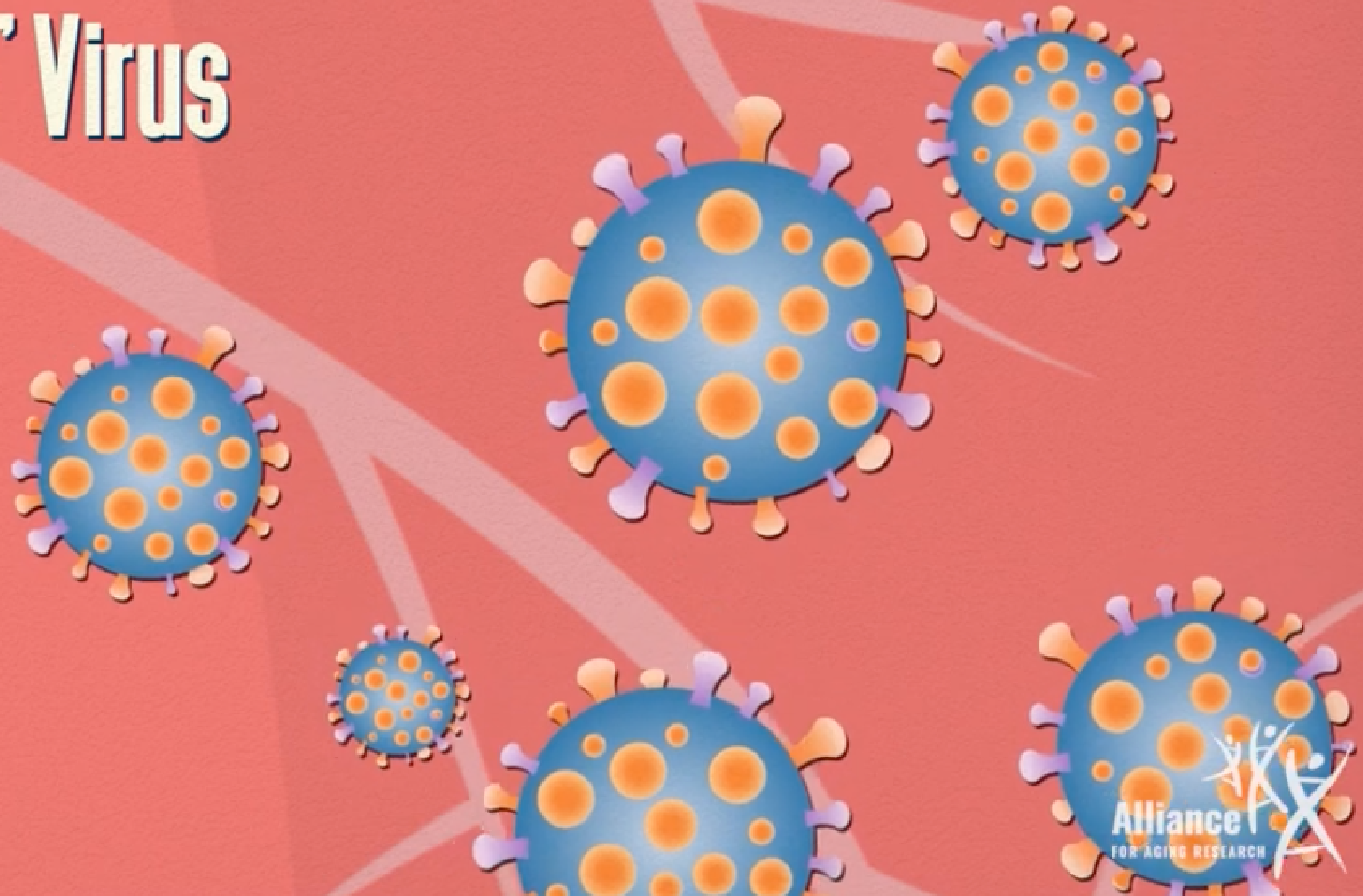


RESPIRATORY SYNCYTIAL VIRUS (RSV): Not Just a Little Kids' Virus

#OurBestShot

**Social Media
Toolkit**



OVERVIEW

Respiratory Syncytial Virus, or RSV, is a respiratory virus that causes infection in the lungs and respiratory tract. Symptoms are usually mild and cold-like, but they can become severe and lead to complications like difficulty breathing, hospitalization, and death. RSV is common in kids under the age of two, which has led to a misconceived notion that it's just a "little kids' virus," even though it's quite common in older adults over the age of 65 and every year over 14,000 older Americans die from RSV.

This toolkit provides suggested language and assets that you can use to help raise awareness around RSV on various social media platforms.



