

Fairgrounds Expo Hall: 8:30am-4pm  
Eastridge Mall: 11am-6pm  
Valley Specialty Center: 12pm-7:30pm  
Valley Health Center Tully: 8:30am-3:45pm  
County Service Center: 8:30am-4:30pm  
Emmanuel Baptist Church: 9am-6pm  
Mexican Heritage Plaza (Gardner Health): 1:30pm-5pm  
North East Medical Services (Drive-Thru Clinic): 9:30am-11:30am, 1pm-5pm  
Bay Area Community Health VTA Santa Teresa Station: 9am-4pm  
Overfelt High School: 10am-5:30pm

Không cần lấy hẹn trước

**HÃY ĐI CHÍCH NGŨA!**  
Thứ Bảy, ngày 22 tháng 5

Fairgrounds Expo Hall: 8:30am-4pm  
Eastridge Mall: 11am-6pm  
Valley Specialty Center: 12pm-7:30pm  
Valley Health Center Tully: 8:30am-3:45pm  
County Service Center: 8:30am-4:30pm  
Emmanuel Baptist Church: 9am-6pm  
Mexican Heritage Plaza (Gardner Health): 1:30pm-5pm  
North East Medical Services (Drive-Thru Clinic): 9:30am-11:30am, 1pm-5pm  
Bay Area Community Health VTA Santa Teresa Station: 9am-4pm  
Overfelt High School: 10am-5:30pm

Không cần lấy hẹn trước

I've partnered with @cityofsanjose to share this information with you. I know getting vaccinated by being daring, we want to help you help everyone around us.

#ad #ThisIsOurShotSJ #StayHealthySJ

Reminder

Book your vaccine appointment by visiting [scfreesvax.org](http://scfreesvax.org) and by continuing to watch my stories

#ad #thisisourshot #stayhealthysj

LINK IN BIO

I am partnering with the @cityofsanjose to give you all the most up-to-date information on vaccine availability and resources. Let's all stay safe and protect each other!

TAP TO SEE THE NEXT STORIES AND SWIPE UP FOR MORE DETAILS!

You can also visit [www.scfreesvax.org](http://www.scfreesvax.org)

#ad #thisisourshot #stayhealthysj

I PARTNERED UP WITH THE @CITYOFSANJOSE TO SPREAD SOME FACTS ABOUT THE COVID-19 VACCINE. READ ABOUT IT IN THE POST BELOW!

YOU CAN LEARN MORE AND BOOK A VACCINE APPOINTMENT TODAY BY GOING TO THE LINK IN BIO.

#ad #STAYHEALTHYSJ #THISISOURSHOTSJ

Hi friends! I'm partnering with @cityofsanjose to give you all the most up-to-date information and vaccine availability and resources. Let's continue to stay safe and protect each other! #ad

Tap to see the next stories and check out the link in my bio for more details

[www.scfreesvax.org](http://www.scfreesvax.org)

#stayhealthysj #thisisourshot

**¡Vacúnese!**  
Jueves, 27 de Mayo

Fairgrounds Expo Hall: 8:30am-8pm  
Eastridge Mall: 11am-6pm  
Valley Specialty Center: 12pm-7:30pm  
Valley Health Center Tully: 8:30am-3:45pm  
County Service Center: 8:30am-4:30pm  
Emmanuel Baptist Church: 9am-6pm  
Mexican Heritage Plaza (Gardner Health): 1:30pm-5pm  
North East Medical Services (Drive-Thru Clinic): 9:30am-11:30am, 1pm-5pm  
Bay Area Community Health VTA Santa Teresa Station: 9am-4pm  
Overfelt High School: 10am-5:30pm

No se requiere cita

#ad #ThisIsOurShotSJ #StayHealthySJ

SAN JOSE OFFICE OF PUBLIC HEALTH  
KNIGHT FOUNDATION

SWIPE UP

FOLLOW ME (AND TAP) TO LEARN HOW YOU CAN TRACK OUR COMMUNITIES COVID-19 PROGRESS AND HOW YOU CAN BOOK A VACCINE APPOINTMENT TODAY

@CITYOFSANJOSE  
#STAYHEALTHYSJ  
#THISISOURSHOTSJ

swipe up

New post

I am partnering with the @CityOfSanJose to give you all the most up-to-date information on vaccine availability and resources. Let's all stay safe and protect each other!

