

Respiratory Virus Season

2025–2026

Social Media Toolkit for the
Statewide Vaccine Access Initiative



Introduction

This toolkit is designed to support state agencies, local health departments, community partners, and healthcare organizations in sharing consistent, accurate, and timely information with the public throughout respiratory virus season.

How to Use This Toolkit

Posts can be used as-is, scheduled in advance, or paired with your own photos, videos, or community-specific messages. We encourage you to share these resources across all of your active platforms to reach the widest possible audience. The goal is to ensure our communities have the knowledge and tools they need to stay healthy during the respiratory virus season.

Questions or Support

If you have questions about the toolkit or need assistance adapting materials for your community, please contact:

DPH.Communcations@illinois.gov



Vaccination Posts

Immunization Recommendations for 2025–2026 Respiratory Virus Season

Age/Condition	Flu	RSV	COVID-19
 Children	All 6 months to 17 years of age	- All infants under the age of 8 months whose mothers did not receive RSV vaccine during pregnancy - Certain children ages 8–19 months who are at increased risk for severe RSV disease	- All children ages 6–23 months - All children ages 2–17 years with at least one risk factor for severe disease including those in special situations* - Children with weakened immune systems - Children whose parents or guardians want them to get a COVID-19 vaccine
 Pregnancy	All	All pregnant people during weeks 32–36 of pregnancy	All including after delivery and during breastfeeding
 Adults	All 18 years and older	- Adults ages 50–74 years at increased risk of severe RSV disease - All adults ages 75 years and older	All 18 years and older

*Other special situations include: Residents of long-term care facilities or other congregate settings; Persons who have never been vaccinated against COVID-19; Persons whose household contacts are at high risk for severe COVID-19.



September 23, 2025

All Illinoisans deserve credible, transparent, science-based vaccine guidance. IDPH's recommendations ensure that residents can protect themselves and their family members this season.

Schedule your vaccinations today. 

 Find more information about Illinois' immunization recommendations: <https://dph.illinois.gov/topics-services/prevention-wellness/immunization.html>

Recomendaciones de vacunación para la temporada de virus respiratorios 2025–2026

Edad/Condición	Gripe	VRS	COVID-19
 Niños	Todos los niños de 6 meses a 17 años de edad	- Todos los bebés menores de 8 meses cuyas madres no recibieron la vacuna contra el VRS durante el embarazo - Ciertos niños de 8 a 19 meses con mayor riesgo de padecer enfermedad grave por VRS	- Todos los niños de 6 a 23 meses - Todos los niños de entre 2 y 17 años con al menos un factor de riesgo de enfermedad grave, incluidos aquellos en situaciones especiales* - Niños con sistemas inmunitarios debilitados - Niños cuyos padres o tutores desean que se vacunen contra la COVID-19
 Embarazo	Todos	Todas las personas embarazadas durante las semanas 32 a 36 del embarazo	Todos, incluso después del parto y durante la lactancia
 Adultos	Todos los 18 años y mayores	- Adultos de 50 a 74 años de edad que tienen un mayor riesgo de padecer enfermedad grave por VRS - Todos los adultos de 75 años o más	Todos los 18 años y mayores

*Otras situaciones especiales incluyen: residentes de centros de atención a largo plazo u otros entornos de congregación; personas que nunca han sido vacunadas contra la COVID-19; personas cuyos contactos domésticos tienen un alto riesgo de contraer COVID-19 grave.



23/09/2025

Todos los habitantes de Illinois información confiable, clara y basada en la ciencia sobre las vacunas. Las recomendaciones del IDPH aseguran que los residentes puedan protegerse a sí mismos y a sus familias esta temporada.

Programa tu vacunación hoy mismo. 

 Encuentra más información sobre las recomendaciones de vacunación de Illinois: <https://dph.illinois.gov/topics-services/prevention-wellness/immunization.html>

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Vaccination Posts



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The best way to protect yourself and your loved ones from serious harms from respiratory illnesses: getting vaccinated. 💉❤️

Vaccines are available for COVID-19, flu, and RSV and can prevent serious illness and even death.

🔗 Find more information about what vaccines are recommended: <https://dph.illinois.gov/topics-services/prevention-wellness/immunization.html>

🔗 Call your doctor's office, check your local pharmacy, or find a vaccine location near you:

<https://dph.illinois.gov/vaccine-locator>

Prevention Basics Posts



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What are some of the best ways to protect yourself and others from respiratory illnesses like COVID-19, the flu, and RSV?

- Get vaccinated
- Wear a mask in crowded settings
- Cover your coughs and sneezes with a tissue
- Stay home if you're feeling sick
- Wash your hands often with soap and water
- Bring in fresh air or purify indoor air

Find more information about respiratory illnesses and how to prevent them: <https://dph.illinois.gov/topics-services/diseases-and-conditions/respiratory-disease.html>



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¿Cuáles son algunas de las mejores formas de protegerte a ti y a los demás de enfermedades respiratorias como el COVID-19, la gripe y el VRS?

- Vacúnate
- Usa mascarilla en lugares con mucha gente
- Cubre tu tos y estornudos con un pañuelo
- Quédate en casa si te sientes enfermo
- Lávate las manos seguido con agua y jabón
- Abre las ventanas o purifica el aire en interiores

Encuentra más información sobre enfermedades respiratorias y cómo prevenirlas: <https://dph.illinois.gov/topics-services/diseases-and-conditions/respiratory-disease.html>

High Risk Groups (RSV) Posts



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You already do so much to make sure your baby is safe and healthy when they're born. ❤️👶 Why not also give them protection against severe RSV before they arrive? 📌

RSV can be serious for babies, especially in their first month. But there are two ways to help keep them safe:

- ➡ Before birth: An RSV shot during pregnancy at 32-36 weeks helps protect your baby after they are born.
- ➡ After birth: An RSV shot for babies helps keep them safe once they arrive.

Your baby's health matters most. Talk with your health care provider about which shot is best for you and your baby.

🔗 Learn more about the RSV shot for you and your baby: <https://www.cdc.gov/rsv/vaccines/protect-infants.html>



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Older adults and infants are at a higher risk for severe RSV. Immunizations can protect them. 📌

Vaccines are recommended for:

- ➡ Adults ages 50-74 with an increased risk for severe RSV
- ➡ All adults over the age of 74

Babies can be protected from severe RSV by one of two immunization options:

- ➡ A maternal RSV vaccine given at 32-36 weeks during pregnancy
- ➡ A shot for babies younger than 8 months

Talk to your healthcare provider about whether the vaccine might be right for you.

🔗 Learn more about how to keep yourself and your loved ones safe from RSV: <https://dph.illinois.gov/topics-services/diseases-and-conditions/respiratory-disease/diseases/rsv.html>