

building vaccine confidence

An initiative to strengthen public trust in vaccines



Social Media Strategy

In August 2022, Tennessee Tech School of Nursing is sharing their campaign on four social media platforms.



Social Media Outreach Strategy

Improve organic reach by reaching out to profiles, and building groups that interact with other profiles to enhance the algorithm towards boosting content to other account feeds

Selected Hashtags

#vaccinationdone #vaccinessavelives #covid_19 #education #nursing #cdc #buildingvaxconfidence

Types of Content

Podcasts around current events surrounding COVID-19, vaccine confidence, healthcare worker course, healthy lifestyle implementation; **interviews** discussing current events pertaining to COVID, healthcare crisis, and misinformation to promote evidence-based information; **reports** including personal excerpts from healthcare practitioners in the community during conversation and information gathering.

The Cultural Collective Initiative ESTAR is feeling happy in Cookeville, Tennessee. June 13 · 🌐

We are proud to be part of this fight against COVID-19. Our goal is to continually provide accurate information, so that individuals can make informed decisions about preventative efforts like vaccinations and healthy lifestyle habits.

#vaccinationdone #vaccinessavelives #healthylifestyle #covid_19 #education #doctorsofinstagram #nursing #nursingschoolproblems #nurse #nursepractitioner #communityservice #publichealth #cdc #medicine #nurselife #buildingvaxconfidence #health... See more

The Cultural Collective Initiative ESTAR June 28 at 1:32 PM · 🌐

Yesterday, the ESTAR team met with students from the Jere Whitson Freedom School to talk about COVID-19: Information, Misinformation, and Disinformation! The kids were also provided ESTAR bags, reusable masks, and COVID coloring books 📖

The Tennessee Department of Health was present to administer the COVID-19 vaccine for those ages 5 and up- two of our team members even got their boosters today! 🙌

We were so excited to see some students and their families get the vaccine ... See more



Campaign Highlights

Tennessee Tech's Ester Collective Facebook page has reached **over 750 accounts** - and continues to grow!

The Ester Collective Instagram account has reached **over 600 individuals**, and engaged **over 100 accounts**.