TAP TO SEE THE NEXT STORIES AND SWIPE UP FOR MORE DETAILS!

You can also visit [www.scfreesvax.org](http://www.scfreesvax.org)

#ad #thisisourshot #stayhealthysj

Link in bio

Let's put an end to COVID-19!

LETS GET VACCINATED @MIKE.MOREA

mike.morea AD Hola Mena, paso a contártelas que estaremos trabajando de la mano con la ciudad de San Jose @cityofsanjose... more

NEW POST 🥰

@cityofsanjose

My family and I are vaccinated!

You can learn more about the vaccine by swiping up or tapping through and reading my stories!

#ad @cityofsanjose #StayHealthySJ #ThisIsOurShotSJ



# Sample Creators' Content

**Post 1 (Top Left):** Text: "I am partnering with the @CityOfSanJose to give you all the most up-to-date information on vaccine availability and resources. Let's all stay safe and protect each other! tap to see drop-in vax sites in sj for today and tmrw!!! Don't sleep 🙌 You can also visit [www.sccfreevax.org](http://www.sccfreevax.org)"

**Post 2 (Top Row, Second):** Text: "THIS IS WHY YOU ARE AMAZING ❤️" (captioning a photo of a woman in a mask). Caption: "@julia.nicole\_star ILY ❤️"

**Post 3 (Top Row, Third):** Text: "@sammosa and I on the news bahha checkout the article on how I'm helping the @cityofsanjose get vaccinated" (captioning a news clip). Caption: "#stayhealthysj #ThisIsOurShotSJ"

**Post 4 (Top Row, Fourth):** Text: "#sponsored No more virtual hugs! We need real hugs! We want to reunite with who we love! And only getting vaccinated this will be possible! Schedule yours now! More info in the next stories. @CityOfSanJose" (captioning a photo of a family). Caption: "#StayHealthySJ #ThisIsOurShotSJ"

**Post 5 (Top Row, Fifth):** Graphic with a person in a mask and medical icons. Text: "#ad #StayHealthySJ #ThisIsOurShotSJ @cityofsanjose" and "SWIPE UP".

**Post 6 (Top Row, Sixth):** Text: "#ad @cityofsanjose I am partnering with the @CityOfSanJose to give you all the most up-to-date information on vaccine availability and resources. Let's all stay safe and protect each other! TAP TO SEE THE NEXT STORIES AND SWIPE UP FOR MORE DETAILS! You can also visit [www.sccfreevax.org](http://www.sccfreevax.org)"

**Post 7 (Top Row, Seventh):** Text: "Here's your friendly reminder that you can get vaccinated if you haven't :) I'm partnering with @cityofsanjose to give you up to date info on vaccine availability and resources! Swipe/tap to find out more!" (captioning a photo of a man on a beach). Caption: "#thisisourshotsj #stayhealthysj"

**Post 8 (Bottom Row, First):** Text: "stay safe" (captioning a photo of a woman with a hand graphic). Text: "Did you get a Covid-19 vaccine?" with "YES" and "NOT YET" buttons. Caption: "#ad #stayhealthy57 #thisisourshotsj #cityofsanjose"

**Post 9 (Bottom Row, Second):** Text: "THEO DÕI TIẾN TRÌNH CỦA CỘNG ĐỒNG CỦA CHÚNG TA Vui lòng xem bảng tổng quát về thống kê tiêm chủng vắc-xin mới nhất bằng cách truy cập [bit.ly/SCC\\_VaccineData\\_V1](http://bit.ly/SCC_VaccineData_V1)" (captioning a graphic with a bar chart). Caption: "#ad #stayhealthy57 #thisisourshotsj #cityofsanjose"

**Post 10 (Bottom Row, Third):** Text: "YUP, I DID IT!" (captioning a photo of a woman in a mask). Text: "And you can too! More info in the next few stories about the vaccine and how to book your appointment today. Link in bio for more." (captioning a photo of a woman in a mask).

