**IFPMA #AlwaysInnovating COVID-19 Campaign
Social post copy - English**

***June 2022***

***These lines of copy have been crafted as part of our overall campaign strategy***

***to provide short, simple informational messages.***

***We have provided 1 postcopy option for each of the 5 COVID-19 films.***

***All postcopy has been reviewed by IFPMA legal compliance so must be used as written.***

***Please always use both hashtags #TeamVaccines and #AlwaysInnovating to help us track performance.***

***We have provided links to a specific page on the campaign website for you to use in your social posts. Please note you need to use the full URL string; the social platforms will remove the*** [***https://***](https://www) ***when you post.
The #TeamVaccines website should auto-translate based on your country location.***

***The film assets will be available both on the*** [***teamvaccines.ifpma.org/social-media-hub***](https://teamvaccines.ifpma.org/social-media-hub) ***and the IFPMA Trello board.***

***Translated versions of the film assets will also be available on the website and Trello board in French, Spanish, Portuguese, Japanese and Hindi.***

**FILM 1 - PROTECTING PEOPLE AROUND THE WORLD**

Thanks to our collective efforts, we have more than doubled pre-pandemic global vaccine manufacturing capacity. Now our collective challenge is to ensure #COVID19 vaccines reach those who need them most, wherever they live. #AlwaysInnovating #TeamVaccines <https://teamvaccines.ifpma.org/covid-19-solutions>

**FILM 2 - TREATING THOSE AT RISK**

The speed that we’re developing new treatments for #COVID19 is likely the fastest ever in history, with hundreds of unique therapies for #COVID19 in clinical trials around the world. #AlwaysInnovating #TeamVaccines <https://teamvaccines.ifpma.org/covid-19-solutions>

**FILM 3 - GETTING AHEAD OF THE PANDEMIC**

While we continue to provide vaccines and treatments to help protect people from #COVID19, we’re using what we’ve learned from this pandemic to strengthen our defences and prepare for the next public health crisis. #AlwaysInnovating #TeamVaccines <https://teamvaccines.ifpma.org/covid-19-solutions>

**FILM 4 - FINDING NEW WAYS TO KEEP US PROTECTED**

We are #AlwaysInnovating to improve existing #COVID19 vaccines, so they are easier to store and transport, offer better protection over time, and protect us from new variants. #TeamVaccines <https://teamvaccines.ifpma.org/covid-19-solutions>

**FILM 5 - SOLVING GLOBAL HEALTH PROBLEMS**

After decades of research, mRNA vaccines were used for the first time to protect against #COVID19. Now we’re exploring how mRNA technology could offer new hope for diseases such as flu, cancer and HIV. #AlwaysInnovating #TeamVaccines <https://teamvaccines.ifpma.org/covid-19-solutions>