**IFPMA COVID-19 Vaccines Confidence - Phase 2  
Social post copy - 19 Things to Know About The Vaccines**

***December 2021***

***These lines of copy have been crafted as part of our overall campaign strategy***

***to provide short, simple informational messages about the COVID-19 vaccines.***

***We have provided 2 postcopy options for each of the 19 animated posts. All postcopy has been reviewed by health literacy and legal compliance. You can update and tailor the postcopy messages based on your unique requirements and country data.***

***Please always use both hashtags #TeamVaccines and #19ThingsToKnow to help us track performance.***

***We have provided links to specific pages on the campaign website for you to use in your social posts. Please note you need to use the full URL string; the social platforms will remove the*** [***https://***](https://www) ***when you post. The #TeamVaccines website should auto-translate based on your country location.***

***The animated posts are available in English on Trello and the #TeamVaccines campaign website.***

***Translated versions of the animated posts and postcopy are available on the Trello board in French, Spanish, German, Portuguese and Japanese.***

***Generic/Pre-launch/19 Things post***

**Option 1**

Here are ‘19 Things To Know About The Vaccines’ from the people who research, develop and make them. We hope it will help you make an informed decision about getting vaccinated. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

**Option 2**

Here are ‘19 Things To Know About The Vaccines’ from the people who research, develop and make them. Share #19ThingsToKnow with your family and friends so we can all play our part in helping end the #COVID19 pandemic. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

**Option 3**

These ‘19 Things To Know About The Vaccines’ could help you make an informed decision about #COVID19 vaccines. Spread the knowledge not the virus. Visit [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know) #TeamVaccines #19ThingsToKnow

***1. COVID-19 vaccines are working***

**Option 1:**

In countries where people are getting vaccinated against #COVID19, hospital stays and deaths have fallen significantly. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

**Option 2:**

All authorised #COVID19 vaccines have been proven to be very effective at preventing serious illness and death and help lower the burden on our healthcare systems and #healthcareheroes. #TeamVaccines #19ThingsToKnow

[teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

***2. Experience is their most important ingredient***

**Option 1:**

Thank you to the thousands of experienced and skilled scientists who have worked together like never before to research, develop and make #COVID19 vaccines. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

**Option 2:**

Scientists have been working on the technology used in the new #COVID19 vaccines for over 20 years. This experience has helped scientists to respond quickly with a safe and effective solution. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

***3. They’ve been tried and tested***

**Option 1:**

Clinical trials must show a vaccine is safe and effective. Thank you to the hundreds of thousands of people of different ages, genders and races who volunteered in #COVID19 vaccines clinical trials. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

**Option 2:**

Before a vaccine is approved for use, it must be tested in 3-phase clinical trials to make sure it is safe and effective. #COVID19 vaccines were tested with over 850,000 clinical trial volunteers, the most in vaccine history. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

***4. They meet rigorous safety standards***

**Option 1:**

Many different health authorities and expert scientists around the world have reviewed and authorised the #COVID19 vaccines now being used by billions of people. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

**Option 2:**

You can take #COVID19 vaccines with the same confidence you would any other vaccine. All authorized #COVID19 vaccines go through the same strict testing and independent scientific assessment as other vaccines. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

***5. They’re extraordinary***

**Option 1:**

#COVID19 is the worst public health crisis in living memory. Vaccine and biotech companies, universities, regulators and governments made extraordinary efforts to partner and develop vaccines in less than a year. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

**Option 2:**

The development of #COVID19 vaccines is an extraordinary feat. As of December 2021, over 8 billion doses have been administered, the biggest global vaccination effort in history in such a short space of time. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

***6. Making a vaccine is not like making a cake***

**Option 1:**

Vaccines are complex biological products. It takes highly skilled people, specialised partners and facilities, and quality ingredients to make them. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

**Option 2:**

Vaccines need to be safe, effective and of consistent quality. Vaccine makers must follow strict quality control procedures. 70% of production time involves safety and quality control testing with up to 450 quality checks. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

***7. The people making them want to get vaccinated***

**Option 1:**

The people making #COVID19 vaccines want to get vaccinated. If the vaccines weren't safe and effective, they wouldn’t be encouraging their families and friends to get vaccinated too. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

**Option 2:**

The people making the #COVID19 vaccines need them to be safe and effective, not just for you and your families, but also for themselves and their loved ones. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

