Sample Social Media: $100 Summer Cards

Customize the following sample social media posts to promote your $100 Summer Card events.

Static Ad: Summer Cards

Downloadable Graphics:
- [Instagram](#)
- [Twitter/Facebook](#)

Caption:

Your free COVID-19 vaccine comes with more than peace of mind: A $100 Summer Card when you get your first dose. Plus, your driver can get $25! [Insert local event call to action]

Find your spot to take your shot. Visit YourSpotYourShot.nc.gov

Dynamic Ad: Summer Cards

Downloadable Videos:
- [Instagram](#)
- [Twitter/Facebook](#)

Caption:

Your free COVID-19 vaccine comes with more than peace of mind: A $100 Summer Card when you get your first dose. Plus, your driver can get $25! [Insert local event call to action]

Find your spot to take your shot. Visit YourSpotYourShot.nc.gov

Static Ad: Summer Cards for Drivers

Downloadable Graphics:
- [Instagram](#)
- [Twitter/Facebook](#)

Caption:

Get a gift for driving COVID-19 vaccinations. Drive family members, friends or neighbors to their COVID-19 vaccination and get a $25 Summer Card. [Insert local event call to action]

Find the spot to get people to their shot. YourSpotYourShot.nc.gov

Dynamic Ad: Summer Cards for Drivers

Downloadable Videos:
- Instagram
- Twitter/Facebook

Caption:

Get a gift for driving COVID-19 vaccinations. Drive family members, friends or neighbors to their COVID-19 vaccination and get a $25 Summer Card. <mark>[Insert local event call to action]</mark>

Find the spot to get people to their shot. YourSpotYourShot.nc.gov

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