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
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.

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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
1st day of campaign

85%
Of residents vaccinated with 1+ doses
July 19, 2021
7 days after the last post live
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

1.3B+ Monthly uniques

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## 49 Participating SJ Trusted Messengers’ Demographics

### Age Range (% of SJ creators)

<table>
<thead>
<tr>
<th>Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>under 18</td>
<td>0.0%</td>
</tr>
<tr>
<td>18-20</td>
<td>0.0%</td>
</tr>
<tr>
<td>21-24</td>
<td>18.4%</td>
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<tr>
<td>25-29</td>
<td>61.2%</td>
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<tr>
<td>30-34</td>
<td>16.4%</td>
</tr>
<tr>
<td>35-44</td>
<td>2.0%</td>
</tr>
<tr>
<td>45-54</td>
<td>2.0%</td>
</tr>
<tr>
<td>55-64</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

### Gender (% of SJ creators)

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>24.5%</td>
</tr>
<tr>
<td>Male</td>
<td>75.5%</td>
</tr>
</tbody>
</table>

### Multi-channel Creators (% of SJ creators)

<table>
<thead>
<tr>
<th>Channel Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have 2+ channels</td>
<td>24.5%</td>
</tr>
<tr>
<td>Have 1 channel only</td>
<td>75.5%</td>
</tr>
</tbody>
</table>

### Ethnicity (% of SJ creators)

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>12.2%</td>
</tr>
<tr>
<td>LatinX</td>
<td>51.0%</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>36.7%</td>
</tr>
</tbody>
</table>

### Follower Range (% of SJ creators)

<table>
<thead>
<tr>
<th>Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1K to &lt;10K</td>
<td>57.2%</td>
</tr>
<tr>
<td>10K to &lt;50K</td>
<td>26.5%</td>
</tr>
<tr>
<td>50K to &lt;150K</td>
<td>14.3%</td>
</tr>
<tr>
<td>150K to &lt;500K</td>
<td>2.0%</td>
</tr>
<tr>
<td>500K and up</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

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

Compared to 3% Black, 31.6% LatinX, and 35.9% Asian population in San Jose.
Residents Reached by Posted Content | High-level Insights

% of residents by Ethnicity
- Black, not of Hispanic Origin: 13.8%
- Asian or Pacific Islander: 47.6%
- White, not of Hispanic Origin: 23.6%
- LatinX: 15.0%
- Mixed: 0.01%

85% of audience reached is in one of the target ethnic groups

% of residents by Age Range
- under 18: 12.00%
- 18 - 24: 46.90%
- 25 - 34: 26.70%
- 35 - 44: 6.90%
- 45 - 54: 3.70%
- 55 - 64: 2.30%
- over 65: 1.50%

High reach within Gen Zers & Millennials

% residents of by Gender
- Female: 37.2%
- Male: 62.5%
- Not specified: 0.3%
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

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

- **47% general positive comments**, celebrating having the vaccines & about the creators
- **22% positive remarks on the vaccines and the campaign**
- **Less than 2% negative comments, mainly anti-vaccine**
- **29% of comments are influencers responding** to residents creating a dialogue about the campaign

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 😊😭
- annataravelous: These are amazing facts to know about covid vaccines from you. Mine will be in this weekend
- brielleisador: That’s awesome, Sheil 😊. 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 😊

acoupledecooks: Beautifuluuuu!! Thanks for spreading the positive message ❤️❤️❤️❤️

daniprimaz: Estou louca para andar sem máscara passar, 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 😊

glowdollgirl: I know that’s right beautyyyyy 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! 😍

cynthie: Thanks for spreading the message! 😊

makeupby12103: Yay!! What a great example you are babe!! I’m done with mine too! 😍

thesneakercircle: Boosting for the facts 😊

jillioares: Isso ai! Cada um fazendo a sua parte, logo o mundo sai dessa 😊

beautybysaramrap: You betta educate em!!! 😊😊

marlenejmata: It’s so awesome to see that the @cityofsanjose is taking the initiative to help protect the world from covid-19 😍

