Social media is an effective way of communicating with people across an organisation in real time. It allows you to add personality, quick updates and create a two-way dialogue for your campaign. We’ve come up with some social media top tips and example posts – so whether you’re a social media starter, or consider yourself a professional, we can all use this great tool to the best of our ability to help fight the flu!

**TOP TIPS**

**BE VISUAL**
We’ve all heard the saying that pictures are worth a thousand words. Social media is no different. Use available flu fighter campaign material or good quality imagery to enhance your tweets and really grab your audience’s attention.

**KEEP UP TO DATE**
Aside from your campaign activity, it’s always good to share wider flu news. Keep an eye out for your flu fighter emails, follow @NHSFlufighter and check on the health sections of news sites for your latest news articles.

**USE THE #flufighter HASHTAG**
Allow your staff to see wider conversations about flu, group your campaign activity together – and spark some inspiring tweets by linking up with other #flufighter conversations.

**INFORM YOUR AUDIENCE**
Keep your staff informed of the flu team’s whereabouts and updates. If you’re going to be giving out jabs from 9–11am on Wednesday, Twitter is a good way to give out the information.

**BE ENGAGING**
Listen to what your staff need and try and address this on Twitter. If you find you’re walking around the wards doing a lot of mythbusting, then it may be a good idea to share these misconceptions via social media too.

**DON’T BE AFRAID TO ASK QUESTIONS**
Twitter is a great way to find out what is working well for your staff, and what else they would like to see. If you don’t ask, you won’t know!
We have our CEO @xxx joining us for their flu jab today! #flufighter

[insert picture of staff having the jab]

@xxx is a #flufighter. Tell us why you’re having your flu jab!

[insert picture of staff holding up a white board / piece of paper which says why they’re having the jab]

The #flufighter team will be in reception today between 11am and 2pm – come down and get your jab!

Great to see @trust staff fighting flu today with the flu jab! #flufighter @NHSFlufighter

Look how many people are waiting for their flu jab today! When will you become a #flufighter?

[insert picture of line of people waiting for the jab]

@xxx: I’m having the flu jab to protect my family – what’s your reason? #flufighter

Did you know: the flu jab cannot give you the flu! #flumythbuster #flufighter

Flu fact: anyone can get flu and pass it on to vulnerable groups #flumythbuster #flufighter

Think you’re safe from the flu? Unless you’ve had your jab this season, you are at risk #flufighter

We’ve immunised xxx members of staff so far! Great results from the #flufighter team!

Congratulations to @xxx – our 100th flu vaccine #flufighter

[insert picture of staff having the jab]

We’re protecting friends, family, patients and ourselves. How? We’re having our flu jab #flufighter

[insert picture of group]

Don’t give your friends and family a Christmas present they didn’t ask for – get the flu jab! #flufighter

Further information
www.nhsemployers.org/flu
flufighter@nhsemployers.org

Join the conversation on twitter @NHSflufighter

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