

American Academy of Pediatrics December Social Media Newsletter

Updates and Announcements

New Resource: Check out and share our new video [How to Make a Truth Sandwich](#). Countering misinformation and disinformation in social media can be tricky. Most of the time, this happens in a vacuum and it's best to not engage the posts. When you decide there is something worth responding to, like when the post is spreading harmful information to a wide audience, use a "truth sandwich" to help format how you craft a response.

Introducing the [Center of Excellence on Social Media and Youth Mental Health](#): AAP's new social media center is a hub for evidence-based education and technical assistance to support the mental health of children and adolescents as they navigate social media.

- Share and browse our Q&A Portal for a library of questions and responses. Anyone can submit their own questions to: [Social Media and Youth Mental Health Q&A Portal](#)
- Watch and share our YouTube video [Enjoy the Upsides & Avoid the Downsides](#) on your social media accounts.
- Check back often for resources and information to share with patients and families!

Here's a post to share on your social media accounts this month:

- Worried about keeping a balance between family time and screen time over the holidays? AAP's Center of Excellence on Social Media and Youth Mental Health has tips and resources to help! Visit [AAP.org/socialmedia](#).

What's happening this month?

With COVID and RSV circulating, it is even more important to encourage flu vaccination. Find graphics, videos and other resources to share important messages about the importance of vaccination in our [Flu Campaign Toolkit](#) & [COVID-19 Vaccine Campaign Toolkit](#). Check out and share these helpful [HealthyChildren.org](#) articles on your social media accounts to encourage flu vaccination.

- [The Flu: What Parents Need to Know](#)

- [Which Flu Vaccine Should My Child Get This Year](#)

Here are a few sample posts to share this month. Feel free to share these on all social media channels you're active on.

- Getting the flu stops everything: school, work, and everyday life. Getting vaccinated now will allow your family to continue to do the things you enjoy! Don't let the flu stop you! #NIVW
- The flu vaccine is the best tool we have to keep ourselves and each other safe from the flu. Learn more during #NIVW:
<https://healthychildren.org/English/health-issues/conditions/flu/Pages/the-flu-what-parents-need-to-know.aspx>

National Handwashing Awareness. Share and take our quiz to test your knowledge of proper hand hygiene: [Hand Hygiene Quiz](#)

Share winter and holiday safety tips and resources on your feed this month:

- Keep your children safe as your family celebrates the holidays this year with injury prevention tips while you decorate:
<https://healthychildren.org/English/safety-prevention/at-home/Pages/Holiday-Decorations-Safety-Tips.aspx>
- A puffy coat may keep children warm outside, but when riding in the car during winter, babies and children should wear thin, snug layers instead. Check out more car safety tips for winter weather:
<https://healthychildren.org/English/safety-prevention/on-the-go/Pages/Winter-Car-Safety-Tips.aspx>

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