grazzisena: Que campanha maravilhosa! Chega, estamos mesmo cansados! 😊😊😊😊😊😊😊😊😊😊😊😊😊

nolimitcooking: Yes! Do your part and get vaccinated, people 😊😊😊😊😊😊😊😊😊😊😊😊😊

annetayna: Logo tudo vai voltar ao normal 😊

brunasaorezzi: Não vejo a hora de todos nós estarmos vacinados e as datas normalizarem 😊

fabiola_llopes: Necessário demais 😊 uma hora isso vai acabar fé 😊

carlo_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! 😊

gaabrielle: Que campanha Mara é necessária 😊

marcelabatelheira: Aí 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😊😊😊
moramarotlaim 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
criol.ias Loving this post ‘n thnx for sharing
atrigo.testa Keep up the great work amiga! Proud of you 😊😊
llis.rene Awwww Thank you for posting love this 😊😊
ghv.miruto Love the call to action! 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.
kala.bookworld So important to share vaccine info with people! Thanks for doing this 😊
taysiamassie You just influenced me to get vaccinated 😊😊
cjreadsbooks 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!
lulaaraliao Tudo vai passar.. Que campanha incrível

dcarlos4916 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 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 @aline.cappelli 😊😊
dayaned2k That is so important for all of us to take the vaccine. I took mine at coliseum in OAK. I hope everyone could be vaccinated soon 😊
drew_win 1 step closer for everyone to be fully vaccinated and returning to normal

tatiana.mitr.en Aí que bela campanha 😊 Não vejo a hora de conseguir me vacinar também 😊😊

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Sample Campaign Comments

- xosarahsahara: This is such a cool partnership!! I love it! Yes to getting vaccinated! 😍
- qissella89: Yes! I'm so glad you're doing for the community!!! Love you @mike_morea
- alexandraxxxlee: Such awesome information!! Awesome job spreading the word!!!
- pandoraersen9: Campanha maravilhosa, não vejo a hora de todos nós estarmos vacinados 😊
- molchamimmy: ahhh jonny good job on this post i'm proud 😊
- rachellkang: 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!
- carolfrz: 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.
- barbarabraga: Cute picture! 📸 Thanks for sharing this info😊😊😊
- cant2Juan4: Gracias @mike_morea por tan lindo gesto 💜 Por protegerse tú y protegernos 😊
- myfantastic: I am so glad for the vaccines! 💖 it's so important that you use your voice to this cause 😊
- morandoenviema: Essa mensagem é tão importante 🌐 foi um ano muito sofrido por mundo todo. Mas vamos sair dessa, tomei a segunda dose da vacina ontem 😊
- thejennuchung: Thank you for spreading this message! 😊
- jadoborr: Love this Jonny! Thanks for the reminder :D
- jamestafuego: thank you 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 💖
- evell_lamar: Aahh miga que demais parabéns, eu não vejo a hora de chegar a minha vez 😊
- morandoenviema: Que notícia maravilhosa 😊 meus parabéns 🥳 a gente vai sair dessa 😊
- kassiane: 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 😊
- ketoaallgirl: 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 vaccines 😊
- rheato: ok so im getting my second one soon. i better have the same side effects- 😊
Sample Campaign Comments

- Thank you for being so open and open. Your honesty.
- Thank you for sharing such an important resource!
- Got it this month! You are doing an amazing thing.
- Thank you for providing the info and helping to share awareness.
- Health ambassador
- YESSSS! Love this! Everyone get vaccinated!
- This is precious and loooove the PSA!
- Awww ❤️❤️❤️❤️ and vaccination is super important.
- Meeeeeeeee I’m fully vaccinated!!!

- Oh dam making moves out there with the city of San Jose. Thank you for spending this information.
- Such important info thanks for sharing.
- Love this! Take care of yourself and your community.
- Yay thanks for spreading the words and helping people stay safe and healthy.
- I got mine just as soon as they would let me! Thanks for speaking about this important topic!!!
- 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.
- You look so stunning! Such an important initiative.