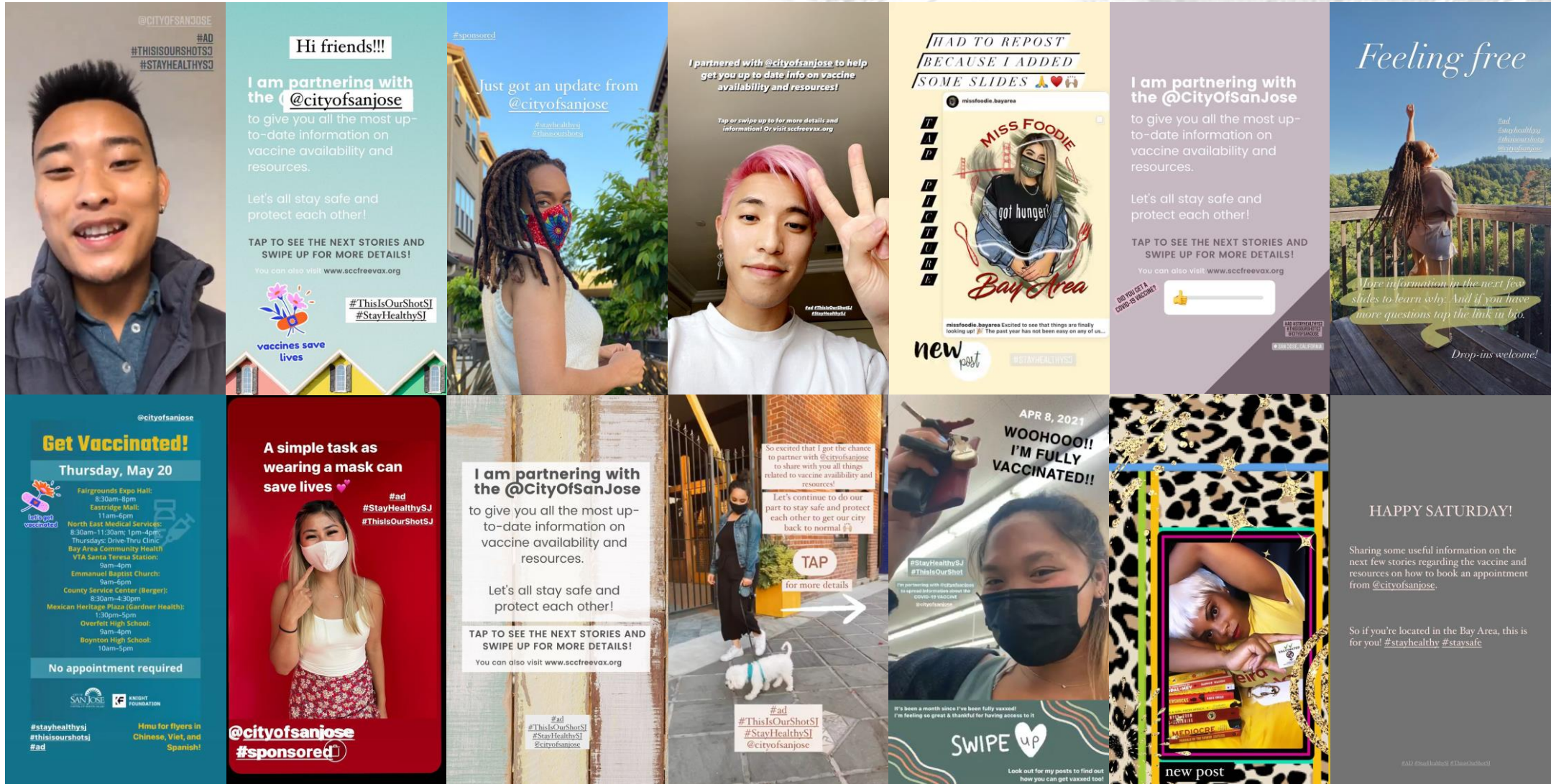
**Post 11 (Bottom Row, Fourth):** Text: "LET'S GET VACCINATED SAN JOSE !! SAN JOSE, CALIFORNIA Let's get vaccinated" (captioning a graphic with vaccine facts). Text: "COVID-19 VACCINES ARE SAFE AND EFFECTIVE IN PREVENTING SEVERE SYMPTOMS AND DEATH FROM COVID" (captioning a graphic with vaccine facts). Text: "THE FDA, CDC, AND ACP HAVE ALL APPROVED THE VACCINES - NO STEPS WERE SKIPPED IN THE APPROVAL PROCESS" (captioning a graphic with vaccine facts). Text: "COVID-19 VACCINES TEACH OUR IMMUNE SYSTEMS HOW TO RECOGNIZE AND FIGHT THE VIRUS THAT CAUSES COVID-19" (captioning a graphic with vaccine facts). Text: "COVID-19 VACCINES ARE FREE TO EVERYONE, REGARDLESS OF WHETHER OR NOT YOU HAVE HEALTH INSURANCE OR IMMIGRATION STATUS" (captioning a graphic with vaccine facts). Text: "RETAIL PHARMACIES SUCH AS CVS, WALGREENS, SAFEWAY AND COSTCO ARE ALSO AN OPTION, AND ALSO REQUIRE APPOINTMENTS" (captioning a graphic with vaccine facts). Text: "BOOK AN APPOINTMENT TODAY BY VISITING [SCCFREEVAX.ORG](http://SCCFREEVAX.ORG)" (captioning a graphic with vaccine facts). Text: "#STAYHEALTHYSJ #THISISOURSHOTSJ #AD" (captioning a graphic with vaccine facts).

