

MIXED MESSAGES

Evaluating Recall of Vaccine Meme Strategies Using Taylor's Six-Segment Strategy Wheel

Friday, February 21st
10 AM – 11 AM
Online Seminar

Key Takeaways:

The Influence of Memes



Emotional Messaging



Pro-Vaccination
Strategies



Dr. Elizabeth Crawford

FEATURED SPEAKER

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The Impact of Memes on Vaccination Messaging During COVID-19:

This study highlights the importance of emotionally resonant messaging in promoting vaccination and suggests further research into blending emotional and rational strategies for greater effectiveness.

Join us for an engaging seminar exploring the role of social media in public health messaging.

Don't miss out
Join the meeting!



FOR MORE INFORMATION EMAIL: MGARCIAPEREZ@UNCFSU.EDU