- I’m so glad to see you post this! Let’s get everyone vaccinated!!
- These are amazing facts to know about covid vaccines from you. Mine will be in this weekend.
- You have explained it so well, I am happy that you took this initiative!
- Activist queen!!!
- Super informative baby yes 😊
- Que tudo que você foi vacinada, não vejo a hora de ser também, vacina salva vidas ❤️❤️❤️
- Yassssss babe so so good 😍😍😍 great partnership!!!!
- Everyone needs to get vaccinated ASAP stay safe peeps

- This is really important at this time! Everyone must get vaccinated ASAP 😊
- Such a great initiative. You look gorgeous 😍
- Que vacina cheque para todos em breve. Vamos espalhar essa corrente.
- Que orgulho em ver essa mensagem e essa foto! Que tenhamos cada vez mais pessoas vacinadas 😍
- Essa sensação é incrível amigo eu sou da área da saúde e inexplicável 😊
- Love this shot and love this messaging.
- This is so imp 😊 great post about vaccination
- Come through paid partnership for a good cause!!
Sample Council Topic Threads
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!

Kelly Pietopoli
@kelliep

Skate 3: 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.

DIANA 🇮🇹 @dianaenacelyy

Skate 3: 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, I’ve 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.

No Limit Cooking 🍽️ @nomlimcooking

Skate 3: 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.

Tiffany Nhin
@TiffanyNhin

Skate 3: 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.

Alyssa 🎨 Bay Area Foodie 🍎 @alyssajb2b

Skate 3: 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 is became available.

Aline Cappelli
@alincappelli

Skate 3: 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 had me asking about more information, and I’m very happy to be able to provide them with the most accurate and updated info that I get from you guys!

KATELYN 🌸 HOANG 🌸 @tbrkatelyn

Skate 3: 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.

Jenny Tran
@jenjytran

Skate 3: 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!

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Open Dialogue Between Creators

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 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 you feeling in public seeing maskless people? Read less

Add tag

Keyla | ไก่ | @thetrendyblack
Posted on 6/22/2021
@noelimicooking 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 it is great that people are feeling safer but also wonder how many unvaccinated people are walking around maskless since it’s not being enforced/checked. Read less

Reply

DIANA | @dianaaracelyyy
Posted on 6/22/2021
@noelimicooking It’s definitely a new adjustment for me as well. I’m a bit 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 may also 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

Reply

Aline Cappelli | @alinecappelli
Posted on 6/22/2021
@noelimicooking 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

Reply

San Jose is one of the most vaccinated cities!
I heard that we were one of 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 tests?

Add tag

Aline Cappelli | @alinecappelli
Posted on 6/24/2021
@calime_christine that’s awesome! And thank God all people I know already got their vaccine! So happy!

Reply

Mike Morea | @mike.morea
Posted on 6/24/2021
@calime_christine I love knowing that our city is one of the most vaccinated cities, thank you for sharing!!

Reply

Bay Area counties urge vaccinated people to wear masks again as delta variant tightens grip
This announcement follows Thursday’s (yesterday’s) 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:

Add tag

ML: I’m Christine she/her | @calime_christine
Posted on 6/24/2021
@alinecappelli I’m a little bummed because I’ve loved not wearing a mask, but understand reasoning.
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?

Aline Cappelli (@alinecappelli)
Posted on 5/6/2021

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. I 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.

Hi, I’m Christiane Chering @aline_chering
Posted on 5/7/2021

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

Aline Cappelli (@alinecappelli)
Posted on 5/7/2021

Oh you? Didn’t know that.

Kayla (@kaylajubil)
Posted on 5/7/2021

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

Katelyn Hoang (@katelynhoang)
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!

Jonny Tran (@jonytran)
Posted on 5/4/2021

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!