**Post 12 (Bottom Row, Fifth):** Text: "I'M FULLY VACCINATED! DID YOU GET YOUR VACCINE SHOT YET?" (captioning a photo of a man in a mask). Text: "LEARN MORE ABOUT THE VACCINE AND BOOK YOUR APPOINTMENT TODAY! VISIT @CITYOFSANJOSE OR CLICK THE LINK IN MY BIO! #STAYHEALTHYSJ #THISISOURSHOTSJ #AD" (captioning a photo of a man in a mask).

**Post 13 (Bottom Row, Sixth):** Text: "GETTING VACCINATED HAS HELPED MY CONFIDENCE WITH WORKING AROUND OTHERS, KEEPING THEM AND MYSELF SAFE" (captioning a photo of a man in a mask). Text: "CHECK OUT THE FOLLOWING STORIES FOR MORE INFORMATION AND TO BOOK YOUR APPOINTMENT PLEASE VISIT [SCCFREEVAX.ORG](http://SCCFREEVAX.ORG). DROP-INS ARE NOW WELCOME AT MANY SITES." (captioning a photo of a man in a mask).

**Post 14 (Bottom Row, Seventh):** Text: "Reposted bc I forgot some slides, Check it out if you haven't! I got to work with @cityofsanjose to spread vaccine awareness!" (captioning a photo of a man in a mask). Caption: "#StayHealthy57 #ThisIsOurShotSJ @cityofsanjose"

# Sample Creators' Content



# Sample Creators' Content

**callme\_christine**



callme\_christine A huge part of why we all went into lockdown last year (and became besties with our fur...

**@cityofsanjose**  
**#thisourshotsj**  
**#stayhealthysj**  
**#ad**



CDC says that vaccines are safe!

Would have never thought I'd be spinning on giant stacks of CD but honestly since 2020 nothing really surprises me anymore.

Speaking of which have you gotten your vaccine yet?? TAP FOR MORE INFO

**@callmecappella**



**#ad**

The vaccine saves lives and that's why I joined @CityofSanJose to spread this important message! If you have the opportunity, please get vaccinated! The vaccine is free and available to anyone 12 and older.

The COVID-19 is effective and is FDA approved.

For more information SWIPE UP or follow @CityofSanJose for updates.

**#StayHealthySJ #ThisOurShotSJ**

PLEASE VISIT [SCCFREEVAX.ORG](http://SCCFREEVAX.ORG) OR YOU CAN CHECK OUT THE LINK IN MY BIO. **@CITYOFSANJOSE**



**#STAYHEALTHYSJ**  
**#THISOURSHOTSJ** **#AD**

**@CITYOFSANJOSE**

**#THISOURSHOTSJ**

**#STAYHEALTHYSJ**

**VACCINES ARE SAFE**

Get your vaccine questions answered by visiting [bit.ly/SCC\\_VaccineSafety](http://bit.ly/SCC_VaccineSafety).

SWIPE UP

**SAN JOSE** **KNIGHT FOUNDATION**

**nessachavez\_**



nessachavez\_ Officially vaccinated and the best part is you can be too! 🙌 I am excited to announce that ages 16+ are able to...

I am partnering with the **@CityofSanJose** to give you all the most update info on the COVID-19 vaccine.

**@cityofsanjose**

**#thisourshotsj**  
**#stayhealthysj**

TAP TO SEE THE NEXT STORIES

Let's all protect each other, protect our communities, and protect the ones we love.

