

Detroit Free Press

Polling readers on Instagram about
vaccines

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How it started

- We ran a story on debunking the biggest COVID-19 vaccine myths, as part of a series of stories about vaccines and distribution.
- We were looking for ways to engage & inform readers on vaccines, their safety and where to get them.

DETROIT

Misinformation about COVID-19 vaccines is everywhere. Here are the facts.

Clara Hendrickson Detroit Free Press

Published 7:01 a.m. ET Feb. 16, 2021 | Updated 2:37 p.m. ET Feb. 18, 2021

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COVID vaccine: Once you get it CDC says no quarantining if exposed

Fully vaccinated people who meet certain criteria won't be required to quarantine following exposure to someone with COVID-19, according to the CDC. *USA TODAY*

Michigan health officials are working to administer as many COVID-19 vaccines as possible as quickly as possible as the number of reported cases of new variants of the virus increases. But rampant misinformation about the vaccine poses a significant challenge to what many, including Michigan Gov. Gretchen Whitmer, have called a "race" against these new variants.

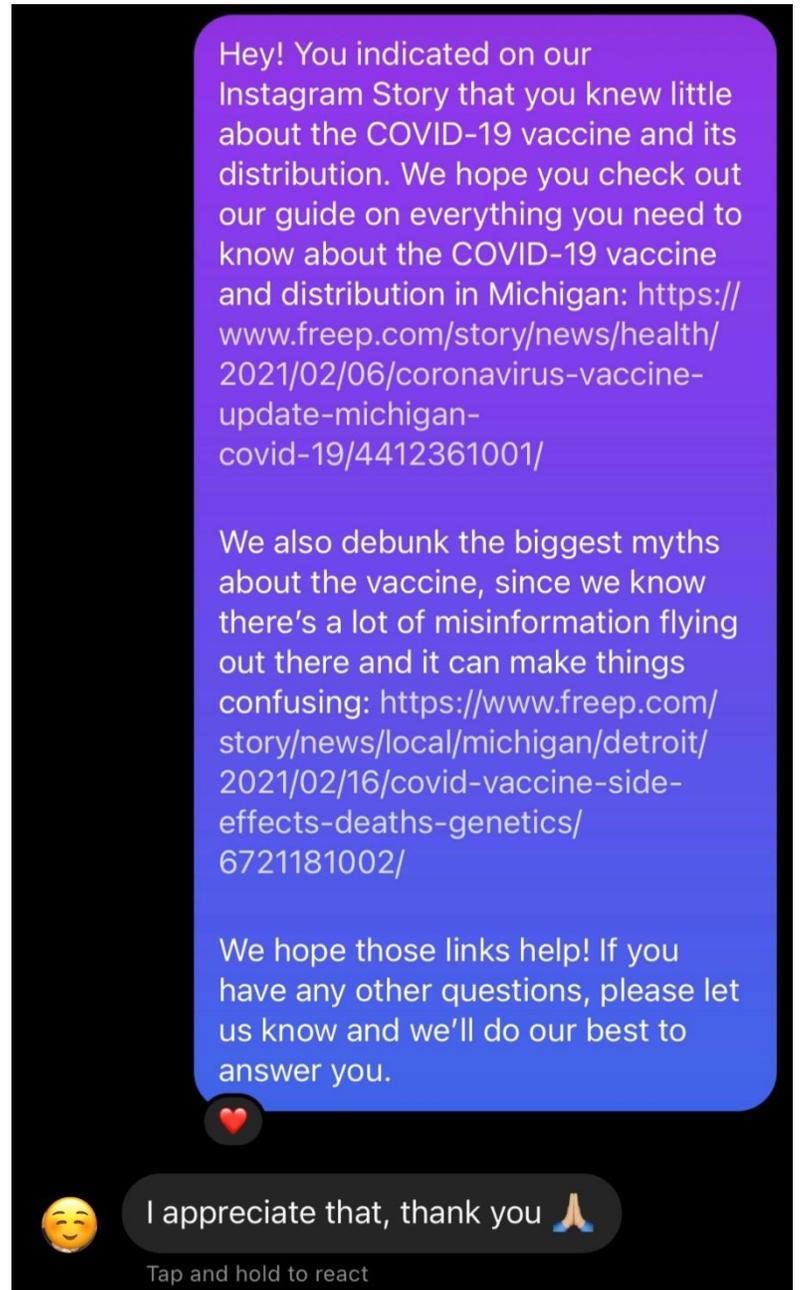
So we turned to Instagram

- We created this Instagram Story slide, using the slider tool, to ask folks how much they feel like they know about the vaccine.
- We reached more than 11,000 people and earned more than 1,300 responses to the poll (average response was right down the middle).



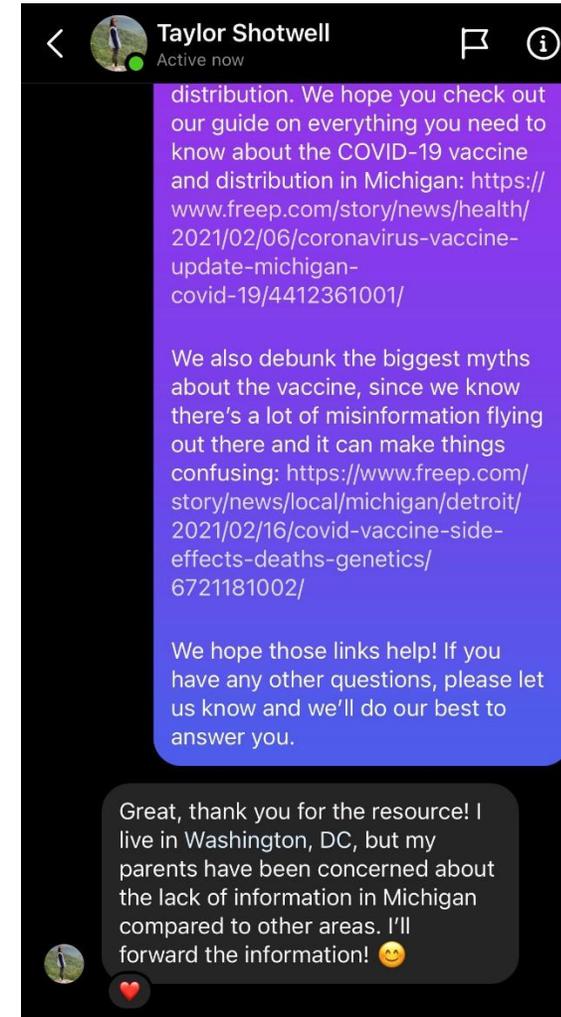
Taking an extra step

- For *every* person who responded that they knew little to nothing about the vaccine, we reached out via DM and sent this.
