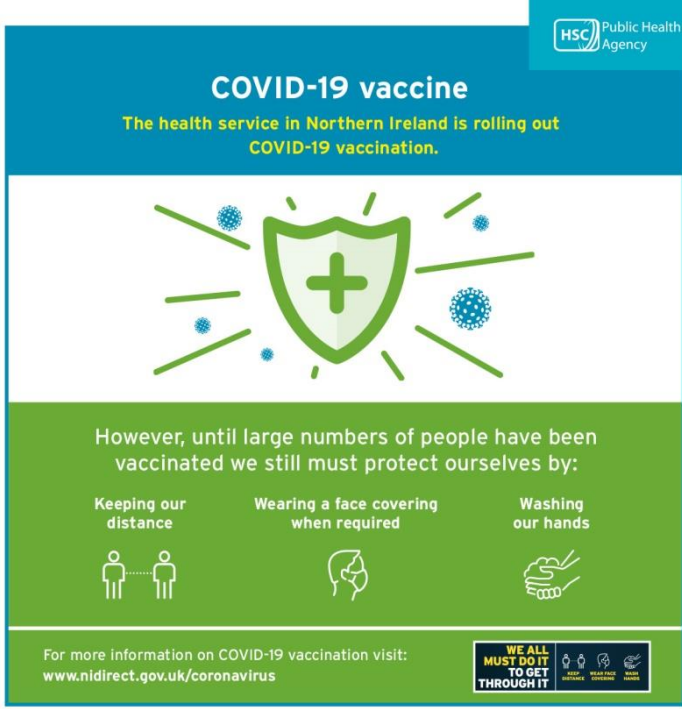


If your pharmacy uses social media channels such as Facebook, Twitter or Instagram to engage with customers, you could promote some of the campaign messages or let customers know the pharmacy is involved in the campaign. Don't forget to tag the Public Health Agency, the Health and Social Care Board, Community Pharmacy NI and NICPLD in your posts (see below). You can also send the PHA a Direct Message or email [pha.cpa@hscni.net](mailto:pha.cpa@hscni.net) with pics of your display if you would like to work with us on publicity opportunities.

Also, please follow our social media accounts:

- a. Twitter: @publichealthni @HSCBoard @compharmacyni @NICPLD1
- b. Facebook: @publichealthagency @healthandsocialcareboard  
@communitypharmacyni @NICPLD
- c. Instagram: @publichealthni @health\_and\_social\_care  
@compharmacyni

Post Stay Well messages on your social media pages and retweet and share our social media posts – **#StayWellNI** is the campaign hashtag.

Date	Social media Content
Thursday Dec 24 at 10 am	 <p>The health service in NI is rolling out Covid-19 vaccination. However until large numbers of people have been vaccinated we must still protect ourselves by:</p> <p>Keeping our distance Wearing a face covering if required Washing our hands</p> <p>For more go to <a href="http://www.nidirect.gov.uk/coronavirus">www.nidirect.gov.uk/coronavirus</a> or talk to your community pharmacy team.</p>
Monday 28 December at 10am	<p>- graphic - front page of the leaflets.</p> <p>Vaccines are essential for your protection from infection. Our leaflet has information on why vaccination is so important. To get a copy go to your local community pharmacy or download at link to be added #LivingWell #vaccines</p>