Aline Cappelli (@alinecappelli)
Posted on 5/4/2021

Kid’s getting vaccinated

Ages 12 - 15 Are New 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
Open Dialogue Between Creators

Mike Morea @mikemorea
Posted on 5/12/2021

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

+ Add tag

3 Replys 5 Like tags  Hide replies

Hi, I'm Christine stasher @club9_christine
Posted on 5/12/2021

Re:383 Vaccine Most of my family get 383 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 @berranacurry
Posted on 5/12/2021

Re:383 Vaccine Some of my friends got the first round of the 383 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 reports gotten the last few months. Read more

Aline Cappelli @alinecappelli
Posted on 5/12/2021

Re:383 Vaccine Half of my friends preferred the single dose and the other half 2 doses. I heard some people saying that prefer 2 doses because the side effects could be lighter at one single-dose would be less. Read more

 Jenny Tran @jennytran
Posted on 5/12/2021

Re:383 Vaccine Between a lot of my friends, there's an odd stigma against 383 and they seem to prefer the other vaccines.

Re: No Limit Cooking @no LIMITCOOKING
Posted on 5/12/2021

Re:383 Vaccine a lot of my friends prefer the one and done and would take it if available.
Open Dialogue Between Creators

Vaccine & the new normal
I was listening to someone talk about mental health yesterday, and she was describing this transition we’re going through from the 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 affecting your mental health? Read more

- Add tag
  - 4 Replies
  - Hide replies

KATELYN HOANG @kathy_kay
Posted on 9/5/2021
I totally have the same feelings. I feel like I have more power to simply say “no” to invitations and it’s OK!

Kayla @drkaylalyn
Posted on 9/5/2021
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.

DIANA @diana_nancy
Posted on 9/5/2021
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 also feel nervous at the idea of being... Read more

Jenny Tran @jennytran
Posted on 9/5/2021
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

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

- Add tag
  - 4 Replies
  - Hide replies

KATELYN HOANG @kathy_kay
Posted on 9/5/2021
Education is definitely key and once people get the informed I think they’re able to make the best decision for themselves.

Aline Cappelli @alinecappelli
Posted on 9/5/2021
Yeah, information is the key! Happy for you and your family! I’m getting my second dose next week too! 😊

You
Posted on 9/5/2021
Awesome job on educating them and getting them vaccinated!
Sample Latinx Creators’ Content

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 #stayhealthy #thisdoursj #sponsored #ad

morrormglam 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.

acoupleofcooks Beautifuluuuu! Thanks for spreading the positive message.

crilas Loving this post in 💖 thnx for sharing

makeupbylie1013 Yay!! What a great example you are babi! I'm done with mine too!! 😍😍

beautybycaramarwup You betta educate em!!! 😍😍

glowdollinh I know that's right beautyyy 😊 so happy for you 🤗🤗

lacedbybijay You're such an inspiration 😊 thank you for sharing Mami 😊

natejrawlings Been thinking about grabbing these Dunks. love what they did 😊 Congrats on this partnership too bro. big world!

annabellesneaks Congratulations on vaccination! Really important decision.

thesneakergeek 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 😊❤️
Sample Latinx Creators’ Content

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 asegurarles 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

vivicasias  Yes! 😊 Love this partnership 😊

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

candelas  Thank you for speaking up about such an important issue!!! Thank you amigo 😊😊
cant2_juanex  Gracias, excelente apoyo para la comunidad 😊😊
drew_sil_1 1 step closer for everyone to be fully vaccinated and returning to normal

mike.morea  Paid partnership with cityofsanjose
San Jose, California

cant2_juanex  Gracias @mike.morea por tan lindo gesto 😊 Por protegerte tú y protegernos 😊

dr.comas4916  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!