- This included more than 250 people. (It's quicker and easier than you think)



Reactions (a sampling)

- “Thank you so much for the information!”
- “Thanks FREEP! There’s a lot of good info in here, like I wasn’t sure how to find out what/who the prioritization was, but this answered that. Appreciate it!”
- “Wow, thanks!!”
- “Thank u. Go wings.”
- “This is super helpful thanks so much!”
- “Great thank you for the resources! I live in Washington, DC, but my parents have been concerned about the lack of information in Michigan compared to other areas. I’ll forward the information!”
- “Wow this is amazing! Thanks for following up. I’m really happy to see this type of initiative to debunk the myths and to provide accurate information.”



We hope those links help! If you have any other questions, please let us know and we'll do our best to answer you.

Thank you so much for following up! I'm definitely interested in taking the vaccine and can't wait till it's available for everyone. While i have done research on the vaccine itself and feel comfortable taking it, I felt very out of loop on the process of rolling it out to everyone in Mi (especially to those not considered a priority like myself). Thank you for offering resources and making sure it's available to everyone!! I will check out the links you sent 😊

Tap and hold to react

Takeaways

- This gets to the heart of our social audience strategy as we try to build subscribers: Meet people where they are and build relationships.
- Reinforce positive experiences with your brand, regardless of the platform, to build loyalty and trust over time.
- Think about long-term plays as well as short-term.