NEW EDUCATIONAL MATERIALS

This new PSA animated film gives an overview of the risk factors, symptoms, and importance of diagnosis of Respiratory Syncytial Virus.

- [Respiratory Syncytial Virus \(RSV\): Not Just a Little Kids' Virus \(Full Film\)](#)
- [Learn About RSV in Older Adults in 60 seconds](#)
- [Learn About RSV in Older Adults in 30 seconds](#)



NEW EDUCATIONAL MATERIALS (Cont.)

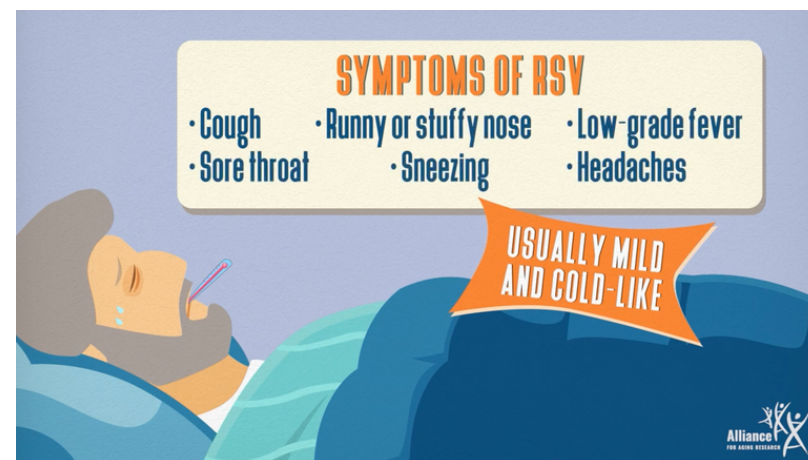
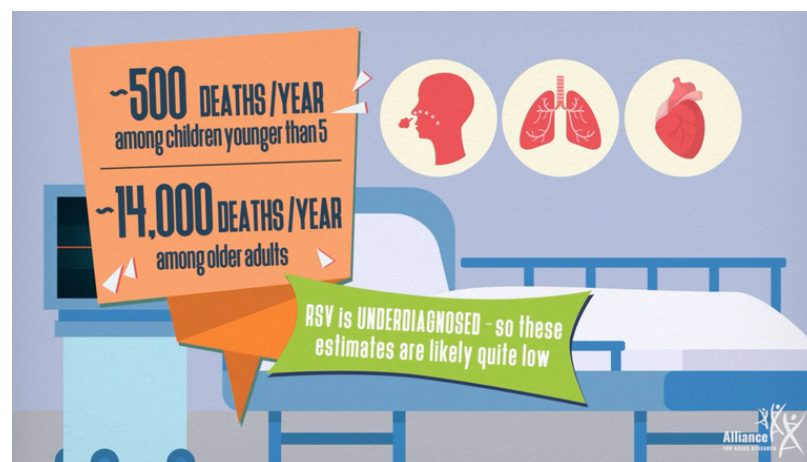
This short film interviews Dr. Donald Schuessler, a Pediatrician in Upstate New York who contracted RSV. He shares his experience with RSV from his symptoms, to getting tested, and – eventually – his recovery.

- [Pediatrician Don Schuessler Shares His Patient Story of Having RSV](#)
- [Watch Dr. Schuessler's Story About RSV in 60 seconds](#)