**thamsobral** What an incredible campaign. I can’t wait for all of us vaccinated 🥰

**marcelahtelvez** Ais mal posso esperar para chegar meu momento de vacinar e poder matar a saudade de quem amo 🥰

**brunasoareez** Não vejo a hora de todos nós estarmos vacinados e as coisas normalizarem 😊

**pat_brito** Que bênção amiga 🧡, não vejo a hora de tomar tambm!

**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 😊

**gaembruei** Que campanha Mara e necessária 😊

**grazzisena** Que campanha maravilhosa! Chega, estamos mesmo cansados 😔😔😔😔😔😔 😊

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

**Jijisoraes** Isso aí! Cada um fazendo a sua parte, logo o mundo sai dessa 😊

**realmarybadara** Parabéns a toda família por essa iniciativa 😊

**luiizaavaladao** Tudo vai passar, Que campanha incrível 😊

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

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

**realmarybadara** Parabéns a toda família por essa iniciativa 😊

**fabiula_lopes** Necessário demais uma hora isso vai acabar fé

**alinecappelli** Paid partnership with ctyofsanjose joose. 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 @CtyOfSanJose 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: nossa saúde, 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 nós 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 @CtyOfSanJose

#StayHealthySJ #thisisourshotsj

978 likes

May 7
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

mercedesmonje_ Yess coming thru with healthy vibes 😄

jennyesylvillarreal super informative baby yes 😊

rosemxo_ We hear ya girl😊

vanderella Wow I’m proud of you!! 😊

As always #MaskUpSJ and #StayHealthySJ until we all receive our vaccine. #ThisIsOurShotSJ #sponsored
Sample Vietnamese Creators’ Content

**tbbkatelyn**
Paid partnership with 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, 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 scocare.org or follow @cityofsanjose for updates. #stayhealthySJ

**taysiemassinie**
You just influenced me to get vaccinated 😊🎈

**nolimitcooking**
Yes! Get vaccinated. 🍋

**mochamimxy**
Ahhhh Jonny good job on this post I’m proud 😊❤️

**maadsunny**
YESSS HIT EM WITH THE EDUCATION 😊👍

**csynk**
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 honest.

**marlenemjama**
It’s so awesome to see that the @cityofsanjose is taking the initiative to help protect the world from covid-19 ❤️
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 socfreevax.org or link attached in my bio.

This is our Shot SJ 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 #calgirl
- #californiablogger #maskup
- #vaccineday #vaccineis safe
- cityofsanjose

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

Thank you for spreading this message! 😊

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 - > sccfreelax.org (link in my bio)

#MaskUpSJ #StayHealthySJ until we all receive our vaccine.
Follow me (and tap) to learn how you can track our communities COVID-19 progress and how you can book a vaccine appointment today.

YUP, I DID IT!

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.

© City of San Jose #StayHealthySJ

konaiwsi2 🍫lescope

kala.bookworld So important to share vaccine info with people! Thanks for doing this! 😊

hello its_candy Yay! Congrats on being vaxxed 😊 And thanks for sharing the info.

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

P.S. Please remember to #StayHealthySJ

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Sample Black Creators’ Content

Reminder
Book your vaccine appointment by visiting scfre.vax.org and by continuing to watch my stories
#ThisIsOurShot SJ #StayHealthySJ #ThisIsOurShotSJ @CityOfSanJose
(see link in bio) #ad

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 #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 misinformation 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 #ThisIsOurShot SJ! The FDA, CDC, and ACP 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 scfre.vax.org
Sample Black Creators’ Content

**Stay Healthy San Jose**

_StayHealthySJ_  
_ThisIsOurShots_  

If you have already been vaccinated, go the extra mile and encourage loved ones to do the same. Help mom, dad, grandma, and other family members make an appointment online today by visiting the link in my bio or visiting SCCFREEVAX.ORG.

I love San Jose

#ThisIsOurShots #StayHealthySJ

Stay healthy and safe!

Let’s get vaccinated.

**Stay Healthy San Jose**

Until we get through this pandemic together, remember to wear your masks, washing your hands often, and maintain social distancing in order to keep our families and community safe.

@CityOfSanJose

#ThisIsOurShots

`bad`

**Nat, theabstract**

_Stay Healthy SJ_ #ThisIsOurShots

@cityofsanjose

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 sccfreexav.org.

