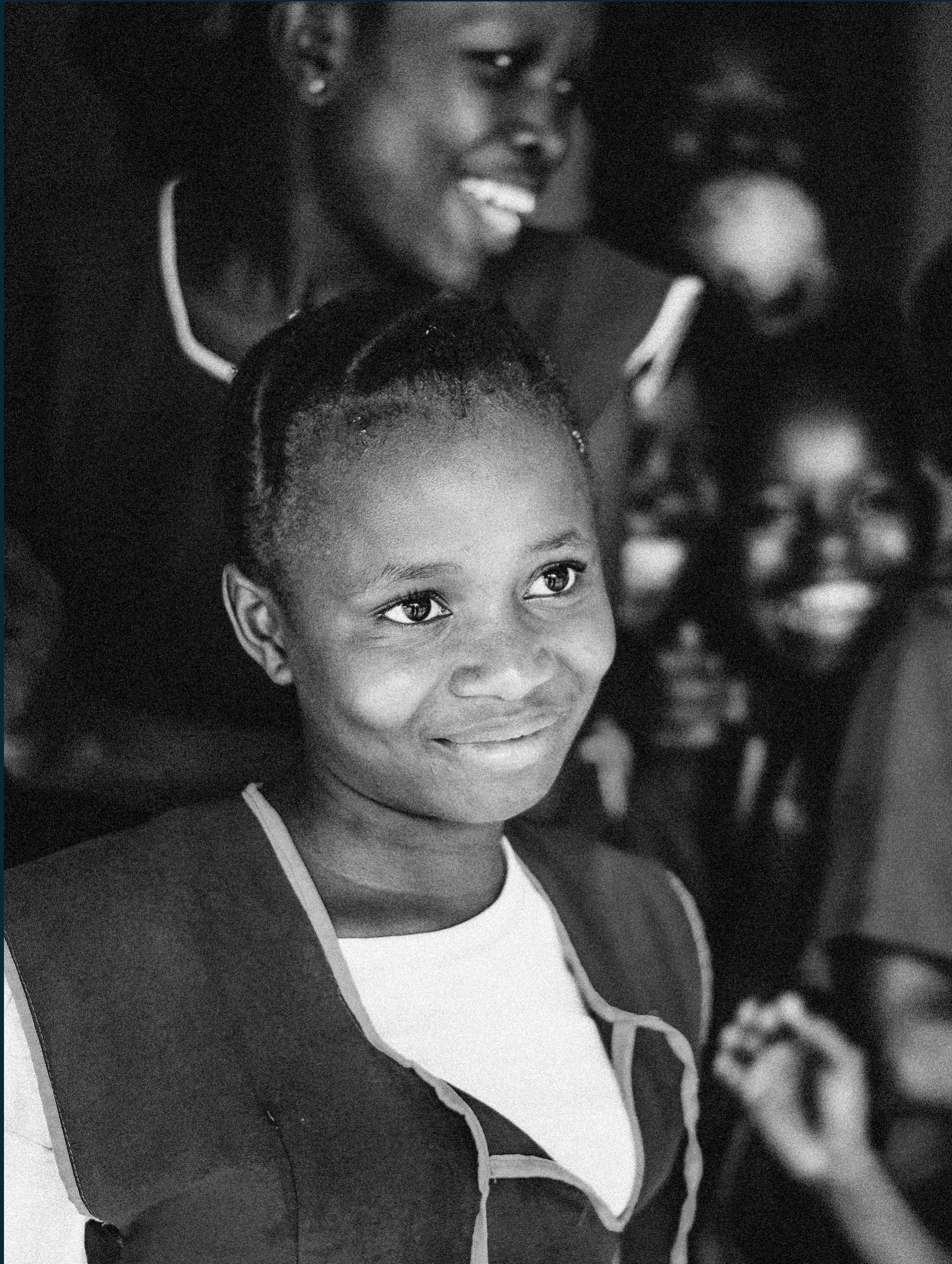




COVAX
**SOCIAL
MEDIA
TOOLKIT**



01 — DRAFT SOCIAL MEDIA POSTS

02 — GIFs

03 — QUOTE CARDS

04 — VIDEO

05 — SOCIAL MEDIA CHANNELS



DRAFT SOCIAL MEDIA POSTS

Equitable access to #COVID19 vaccines is the fairest and the fastest way to end the acute stage of the pandemic and protect the most vulnerable citizens in every country. We are proud to join the #COVAX Facility to become part of the global solution. #OneWorldProtected

We are proud to join the #COVAX Facility, the best solution to bring the #COVID19 pandemic under control as quickly as possible. #OneWorldProtected

Developing a vaccine against #COVID19 is the most pressing challenge of our time – and nobody wins the race until everyone wins. #COVAX was created to ensure global equitable access to vaccines.

As of today, [our [country]] has officially joined the #COVAX Facility to:

- 1) Gain access to the largest and most actively managed portfolio of #COVID19 vaccines
- 2) Secure doses for our most vulnerable citizens
- 3) Ensure equitable global access to vaccines

#OneWorldProtected

Nobody is safe from #COVID19 until everybody is safe. #COVAX is the fastest and fairest way to allocate vaccines for all economies to ensure that people in every community across the world are protected. #OneWorldProtected

#COVAX is founded on the principle of equitable access because in the #COVID19 vaccine race, nobody wins unless everyone wins. #OneWorldProtected

The fastest way to end the pandemic is to ensure that people in all countries have access to safe and effective vaccines as soon they are available. The #COVAX Facility is the only truly global solution.

