In this workshop, we will practice tailoring materials to your purpose and audience. Together, we will create social media messages about “COVID-19 vaccines” to encourage people to get vaccinated. Think of yourself as a member of the intended audience – the general public.

Step 1: Think about questions your audience might have

**Instructions:**

1. Take a few minutes to think about 1-3 questions a member of the general public (you) might have about COVID-19 vaccines
2. Unmute yourself to speak or put your questions in the chat box

**Step 2: Give information using clear, reader-centered language**

Instructions: Now that you have your heading, it’s time to write the body text of your message. To do so, simply answer the question you asked in the heading.

**Tips:**

* Write the way you speak
* Use 1st or 2nd person language
* Use active voice

1. Write 1-3 body text sentences using clear, reader-centered language
2. Post your question heading and body text in the chat box

**Step 3: Add a visual element**

Instructions: The last step is to add a visual element to your social media message.

**Your visual should be:**

* Relevant
* Representative and diverse
* Up-to-date
* Simple
* High quality

1. Take a few minutes to browse for a visual to complete your message
2. Take a screen shot or copy the visual and post it   
   in the chat box