**#THISOURSHOTSJ**

You can also visit [www.sccfreevax.org](http://www.sccfreevax.org) for more info



**Porfavor vacúnate ya!**

**Get Vaccinated!**

Wednesday, May 26

- Fairgrounds Expo Hall 8:30am-5pm
- Estimote Mall 11am-4pm
- Valley Health Center 12pm-7pm
- Valley Health Center Tully 8:30am-5:30pm
- County Services Center 8:30am-5:30pm
- Emmanuel Baptist Church 8am-9pm
- Mission Heritage Plaza
- North East Medical Services 12pm-5pm
- North East Medical Services 3:30pm-11:30pm
- Ray Area Community Health 9am-5pm
- VIA Santa Teresa Station 9am-5pm
- Valley Health Center 12pm-5pm
- Yas and Pella Food 11:30am-6:30pm
- Oak Grove High School 11:30am-6:30pm
- Medical Consultation 11am-5pm

No appointment required

**#ThisOurShotSJ**  
**#StayHealthySJ**

**HÃY ĐI CHÍCH NGỪ!**

Thứ Tư, ngày 26 tháng 5

- Fairgrounds Expo Hall 8:30am-5pm
- Estimote Mall 11am-4pm
- Valley Health Center 12pm-7pm
- Valley Health Center Tully 8:30am-5:30pm
- County Services Center 8:30am-5:30pm
- Emmanuel Baptist Church 8am-9pm
- Mission Heritage Plaza
- North East Medical Services 12pm-5pm
- North East Medical Services 3:30pm-11:30pm
- Ray Area Community Health 9am-5pm
- VIA Santa Teresa Station 9am-5pm
- Valley Health Center 12pm-5pm
- Yas and Pella Food 11:30am-6:30pm
- Oak Grove High School 11:30am-6:30pm
- Medical Consultation 11am-5pm

Không cần lấy hẹn trước

Please spread awareness and get vaccinated! Together we can help each other!



**#sponsored**  
**@cityofsanjose**

I am partnering with the **@CityofSanJose** to give you all the most up-to-date information on vaccine availability and resources.

Let's all stay safe and protect each other!

TAP TO SEE THE NEXT STORIES AND SWIPE UP FOR MORE DETAILS!

[www.sccfreevax.org](http://www.sccfreevax.org)

**#ad #ThisOurShotSJ #StayHealthy**  
**@cityofsanjose**



**SWIPE UP**

**all guys have you got your shot yet? Especially the sanjose residents can check all the COVID-19 vaccine related information by swiping up here.**

**@CITYOFSANJOSE**

**BOOK A VACCINE APPOINTMENT!**

Book an appointment today by visiting [bit.ly/SCC\\_BookAppointment](http://bit.ly/SCC_BookAppointment) or through your healthcare provider. Many providers also provide drop-in opportunities for vaccination.

Get vaccinated everyone and keep a worry free life once again!

**#thisourshotsj**  
**#stayhealthysj** **#ad**

Over 1 million county residents ages 12+ are fully vaccinated to date!

**SAN JOSE** **KNIGHT FOUNDATION**

I AM PARTNERING WITH THE **@CITYOFSANJOSE** TO GIVE YOU ALL THE MOST UP-TO-DATE INFORMATION ON VACCINE AVAILABILITY AND RESOURCES.

TAP TO SEE THE NEXT STORIES AND SWIPE UP FOR MORE DETAILS



**#AD #THISOURSHOTSJ**  
**#STAYHEALTHYSJ**  
**@CITYOFSANJOSE**

LET'S ALL STAY SAFE AND PROTECT EACH OTHER!

YOU CAN ALSO VISIT [WWW.SCCFREEVAX.ORG](http://WWW.SCCFREEVAX.ORG)

**HEY SAN JOSE!**

Want to win tickets to see Bad Bunny, The Weeknd, & more??!



Check my latest post or swipe to learn more about SJ's COVID-19 vaccination campaigns!

# Sample Creators' Content

**Post 1 (Top Left):** A woman wearing a blue face mask. Text: "Hi guys I have partnered with @cityofsanjose to spread awareness about the COVID-19 vaccine. Check my post tomorrow to get more detailed information or swipe up now to go to the link!". Hashtags: #AD #THISISOURSHOTSJ #STAYHEALTHYSJ. Includes a "Next" arrow.