Joining the #COVAX Facility is not just the right thing to do, it also protects our [country] from spikes of cases of #COVID19 and reintroduction of the virus from abroad. #OneWorldProtected

DRAFT SOCIAL MEDIA POSTS



We're proud to join the #COVAX Facility because "by working together through COVAX, countries are not just securing vaccines for their own populations, they are ensuring that vaccines are available to the most vulnerable in every country, not just the wealthy few" - @GaviSeth.

Easy retweets:

<https://twitter.com/GaviSeth/status/1304737487542276097>



<https://twitter.com/GaviSeth/status/1303013752581824513>



Suggested tags:

@gavi @CEPIvaccines @WHO
#OneWorldProtected
#COVAX

GIFs



OUR BEST
HOPE FOR
ENDING THE
**COVID-19
PANDEMIC**

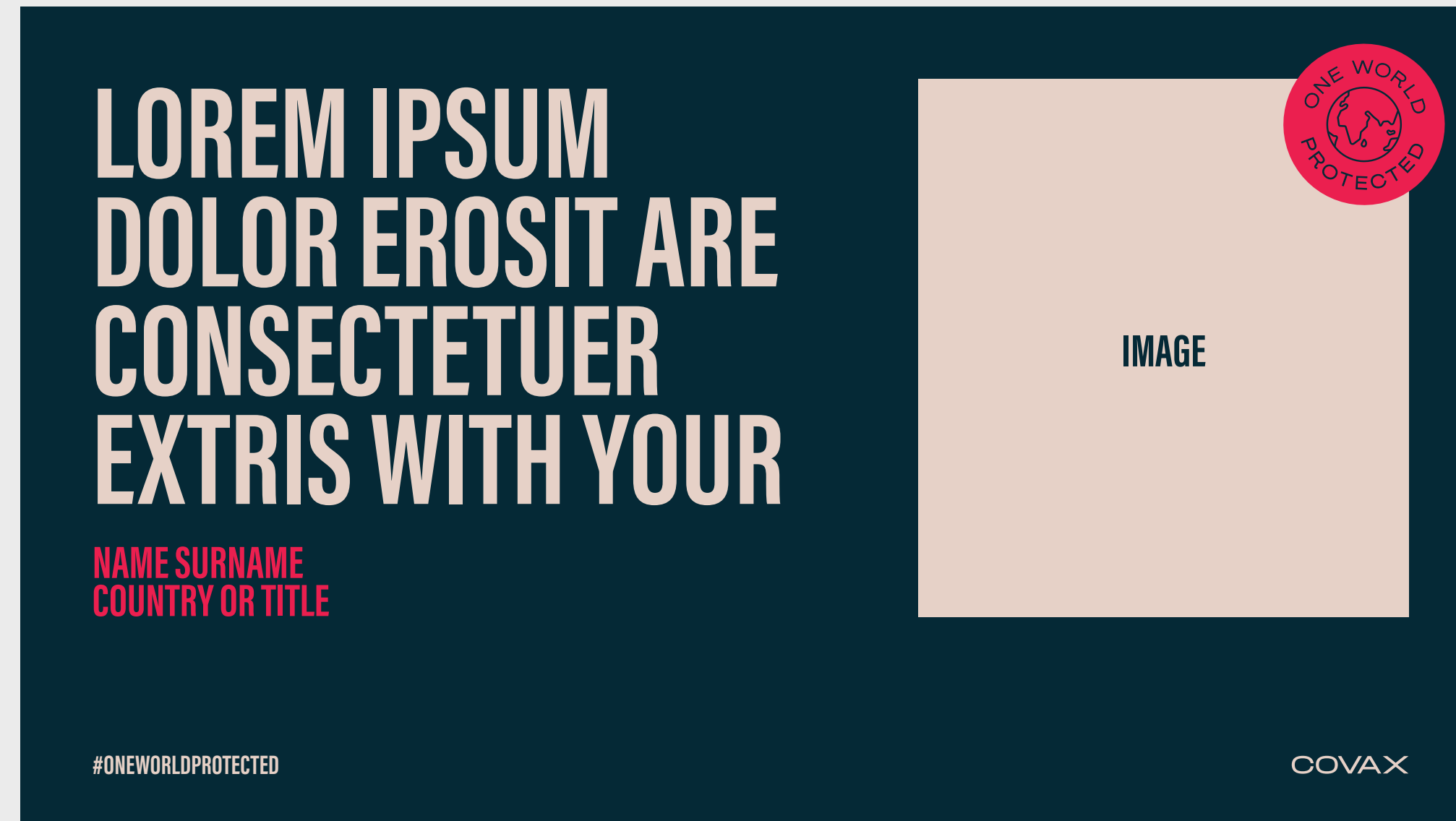
FAST, FAIR
AND EQUITABLE
ACCESS TO
**COVID-19
VACCINES**

THE ONLY GLOBAL
SOLUTION TO OUR
**GREATEST GLOBAL
CHALLENGE**

THE WORLD'S
LARGEST
PORTFOLIO OF
**COVID-19
VACCINES**

OUR BEST
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PANDEMIC**

QUOTE CARD



VIDEO



SOCIAL MEDIA CHANNELS



ENGLISH



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