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

***March 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**

Together with our partners, we’re working hard so that people can benefit from #COVID19 vaccines, proven to be safe and effective, wherever they live in the world. #TeamVaccines #AlwaysInnovating <https://teamvaccines.ifpma.org/covid-19-solutions>

**FILM 2 - TREATING THOSE AT RISK**

While vaccines are our first defence against #COVID19, treatments are also an important tool to help save lives, avoid hospitalisations and lessen the burden on our healthcare systems. #TeamVaccines #AlwaysInnovating <https://teamvaccines.ifpma.org/covid-19-solutions>

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

There is no single solution to end this #COVID19 pandemic, but we’re determined to get ahead of it and make sure we’re ready for the future. #TeamVaccines #AlwaysInnovating <https://teamvaccines.ifpma.org/covid-19-solutions>

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

*Option 1*  
We’re applying our scientific expertise, passion, and creativity to find new innovative solutions to ensure that people, wherever they are in the world, have equitable access to #COVID19 vaccine protection. #TeamVaccines #AlwaysInnovating <https://teamvaccines.ifpma.org/covid-19-solutions>

*Option 2*We are finding new innovative solutions to help ensure that people around the world, wherever they might live, have access to the #COVID19 vaccines. #TeamVaccines #AlwaysInnovating <https://teamvaccines.ifpma.org/covid-19-solutions>

**FILM 5 - SOLVING GLOBAL HEALTH PROBLEMS**

We never stop learning and adapting to find innovative new ways to meet the world’s public health needs. #TeamVaccines #AlwaysInnovating <https://teamvaccines.ifpma.org/covid-19-solutions>