**Post 2 (Top Middle-Left):** A graphic titled "BOOK A VACCINE APPOINTMENT!". Text: "Book an appointment today by visiting bit.ly/scc\_BookAppointment or through your healthcare provider. Many providers also provide drop-in opportunities for vaccination." It features a calendar icon and a "Next" arrow. Below the graphic, it says "Over 1 million county residents ages 12+ are fully vaccinated to date!" and "TRACK OUR COMMUNITY'S PROGRESS" with a bar chart showing "12 million" and "VACCINES ARE SAFE".

**Post 3 (Top Middle-Right):** A man wearing a green face mask and glasses, making a peace sign. Text: "Places are finally opening up again and things are getting back to normal! All thanks to the vaccine!". Hashtags: #StayHealthySJ #ThisIsOurShotSJ.

**Post 4 (Top Right):** A woman holding a blue face mask. Text: "I helped my hairstylist book vaccines for herself & her familia!". Below, it says "learn more about the vaccine and how to book your appointment from @cityofsanjose by continuing to watch my stories. #AD #stayhealthysj #thisisourshot". Includes a "TAP HERE" button.

**Post 5 (Middle Left):** A woman sitting on a bench wearing a blue face mask. Text: "Hey there! If you haven't already gotten your COVID-19 vaccine, you can still schedule to get one now! Let's get that herd immunity!". Hashtags: #ThisIsOurShotSJ. Text: "Schedule your appointment at: sccfreevax.org".

**Post 6 (Middle Right):** A woman sitting at a table with other people, all wearing masks. Hashtag: @cityofsanjose.

**Post 7 (Bottom Left):** A graphic from the City of San Jose. Text: "more than 80% OF SAN JOSÉ RESIDENTS HAVE RECEIVED THE COVID-19 VACCINE." Below, it says "WE'RE ALMOST THERE SAN JOSÉ!". Text: "If you haven't received your COVID-19 vaccine, you still can. Make an appointment at sccfreevax.org or check our daily vaccination site posts on social media for a walk-up site near you." Hashtags: @CITYOFSANJOSE #STAYHEALTHYSJ #THISISOURSHOTSJ.

**Post 8 (Bottom Middle-Left):** A woman in an orange top standing in a doorway. Text: "CA REOPENED EXACTLY A WEEK AGO 🇺🇸". Below, it says "WORKING WITH @CITYOFSANJOSE TO KEEP GETTING THE WORD OUT TO HELP SANTA CLARA COUNTY GET TO 85% VAXXED #THISISOURSHOTSJ #STAYHEALTHYSJ".

**Post 9 (Bottom Middle-Right):** A woman in a pink dress walking with two children. Text: "I'm partnering with The City of San Jose to give you all the latest up-to-date information on vaccine availability and resources. Let's all stay safe and protect each other, tap to see the next stories or see the link in my bio for more details. You can also visit sccfreevax.org." Hashtags: #StayHealthySJ #ThisIsOurShotSJ.

**Post 10 (Bottom Right):** A man wearing a black face mask. Text: "Even though I've been fully vaccinated since March, I will continue to wear my mask in indoor spaces out of respect for the employees working and until we reach herd immunity." Below, it says "Learn more about the COVID-19 vaccine and how to book your appointment from @cityofsanjose in the following stories with the link also in my bio. #ad #StayHealthySJ #ThisIsOurShotSJ".

**Post 11 (Far Bottom Right):** A man wearing a patterned face mask. Text: "I am partnering with the @CityofSanJose to give you all the most update info on the Covid-19 vaccine." Below, it says "Let's all protect each other, protect our communities, and protect the ones we love. #THISISOURSHOTSJ". Includes a "TAP TO SEE THE NEXT STORIES" button. Text: "You can also visit www.sccfreevax.org for more info". Hashtags: #AD #STAYHEALTHYSJ #THISISOURSHOTSJ #CITYOFSANJOSE.

**Post 12 (Far Bottom Right):** A man in a grey t-shirt and blue jeans. Text: "@cityofsanjose". Video title: "Jay Davis". Duration: "1:00". Text: "Stay Healthy SJ jay.b.davis".