***8. They're being checked every day.***

**Option 1:**

It's important that everyone who chooses to get vaccinated does so with confidence. That’s why experts check every vaccine’s safety throughout its lifecycle, even after it’s been approved. This is called pharmacovigilance. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

**Option 2:**

By December 2021, over 8 billion vaccine doses have been given to people worldwide. #COVID19 vaccines are probably the most intensely watched product in the world today. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

***9. The most common side effects are mild and temporary*Option 1:**

It’s common to have some mild side effects when you get a #COVID19 vaccine. This is because your immune system is learning how to protect itself. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

**Option 2:**

Remember getting vaccinated is a better way to build protection than catching the virus. #COVID19 can cause serious, long-term, life-threatening health problems and in some cases death, even in young, healthy people. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

***10. You have a higher chance of being struck by lightning.***

**Option 1:**

Serious unexpected medical reactions can happen but they are very rare. Remember, over 8 billion #COVID19 doses have been given as of December 2021. #TeamVaccines #19ThingsToKnow

[teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

**Option 2:**

There is a reliable monitoring system in place to check the vaccine benefits continue to outweigh any risks. Health authorities sometimes pause the use of vaccines to assess serious unexpected medical problems. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

***11. The benefits of vaccination far outweigh any possible risks***

**Option 1:**

Remember, vaccines have a proven history of working very well. They have been saving lives for the last 200 years and have eradicated some of the world's most deadly diseases. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

**Option 2:**

Evidence shows the benefits of #COVID19 vaccines (lower chance of illness, hospitalization or death) far outweigh any possible chance of severe reactions to the vaccine. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

***12. Make sure you’re getting scientific facts***

**Option 1:**

Make sure you get answers about #COVID19 vaccines from trusted and credible sources and not someone trying to go viral on social media. Sharing of inaccurate information, even when people mean well, is driving misinformation. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

**Option 2:**

It’s good to want more information about #COVID19 vaccines. You can learn more about vaccine safety, effectiveness and side effects from scientific sources on our website. Share the facts, not the virus. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

***13. They help protect you***

**Option 1:**

Getting vaccinated is a better way to build protection than catching the virus. It's important to complete your vaccination course as recommended by your health authorities to make sure you get the best protection possible. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

**Option 2:**

Evidence suggests that #COVID vaccines give stronger immunity than catching the virus. Scientists are also studying how long vaccine immunity may last and are hopeful it will be for a year or more. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

***14. You can help protect others***

**Option 1:**

Your loved ones need you. Getting a vaccine is the best way to protect yourself and your loved ones. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

**Option 2:**

Evidence suggests that getting vaccinated lowers the chance of spreading #COVID19 to others. This is especially important for people who may not be able to get vaccinated. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

***15. They'll help stop the virus mutating***

**Option 1:**

The more people who get vaccinated, the less likely people will get sick from #COVID19. This helps slow the spread of the virus and its mutation into more dangerous variants. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

**Option 2:**

People are still dying from #COVID19, many from new, more dangerous variants. By getting vaccinated you can help slow the spread of the virus and its mutation into more dangerous variants. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

***16. They're not just for the elderly or vulnerable***

**Option 1:**

The world needs younger people to get vaccinated too. We can all play our part to stop the spread of #COVID19, no matter how young or old we are. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

**Option 2:**

Getting vaccinated is a better way to build protection than catching the virus. There is no way to know how #COVID19 will affect you. And if you get infected you could spread the disease to friends, family and others. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

***17. We're working hard to make sure nobody is left behind***

**Option 1:**

Nobody is safe from #COVID19 until we all are. We need to make sure that people of all countries, rich and poor, have access to #COVID19 vaccines. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

**Option 2:**

By the end of 2021, innovative vaccine makers and biotech companies will have worked together to make an estimated 11 billion #COVID19 vaccine doses, enough to vaccinate every adult in the world. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

***18. They’re helping us get back to normal***

**Option 1:**

We need the protection #COVID19 vaccines give to help everyone get back to work and grow our economies again. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

**Option 2:**

Now we have a chance to return to the people and the places we love. Let’s get our lives back again. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

***19. We need them.***

**Option 1:**

Getting a #COVID19 vaccine is one more tool you can use to protect yourself and your loved ones. They are a long-term solution to tackle the virus. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)

**Option 2:**

Over 5 million people have already died from #COVID19. In an interconnected world, no one is safe from the virus until we all are. #TeamVaccines #19ThingsToKnow [teamvaccines.ifpma.org/19-things-to-know](http://teamvaccines.ifpma.org/19-things-to-know)