Participate in "My Why" Social Campaign and Learn How You Can Share Your Vaccination Story

What it's all about

We're asking you to share your reason for getting the COVID-19 vaccine.

Why it's important

Storytelling is one way to promote vaccine uptake as people can be motivated by the actions of those around them, like healthcare professionals and peers.

The "My Why" social campaign aims to increase vaccine uptake through storytelling and user-generated content (UGC) – any content created and shared by social media users.

UGC is essential to the success of the campaign as:

› It helps build trust and reliability
› It showcases authenticity
› It increases reach, exposure, and engagement
› It drives conversation and gives people something to be part of

## Hashtags to use

#MyWhy
#CovidVaccine

How to get involved

When you post your stories, we kindly request that you tag Health Canada and Public Health Agency of Canada's corporate social media accounts.

This will ensure we see your post and have opportunities to amplify and engage with you! We encourage you to post a selfie or video of yourself receiving the vaccine, or afterwards.

Alternatively, if you're waiting to be vaccinated, you can still participate in the campaign by sharing your reasons for wanting to get vaccinated.

If you take a photo at your vaccination, please respect the privacy policies of the vaccination clinics and the privacy of others.

When it's my turn,
I'll get the
COVID-19 vaccine!
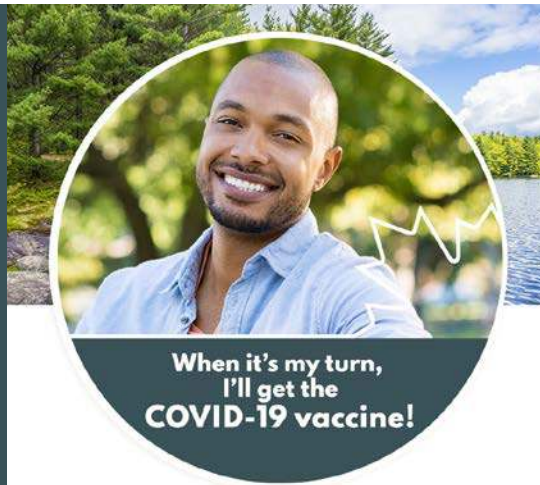
" When it's my turn, I'll get the COVID-19 vaccine so I can remember how awkward elevator small talk is. 😂

" My Oma raised me. She's my everything. When it's my turn, I'll get the COVID-19 vaccine just so I can hug Oma once more. 🧡

Creative Toolkit

Social Media Frames

Individuals can also participate by adding a profile photo frame on Facebook: "**When it's my turn, I'll get the COVID-19 vaccine**" or "**I got the COVID-19 vaccine**"

Headers

Individuals can also add the "When it's my turn, I'll get the COVID-19 vaccine" or "I got the COVID-19 vaccine" **banners** to Twitter, Facebook and LinkedIn.

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