

Flu Vaccination 2021 - as of Nov. 29
Marketing and Communications Tactical Plan

	Sept. 1-3	Sept. 7-10	Sept. 13-17	Sept. 20-24	Sept. 27-Oct. 1	Oct. 4-8	Oct. 11-15	Oct. 18-22	Oct. 25-29	Nov. 1-15	Nov. 16 - 30	Dec.
EXTERNAL												
HEALTH.UCSD.EDU												
Flu vaccine webpage (health.ucsd.edu/flushot)		completed 9/7	updated		updated					updated w/holiday closures		
Flu vaccine webpage graphics		same as 2020										
Homepage hero shot		Completed 9/9										
MyUCSDHealth mobile app highlight		completed 9/9										
PATIENT COMMUNICATIONS												
Patient hold / in-queue message on phones												
8.5 x 11 posters - Ambulatory clinics and hospitals		Created	Posted									
MyUCSDChart/Luma message			completed 9/14									
MyUCSDChart reminder - was part of vaccine message										~Nov.		
MEDIA												
Expert available / Media advisory (flu surge) - only if major health concern												
PHOTOGRAPHY (images for external & internal use)												
Employees at Hillcrest flu drive-up				Completed								
SOCIAL MEDIA												
Flu facts and myths as separate posts (IG, FB, TW)							10/12 IG; 10/13 FB, TW					
It's flu season - get your flu shot - graphic, link post (FB, TW, IG)		First post 9/10		9/22/2021 IG	9/28/2021 FB, TW			10/20 IG, FB, TW		11/5/2021, FB, TW		
Flu shots for children w/Dr. Tamartha Arlata (FB, TW)						https://www.facebook.com/UCSDH						
Share press release / news (FB, TW, IG)			KPBS Longhurst Twindemic									
Share media advistory (TW)												
Padres Tatis flu vaccine photos (FB, TW, IG)				9/23/2021								
Updated Video with Dr. Millen - why it's important to get a flu vaccine (YT, FB, IG, TW) <i>English & Spanish</i>												
<i>Facebook (FB); Twitter (TW); Instagram (IG); YouTube (YT)</i>												
INTERNAL												
EMPLOYEE FLU INFORMATION												
COEM Flu pages on Pulse Intranet - managed by COEM	updated	updated		updated			UCOP mandate released 10/8	updated	updated			
New flyer: Myths and Facts about the Flu - Marketing collateral		Completed 9/8										
Ambulatory Flu Season 2021 page on Pulse - managed by Ambulatory												
10 satellite clinics in October not being promoted (example: at Lightwave)							Greenwich 6333 10/6					
INTERNAL COMMUNICATIONS												
All-staff messages	Covid Ops Bulletin #63 9/3	Covid Ops Bulletin #64 9/10	Covid Ops Bulletin #65	Covid Ops Bulletin #66	Covid Ops Bulletin #67	Covid Ops Bulletin #68	Covid Ops Bulletin #69	CMO message 1 & Ops Bulletin #70	Covid Ops Bulletin #71	CMO Message 2 sent 11/1; Covid Ops Bulletins #72 & #73	Covid Ops Bulletin #74	
CEO Town Halls - monthly Town Hall			9/15/2021					10/20/2021				
Pulse - large tile on homepage (replaced with Covid vaccine mandate)		completed 9/8										
Pulse - Flu small tile on homepage			completed						Updated			
UCSD APP/Physician Update (published every Wed)		completed 9/8	9/15/2021	9/22/2021	27-Sep	6-Oct	13-Oct	20-Oct	27-Oct			
Internal Organ (quarterly, sent to Health Sciences)							10/13/2021					
Health Examiner (HHR newsletter)												
UC San Diego MAIN CAMPUS - RETURN TO LEARN												