NHS Shropshire, Telford and Wrekin and NHS Staffordshire and Stoke-on-Trent Winter Vaccination Social Media Post Copy – October 2026

Flu Vaccination – Social Media Posts

Suggestion to use these links for posts:

Flu vaccine - NHS

Book, change or cancel a flu vaccination appointment - NHS

1. Children aged 2–3 years

Assets: Social media assets and post copy | Public winter vaccinations | Campaign Resource Centre

Post 1

Is your child aged 2 or 3? Help protect them from flu this winter with a free NHS flu vaccine. Book through your GP, online or at a participating pharmacy. No invitation needed. Find out more: https://www.nhs.uk/vaccinations/child-flu-vaccine/

Post 2

Protect your little one from flu this winter. If your child is aged 2 or 3, book their free NHS flu vaccine through your GP, online or at a participating pharmacy. Get them protected as soon as possible. Find out more: https://www.nhs.uk/vaccinations/child-flu-vaccine/

Post 3

Has your 2- or 3-year-old had their flu vaccine? Book their free NHS vaccination today. Find out more: https://www.nhs.uk/vaccinations/child-flu-vaccine/

2. School-aged children

Assets: Flu vaccinations for school-aged children | Winter vaccinations | Campaign Resource Centre

Can also utilise: Stay Strong. Get Vaccinated. Childhood Campaign | Childhood vaccinations | Campaign Resource Centre

Post 1

Help protect your child from flu this winter. Complete and return their school flu vaccination consent form so they can receive their vaccine at school. Find out more about the flu vaccine: https://www.nhs.uk/vaccinations/flu-vaccine/

Post 2

Flu spreads quickly in schools. Make sure you complete and submit your child's flu vaccination consent form so they can get protected at school. Find out more about the flu vaccine: https://www.nhs.uk/vaccinations/flu-vaccine/

Post 3

Have you returned your child's flu vaccination consent form? Complete it today to help protect them against flu this winter. Find out more about the flu vaccine: https://www.nhs.uk/vaccinations/flu-vaccine/

3. **People with long-term health conditions**

Assets: Stay Strong Get Vaccinated Long-Term Health Conditions Flu Campaign | Winter vaccinations | Campaign Resource Centre

Post 1

Living with a long-term health condition? Flu can increase your risk of serious illness. If eligible, book your free NHS flu vaccine online, through the NHS App, at your GP surgery or a participating pharmacy. Find out more: https://www.nhs.uk/vaccinations/flu-vaccine/

Post 2

If you have a long-term condition such as diabetes, asthma or heart disease, flu can be more than just a seasonal illness. Vaccination helps reduce your risk of serious complications. Check your eligibility and book your vaccination to help protect your health this winter: https://www.nhs.uk/vaccinations/flu-vaccine/

Post 3

If you have a long-term health condition, getting your flu vaccine can help lower your risk of becoming seriously ill with flu. Don't wait until flu is circulating widely. Book your flu vaccine today: https://www.nhs.uk/vaccinations/flu-vaccine/

4. **People aged 65 and over**

Assets: Public Winter vaccinations | Winter vaccinations | Campaign Resource Centre

Post 1

As we get older, flu can pose a greater risk to our health. If you're aged 65 or over, you're eligible for a free NHS flu vaccine. Help protect yourself this winter by booking

with your GP practice or local pharmacy. Find out more: https://www.nhs.uk/vaccinations/flu-vaccine/

Post 2

Aged 65 or over? Help protect yourself from flu this winter. Book your free NHS flu vaccine online, through the NHS App, your GP surgery or a participating pharmacy. Find out more: https://www.nhs.uk/vaccinations/flu-vaccine/

Post 3

Protect yourself and the people you love this winter. If you're aged 65 or over, the free NHS flu vaccine can help reduce your risk of serious flu-related illness. Check your eligibility and book your vaccination today: https://www.nhs.uk/vaccinations/flu-vaccine/

5. People experiencing homelessness

Assets and social media copy about vaccines for people experiencing homelessness | Stay Strong Get Vaccinated Long-Term Health Conditions Flu Campaign | Campaign Resource Centre

6. Health and social care workers:

Health and Social Care Worker flu vaccination campaign | Winter vaccinations | Campaign Resource Centre – including social media posts.

Flu vaccination in the social care sector - GOV.UK – including posters and leaflets.

5. **Pregnancy:**

Assets: Stay Strong Get Vaccinated Maternity Campaign | Vaccinations in pregnancy | Campaign Resource Centre

Post 1

Pregnant this winter? Flu can be more serious during pregnancy. The free NHS flu vaccine helps protect you and your baby. Speak to your maternity team or GP about getting vaccinated.

Post 2

Pregnant this winter? Flu can be more serious during pregnancy. The free NHS flu vaccine helps protect you and your baby. Book your vaccination online, through the NHS App, or speak to your GP or maternity team to find out more.

Post 3

Expecting a baby? Don't forget your flu vaccine. Pregnancy increases the risk of complications from flu, but vaccination helps protect you and your baby. Ask your GP, maternity team or participating pharmacy about your free NHS flu vaccine.

6. People living in care homes:

Post 1

People living in care homes can be more vulnerable to complications from flu. Vaccination helps reduce the risk of serious illness. Help protect yourself or a loved one this winter by speaking to your care home team about flu vaccination.

Post 2

Flu can spread quickly in care homes. Getting vaccinated helps protect residents from serious illness and helps keep those around them safer. Speak to your care home team about flu vaccination this winter.

Post 3

If you or a loved one lives in a care home, ask the care home team about flu vaccination arrangements and help reduce the risk of serious illness this winter. Find out more about the flu vaccine: https://www.nhs.uk/vaccinations/flu-vaccine/