



## GetVax Digital Day of Action

*Friday, May 21<sup>st</sup>*

### **Overview**

The GetVax Digital Day of Action is one of the efforts from the [We Can Do This](#) campaign at the Department of Health and Human Services. At the core of our public education campaign, we're focused on increasing vaccine confidence and helping communities get access to the COVID-19 vaccines.

### **The Goal**

For the Digital Day of Action, our goal and ask is centered on mobilizing partners like you to create momentum online and reach people who haven't received or may be waiting to get the vaccine.

Our goal is to reach unvaccinated people online, directing everyone to our vaccine finder tools including [vaccines.gov](#), text code (438829), and 1-800-232-0233. We want to show how important AND easy it is to find a vaccine at no cost and get vaccinated.

Research shows that many Americans have not yet received the vaccine because they do not know how to locate one, or have concerns about the cost. Your help reaching out to give people information about how to access the vaccine and letting them know it is free will help us get more Americans vaccinated.

### **The Ask**

Share on your social media accounts, including but not limited to Facebook, Twitter, and Instagram, using the social media toolkit paired with this memo.

We will use the hashtag #WeCanDoThis to track all posts, however we appreciate if you let us know if you're planning to participate in the Digital Day of Action.