92 likes  

May 20
Shared PSA’s & Resource Content
1st Half Resource Content Shared in Static Content

THEO DỞI TIEN TRÌNH CỦA CÔNG ĐỒNG CỦA CHÚNG TA

LÀM HẬN ĐỂ TIẾM VẮC-XIN!
Tất cả cư dân California từ 16 tuổi trở lên đều đủ đủ điều kiện tiêm vắc-xin kể từ ngày 15 tháng 4.

VẮC-XIN THÌ AN TOÀN

TRACK OUR COMMUNITY’S PROGRESS
View dashboards visualizing the latest vaccination statistics by visiting bit.ly/SCC_VaccineData.

VACCINES ARE SAFE
Get your vaccine questions answered by visiting 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.

¡RESERVE UNA CITA PARA VACUNARSE!
Reserve una cita hoy visitando bit.ly/SCC_BookAppointment o a través de su proveedor de seguro médico.
Todos los californiaños de los 16 años en adelante son elegibles para las vacunas a partir del 15 de abril.

LAS VACUNAS SON SEGURAS

BOOK A VACCINE APPOINTMENT!
Book an appointment today by visiting bit.ly/SCC_BookAppointment or through your healthcare provider. All Californians age 16+ are eligible for vaccines as of April 15.
Get Vaccinated!
Friday, May 14
Fairgrounds Expo Hall
8:30am–4pm
Eastridge Mall
11am–6pm
Emmanuel Baptist Church
8:45am–6pm
Valley Health Center East Valley
8:45am–4pm
Valley Specialty Center
12:00pm–7:30pm
Overfelt High School
11am–6pm
North East Medical Services
8:30am–11:30am; 1pm–4pm
No appointment required

Get Vaccinated!
Saturday, May 15
Fairgrounds Expo Hall
8:30am–4pm
Eastridge Mall
10am–5pm
Emmanuel Baptist Church
8:45am–6pm
Valley Health Center East Valley
8:45am–4pm
Valley Specialty Center
9am–4:30pm
No appointment required

¡Vacúnese!
Viernes, 14 de Mayo
Fairgrounds Expo Hall
8:30am–4pm
Eastridge Mall
11am–6pm
Emmanuel Baptist Church
8:45am–6pm
Valley Health Center East Valley
8:45am–4pm
Valley Specialty Center
12:00pm–7:30pm
Overfelt High School
11am–6pm
North East Medical Services
8:30am–11:30am; 1pm–4pm
No se requiere cita

¡Vacúnese!
Sábado, 15 de Mayo
Fairgrounds Expo Hall
8:30am–4pm
Eastridge Mall
9am–4pm
Emmanuel Baptist Church
8:45am–6pm
Valley Health Center East Valley
8:45am–4pm
Valley Specialty Center
9am–4:30pm
No se requiere cita

HÃ¥Y ĐÃ CHÍCH NGÃªN!
Thứ Sáu, ngày 14 tháng 5
Fairgrounds Expo Hall
8:30am–4pm
Eastridge Mall
11am–6pm
Emmanuel Baptist Church
8:45am–6pm
Valley Health Center East Valley
8:45am–4pm
Valley Specialty Center
12:00pm–7:30pm
Overfelt High School
11am–6pm
North East Medical Services
8:30am–11:30am; 1pm–4pm
Không cần lấy hẹn trước

HÃ¥Y ĐÃ CHÍCH NGÃªN!
Thứ Bảy, ngày 15 tháng 5
Overfelt High School
10am–5pm
Fairgrounds Expo Hall
8:30am–4pm
Eastridge Mall
9am–4pm
Valley Specialty Center
9am–4:30pm
May 19-21: PSA Content Shared Along w/ Personalized Intros

Get Vaccinated!

Wednesday, May 19
- Fairgrounds Expo Hall: 9:30am-4pm
- Eastville Mall: 9:30am-4pm
- North East Medical Services: 8am-12pm
- Bay Area Community Health: 8am-12pm

No appointment required

Thursday, May 20
- Fairgrounds Expo Hall: 9:30am-4pm
- Eastville Mall: 9:30am-4pm
- North East Medical Services: 8am-12pm
- Bay Area Community Health: 8am-12pm

No appointment required

Get Vaccinated!