# Sample Creators' Content

**Sample Creator Content:**

- Post 1 (Top Left):** A woman and a child walking. Text: "PARTNERED WITH @CITYOFSANJOSE TO GIVE YOU THE MOST UP-TO-DATE INFORMATION + RESOURCES. TAP TO SEE MORE DETAILS." Hashtags: #ad, #StayHealthySJ, #ThisIsOurShotSJ, @CityOfSanJose.
- Post 2 (Top Middle-Left):** "DID YOU KNOW... COVID-19 VACCINES TEACH OUR IMMUNE SYSTEMS HOW TO RECOGNIZE AND FIGHT THE VIRUS THAT CAUSES COVID-19. SCHEDULE YOUR APPOINTMENT NOW: SCCFREEVAX.ORG" Includes a magnifying glass graphic over a virus icon.
- Post 3 (Top Middle-Right):** "vaccinated girl summer" text over a photo of two women. Text: "vaccines are safe #stayhealthysj #thisisourshotsj @cityofsanjose". Includes "LEARN MORE next story" button.
- Post 4 (Top Right):** "I got my vaccine and had ZERO side effects. It didn't even hurt! Head to the link in my bio or check out www.sccfreevax.org for more information on how to book your appointment." Includes "daily reminder to get ~vaccinated~" text.
- Post 5 (Middle Left):** "más del 80% DE LOS RESIDENTES DE SAN JOSÉ HAN RECIBIDO LA VACUNA COVID-19 #stayhealthysj #thisisourshotsj @cityofsanjose ¡YA CASI LLEGAMOS, SAN JOSÉ!" Includes Spanish text: "Si no ha recibido la vacuna COVID-19, aún puede hacerlo. Haga una cita en sccvacuna.org o consulte nuestras publicaciones diarias en nuestro sitio de vacunación de las redes sociales para encontrar un sitio sin cita previa cerca de usted. Gracias por hacer su parte para protegerse y proteger a nuestra comunidad." Hashtags: @cityofsanjose, #thisisourshotsj, #stayhealthysj, #ad.
- Post 6 (Middle Right):** "tap here & swipe to learn more!" over a sunflower graphic. Hashtag: #kianavi.
- Post 7 (Bottom Left):** "CLICK THE LINK IN BIO TO LEARN ABOUT THE VACCINATION CLINICS AND HOW YOU CAN WIN TIX TO SEE BAD BUNNY, THE WEEKND, & MORE!" Includes "BOOK A VACCINE APPOINTMENT!" and "VACCINES ARE SAFE" graphics. Hashtags: @cityofsanjose, #StayHealthySJ, #ThisIsOurShotSJ, #ad.
- Post 8 (Bottom Middle-Left):** "LEARN MORE ABOUT THE VACCINE AND HOW TO BOOK YOUR APPOINTMENT FROM @CITYOFSANJOSE BY WATCHING MY NEXT FEW STORIES" and "CHECK OUT THE LINK IN MY BIO FOR MORE INFO". Hashtags: #AD, #STAYHEALTHYSJ, #THISISOURSHOTSJ.
- Post 9 (Bottom Middle):** "STAY HEALTHY SAN JOSE" with a heart icon. "UNTIL WE GET THROUGH THIS PANDEMIC TOGETHER REMEMBER KEEP WEARING YOUR MASKS, WASHING YOUR HANDS OFTEN, AND MAINTAIN SOCIAL DISTANCING IN ORDER TO KEEP OUR FAMILIES AND COMMUNITY SAFE." Includes "SOCIAL DISTANCING" and "wear a mask" icons. Hashtags: #STAYHEALTHYSJ, #THISISOURSHOTSJ, #ad.
- Post 10 (Bottom Middle-Right):** "So happy that my friends and family are vaccinated so we can finally spend time together safely!" and "So nice getting to spend time with friends! Thanks to the vaccine!". Includes "Learn more about the COVID-19 vaccine and how to book your appointment from @cityofsanjose in the following stories. #ad" and "#StayHealthySJ #ThisIsOurShotSJ". Hashtags: #StayHealthySJ, #ThisIsOurShotSJ, #ad.
- Post 11 (Bottom Right):** "Let's talk about drop in location #ad @cityofsanjose" and "IF THESE WALLS COULD TALK". Includes "NEXT STORY" button. Hashtags: #StayHealthySJ, #ThisIsOurShotSJ, #ad.
- Post 12 (Far Bottom Right):** "I'VE PARTNERED WITH @CITYOFSANJOSE TO PROVIDE YOU WITH MOST UP TO DATE INFORMATION AND FACTS ABOUT COVID-19 VACCINATIONS" and "TAP MY NEXT FEW SLIDES TO LEARN MORE!". Hashtags: #AD, #THISISOURSHOTSJ, #STAYHEALTHYSJ.

# Sample Creators' Content

