

COVID-19 College Vaccination Challenge

Digital Toolkit

President Biden wants as many Americans as possible to get vaccinated. Doing so is critical to saving lives and helping our country return to normal.

To do this, we need to reach young people where they are, with information they can use, through a messenger they rely on, and provide opportunities they can access – which is why we're calling on campus communities across the nation to help.

The White House and the U.S. Department of Education are inviting college campuses across the country to join us in our efforts to end the pandemic by signing up College Vaccine Campus Challenge. Additional details on the challenge can be found at WhiteHouse.gov/COVIDCollegeChallenge.

Below are digital assets that can help you in your efforts to get your campus community vaccinated and help us encourage other college administrators, educators, and students to join the challenge.

Vaccine Champion Badges



Vaccine Champion Badges



Color Pallet

#0C1E35	DARK BLUE
#002917	DARK GREEN
#4A0B06	DARK RED
#1C0C2F	DARK PURPLE

Sample Administrator Social

We are doing this for every student, faculty, and staff member at our [college/university/school]. [Name of school] is taking the pledge and committing to action. Get the COVID-19 vaccine. #WeCanDoThis #COVIDCollegeChallenge WhiteHouse.gov/COVIDCollegeChallenge

To all our students, faculty, and staff members: #WeCanDoThis. We can keep each other safe by taking the #COVIDCollegeChallenge pledge, committing to action, and getting the COVID-19 vaccine. WhiteHouse.gov/COVIDCollegeChallenge

Sample Educator Social

To all my students and fellow educators at [Name of school] - #WeCanDoThis. Take the pledge to protect our college community and become a #VaccineChampion. Together we can defeat #COVIDCollegeChallenge WhiteHouse.gov/COVIDCollegeChallenge

I'm taking the pledge with [Name of school] to become a Vaccine Champion College. Together we can make a difference. Together we can protect the community. Together #WeCanDoThis. #COVIDCollegeChallenge WhiteHouse.gov/COVIDCollegeChallenge

Ra-Ra-Ra! 📣 📣 Be legendary and lovable like [School/college mascot] by pledging to become a #VaccineChampion! Together #WeCanDoThis. #COVIDCollegeChallenge ✨ WhiteHouse.gov/COVIDCollegeChallenge

Sample Student Social

I am a [Vaccine Champion] 🛡️. Join me in a pledge to combat COVID-19 by getting the vaccine and encouraging others to do the same. 🧡 #COVIDCollegeChallenge WhiteHouse.gov/COVIDCollegeChallenge

[Vaccine Champions] unite! 🧑🏫 🧑🏫 I pledge to keep us safe from COVID-19. We can vanquish this virus together with the COVID-19 vaccine. 🧑🏫 🛡️ #COVIDCollegeChallenge WhiteHouse.gov/COVIDCollegeChallenge

I'm a member of the #COVIDCollegeChallenge 🛡️ and pledge to keep us safe from COVID-19 by getting the vaccine. Let's conquer this virus together! 🤝 WhiteHouse.gov/COVIDCollegeChallenge

[College Vaccination Challenge Website](https://WhiteHouse.gov/COVIDCollegeChallenge)
WhiteHouse.gov/COVIDCollegeChallenge