DOWNLOADABLE GRAPHICS

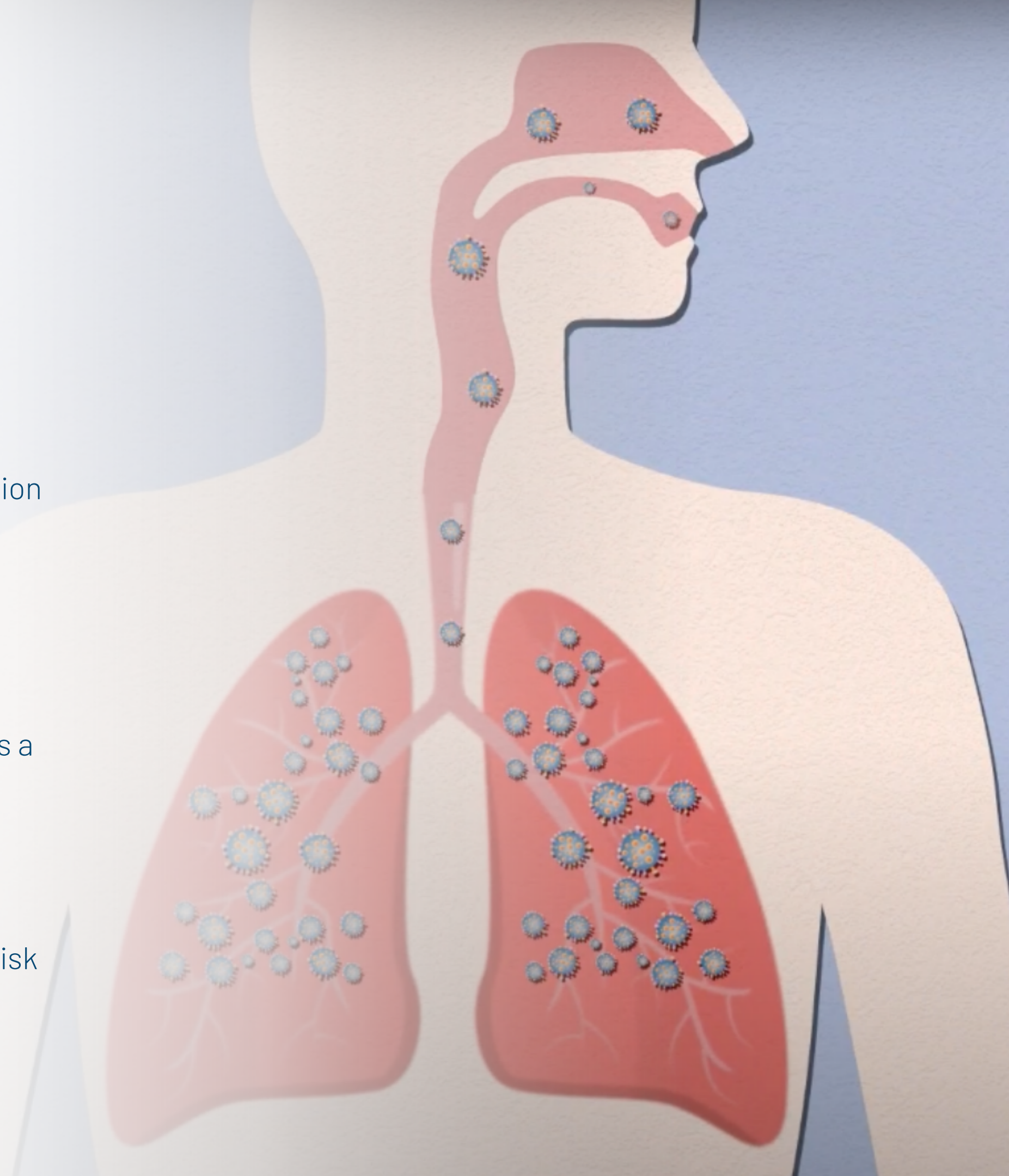
Please share [these downloadable assets](#) on your platforms.



SUGGESTED POSTS

Tailor the language below to each platform using the appropriate handles found on page 5.

- #COVID19 and #Flu aren't the only viruses to look out for this fall. Respiratory Syncytial Virus (RSV) is a common virus that causes infection in the lungs with cold-like symptoms. Learn more about RSV and risk factors in this film from [Insert Alliance handle]
<https://youtu.be/eXLvkQy5JQc>
- Respiratory Syncytial Virus (RSV) is a cold-like respiratory virus that impacts people of all ages. This film from [Insert Alliance handle] gives a quick look at risk factors, symptoms, and how serious RSV can be for older adults. Check it Out: <https://youtu.be/eXLvkQy5JQc>
- Despite how common it is in children and older adults, RSV often goes undiagnosed. Watch this film from [Insert Alliance handle] about the risk factors, symptoms, and how serious RSV can be for older adults.
<https://youtu.be/eXLvkQy5JQc>



SUGGESTED POSTS (Cont.)

**Tailor the language below to each platform
using the appropriate handles found on page 5.**

- Pediatrician Dr. Donald Schuessler thought he had a mild cold, but after six days he decided to get a nasal swab and was diagnosed with #RSV. Below, learn about his experience and why he cautions everyone, especially older adults, on the severity of RSV.
<https://youtu.be/KFBT8x3DPuM>
- This short film documents a personal account from Dr. Donald Schuessler, a Pediatrician in Upstate New York who contracted RSV. Watch Dr. Schuessler's Story About RSV in 60 seconds courtesy of [Insert Alliance handle] <https://youtu.be/KFBT8x3DPuM>



TAGGING THE ALLIANCE

Be sure to mention the Alliance for Aging Research in your posts using the profile tags below:

- [TWITTER](#)
- [FACEBOOK](#)
- [INSTAGRAM](#)
- [LINKEDIN](#)

SUGGESTED #HASHTAGS

- #OurBestShot
- #RSV





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