

VACCINE TABLETOP EXERCISE

Vaccine Program Preparedness & Implementation

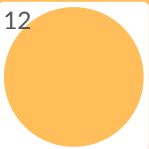
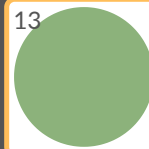


**2021 VXTTX
MARKETING &
COMMUNICATIONS**

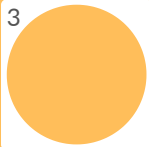
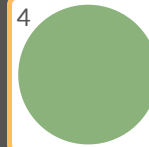
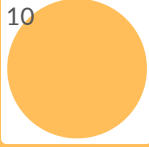
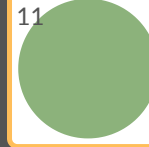
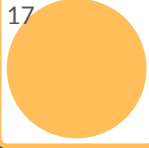
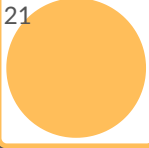
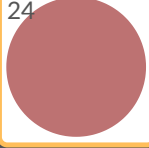
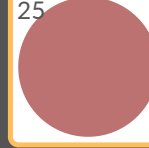
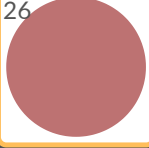

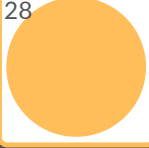
VXTTX 2021 COMMS CALENDAR OVERVIEW

 Email Communication  Prep Webinars  TTX Exercise

April

Mon	Tues	Wed	Thurs	Fri
			1	2
5	6	7	8	9
12 	13 	14	15	16
19	20	21	22	23
26	27	28	29	

May

Mon	Tues	Wed	Thurs	Fri
3 	4 	5	6	7
10 	11 	12	13	14
17 	18	19	20	21 
24 	25 	26 	27 	28 
31				

VXTTX 2021 COMMS TIMELINE & CHECKLIST

Prep Webinars

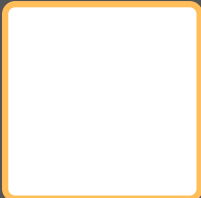
Email Reminders

Emails sent out @12pm CST
(10am PT, 11am MST, 2pm EST)

1 Monday, April 12th



2 Monday, May 3rd



3 Monday, May 10th



Webinar Dates:

- Vaccine Planning & Resources (4/13)
- Vaccine Status & Modeling (5/4)
- Vaccine Strategy & Prioritization (5/11)

Tabletop Exercise

Email Reminders

Email sent out @12pm CST
(10am PT, 11am MST, 2pm EST)

1 Monday, May 17th



2 Friday, May 21st



3 Friday, May 28th



Exercise Dates:

- Vaccine Tabletop Exercise (5/24 - 5/27)

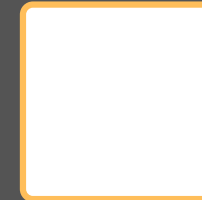
Tabletop Exercise

Social Media Posts

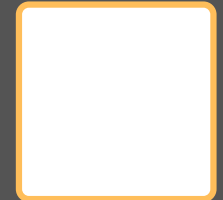
Mon, May 24th | Tues, May 25th



Start Post
@11am CST
Introduction +
contest
announcement

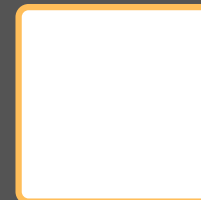


Mon Recap +
Re-Post
Group Photos

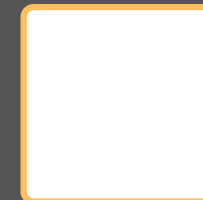


Tues Recap +
Re-Post
Group Photos

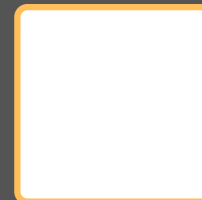
Wed, May 26th | Thurs, May 27th



Wed Recap +
Re-Post
Group Photos



Thurs Recap +
Re-Post
Group Photos



End Post
@4pm CST
Closing remarks
+ contest winner

Want to be featured on IIAD's social media? Post your group photo using the hashtag #VXTTX2021 and tagging @IIADAgriLife -- Don't forget to let us know which state and industry you're representing!

VXTTX 2021 COMMS EMAIL REMINDERS

Prep Webinars - Email Content

- Each email Webinar specific, list other webinar dates, topics, and recording links
- Webinars open to everyone
- "Remember" - Organize state voice/ reps - gather in 1 room using 1 zoom account
- Webinar dates and topics
- Webinar resources + links - Hoova, IIAD website
- "Can't make it?" - Webinar link to recordings
- Social media handle + hashtag

Tabletop Exercise - Email Content

- 1st Email: "One Week Away"
- 2nd Email: "Starting Next Week on Monday, May 24th"
- 3rd Email: "Thanks for attending", exercise recap
- Include webinar recordings link, briefly recap webinars
- Exercise resources + links - Hoova, IIAD website
- "Are you ready?" VXTTX Checklist - Make sure participants have all info, materials, & resources prior to exercise
- Downloadable zoom template
- Highlight social media contest
- Social media handle + hashtag

VXTTX 2021 COMMS SOCIAL MEDIA POSTS

Tabletop Exercise - Post Content

- Pre Exercise:
 - Mention group photo featured on IIAD accounts and contest + prize
 - Resource links to IIAD public VXTTX web page
- During Exercise:
 - AM Introductions: Highlight the day's states/industry
 - PM Re-caps: Highlight state, industry - generalized comment/quote of the day
 - Each day re-post group photos, track contestant progress
- Post Exercise
 - Re-cap exercise as a whole
 - Feature group photo favorites from the week
 - Feature contest winner