

P2P Texting from Vaccination Sites

Overview

Leverage the time people must wait after getting vaccinated to promote the vaccine. We have a captive audience! Communicate that *everyone must be vaccinated to stop the virus*. Then ask them to text or email signup or location information to as many of their contacts as possible.

Objective & Approach

To generate as much text info as possible to promote others to get vaccinated.

By showing people colorful, fun options to text they get drawn in. And by providing choices they get to “shop” for a way to communicate. It is the old adage that if you want a child to wear a coat, “Which of these coats do you want to wear?” works a whole lot better than just “Put on a coat.”

P2P Text Concept Principles

Display text messages shown in this deck

- will be fun to compel people to text their contacts
- engaging enough to make some people want to make up their own
- appeal to a variety of ages, interests, aesthetics and demographics
- be representative of different motivators
- contain 1-3 emojis. More are allowed only if they're close together in the menu

Keep in mind that this is not coming from the state, it's person-to-person communication, so it deviates from the visual brand language developed for the Protect Michigan Commission.

P2P Text Breakdown

People will be asked to text contacts with three messages, but any single message is great too.

1. The person **announces** that they got vaccinated
2. They **ask** their contact to get vaccinated
3. They send link or other info to enable their contact to sign up. This would possibly be a simple url on the poster, or a QR Code a person can scan to get the link. Or it might be texted to them by a volunteer right then.

1.

announcement
concepts



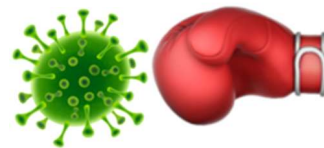
GOT
VAXXED

APPLE



GOT
VAXXED

GOOGLE
(ANDROID)



GOT
VAXXED

APPLE



GOT
VAXXED

GOOGLE
(ANDROID)



GOT
VACCINATED

1.

announcement
concepts,
continued

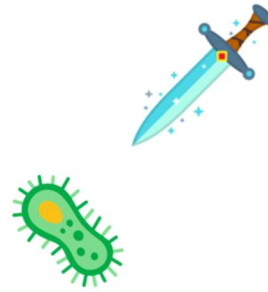


GOT
THE JAB



GOT
VAXXED

APPLE



GOT
VAXXED

GOOGLE
(ANDROID)



GOT
VAXXED

2.

ask
concepts



protect
health
workers!
get vaxxed



protect
yourself!
get vaxxed

APPLE



protect
yourself!
get vaxxed

GOOGLE
(ANDROID)



stop
COVID!
get vaxxed



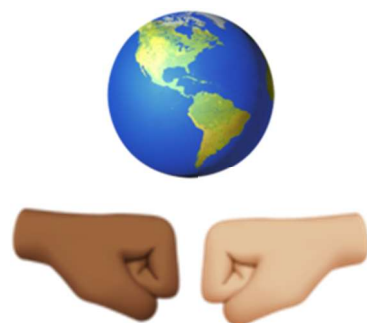
STOP
COVID!
get vaxxed

VAXX in the
name of love
b4 U



2.

ask
concepts,
continued



WE STOP COVID
TOGETHER.
GET VAXXED

Don't get sick



Stay STRONG



Get VAXXED!!!



Plz get vaccinated
to protect ppl who are
immune-compromised



2.

ask
concepts
continued

RIP VIRUS



NOT PPL!!!

GET VAXXED!!!



trash
COVID



get
VAXXED

plz make
kids safe



get vaxxed

2.

ask
concepts,
continued

STOP
COVID

BE HAPPY
   

   
get vaxxed
   
to make us
   
ALL SAFE
   

2.