Friday, May 21
- Fairgrounds Expo Hall: 8:30am-4pm
- Eastville Mall: 9:30am-6pm
- North East Medical Services: 8:30am-12pm
- Bay Area Community Health: 8am-12pm

No appointment required

Saturday, May 22
- Fairgrounds Expo Hall: 8:30am-4pm
- Eastville Mall: 9:30am-4pm
- North East Medical Services: 8:30am-12pm
- Bay Area Community Health: 8am-12pm

No appointment required

Get Vaccinated!

Monday, May 23
- Fairgrounds Expo Hall: 9:30am-4pm
- Eastville Mall: 9:30am-4pm
- North East Medical Services: 8am-12pm
- Bay Area Community Health: 8am-12pm

No appointment required
May 25-29: PSA Content Shared Along w/ Personalized Intros

Get Vaccinated!

Tuesday, May 25
Fairgrounds Expo Hall: 8:30am-8pm
Eastridge Mall: 11am-7pm
Escondido Expo Center: 10am-7pm
County Service Center: 8am-5pm
Mather Memorial Community Health
North San Diego Medical Services
North East Medical Services
és
North East Medical Services
è

¡Vacúnese!

Martes, 25 de Mayo
Fairgrounds Expo Hall: 8:30am-8pm
Eastridge Mall: 11am-7pm
Escondido Expo Center: 10am-7pm
County Service Center: 8am-5pm
Mather Memorial Community Health
North San Diego Medical Services
North East Medical Services

Get Vaccinated!

Wednesday, May 26
Fairgrounds Expo Hall: 8:30am-8pm
Eastridge Mall: 11am-7pm
Escondido Expo Center: 10am-7pm
County Service Center: 8am-5pm
Mather Memorial Community Health
North East Medical Services

¡Vacúnese!

Miércoles, 26 de Mayo
Fairgrounds Expo Hall: 8:30am-8pm
Eastridge Mall: 11am-7pm
Escondido Expo Center: 10am-7pm
County Service Center: 8am-5pm
Mather Memorial Community Health
North East Medical Services

Get Vaccinated!

Thursday, May 27
Fairgrounds Expo Hall: 8:30am-8pm
Eastridge Mall: 11am-7pm
Escondido Expo Center: 10am-7pm
County Service Center: 8am-5pm
Mather Memorial Community Health
North San Diego Medical Services

¡Vacúnese!

Jueves, 27 de Mayo
Fairgrounds Expo Hall: 8:30am-8pm
Eastridge Mall: 11am-7pm
Escondido Expo Center: 10am-7pm
County Service Center: 8am-5pm
Mather Memorial Community Health
North San Diego Medical Services

Get Vaccinated!

Friday, May 28
Fairgrounds Expo Hall: 8:30am-4pm
Eastridge Mall: 11am-4pm
Mountains View Community Health
North San Diego Medical Services

¡Vacúnese!

Viernes, 28 de Mayo
Fairgrounds Expo Hall: 8:30am-4pm
Eastridge Mall: 11am-4pm
Mountains View Community Health
North San Diego Medical Services

Get Vaccinated!

Saturday, May 29
Fairgrounds Expo Hall: 8:30am-4pm
Eastridge Mall: 11am-4pm
Mountains View Community Health

¡Vacúnese!

Sábado, 29 de Mayo
Fairgrounds Expo Hall: 8:30am-4pm
Eastridge Mall: 11am-4pm
Mountains View Community Health

No appointment required

Không cần lấy hẹn trước

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July 6: PSA Content Shared Along w/ Personalized Intros
2nd Half Resource Content Shared in Static Content
Visual Board of Participants’ Content
Sample Creators’ Content
Sample Creators’ Content
Sample Creators’ Content
Sample Creators’ Content
Sample Creators’ Content
Sample Creators’ Content
Sample Creators’ Content
Sample Creators’ Content