ask
concepts,
continued


fight covid


get vaxxed

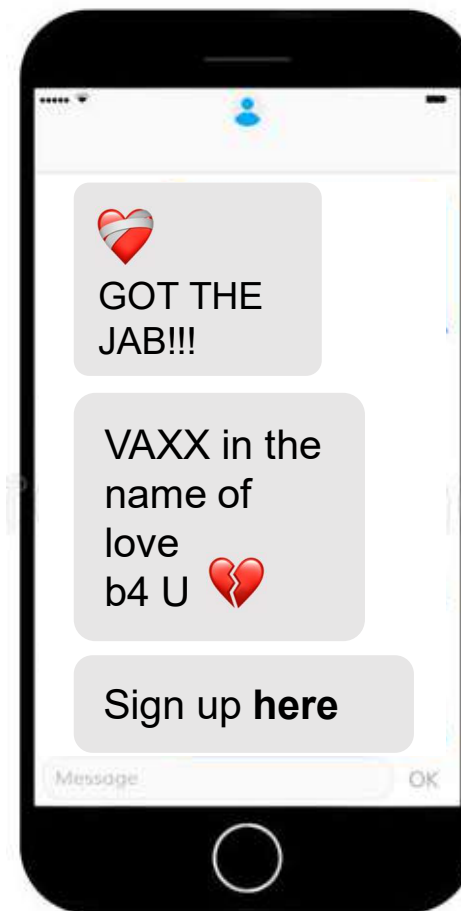

man up &
extinguish

covid
get vaxxed

concept A

*a poster might look
something like this and
there'd be lots of them*

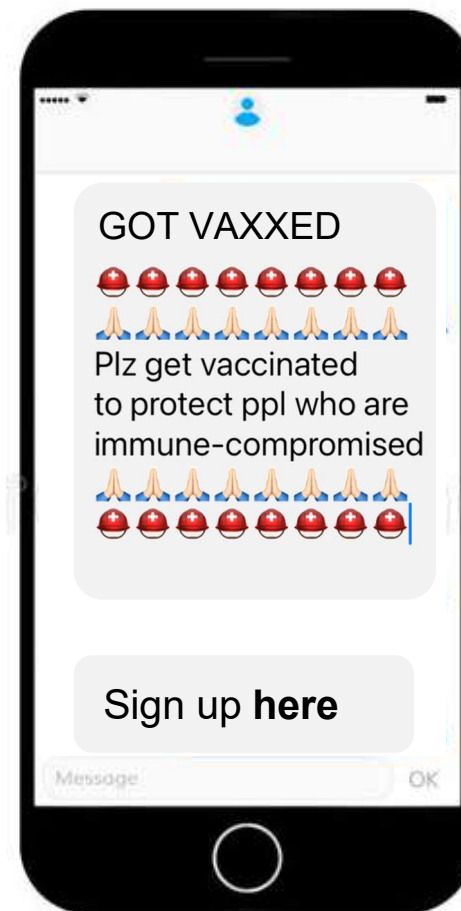
> text your ppl



OFFICIAL
LOGO HERE

concept B

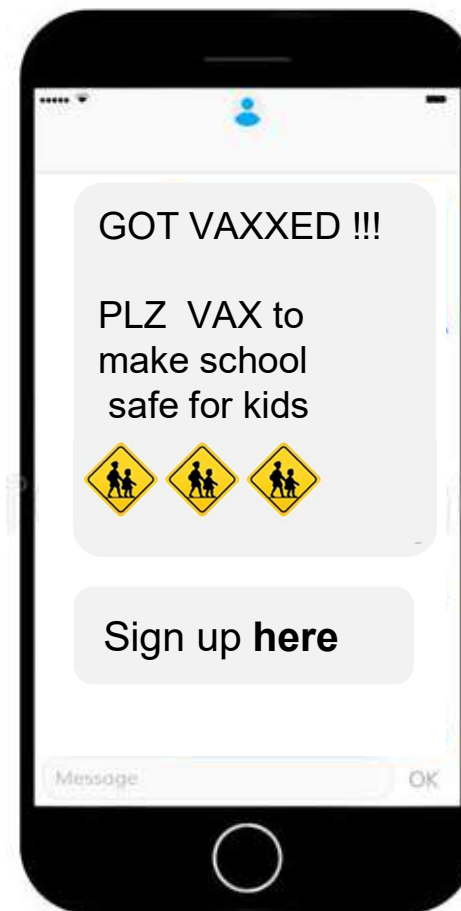
> text your ppl



OFFICIAL
LOGO HERE

concept C

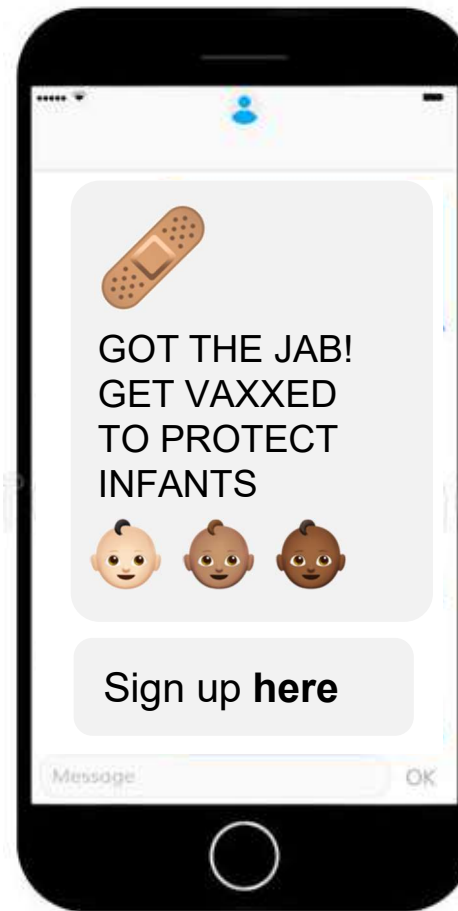
> text your ppl



OFFICIAL
LOGO HERE

concept **D**

> text your ppl



OFFICIAL
LOGO HERE

NOTES & KEY LEARNINGS

Any of the **ask** texts could be preceded by the phrase “I got vaccinated because . . .” or “I got vaccinated to . . .” This would eliminate a step which would be good in the interest of simplicity. On the downside, it would also eliminate the most simple option some people might choose, which is to just say they got vaccinated. Also in some cases there are nice relationships between the **announcement** and the **ask**.

Surrounding text boxes with radiused corners should be added to these to make them “say” text better.

Even beyond testing, these messages educate people on reasons to get vaccinated that they can later communicate verbally. For example, someone might not know that getting vaccinated protects immune compromised.

In other cases I downloaded emojis can be downloaded from <https://emojipedia.org/>. It’s a great resource and there you can see the difference between the Apple and Google/Android text offering. (For example, this is where I discovered that the boxing glove against virus works in Apple but does not in Google/Android.) Eventually, to conserve my time I just did the texts on my phone and placed screen grabs.

Thanks for your time.
Suzanne Berberet
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