1. Although vaccination policy is a Member State competence, the Commission supports Member States in coordinating their policies and programmes. When COVID-19 vaccines became available, the Commission not only supported Member States in swiftly deploying vaccines, but also communicating on their benefits and tackling EU Vaccines Strategy misinformation/disinformation.

Since January 2021, the Commission communicated on the health benefits of vaccination through its channels with organic and paid content, amplified by our Representations in Member States, and partners at EU and national level.

The online communication products developed were anchored in our Coronavirus Response\(^1\) website, and included online expert Question & Answer sessions, infographics on vaccine development and vaccinated people’s testimonials. EUR 50,661 was allocated to boost vaccine safety and efficacy content to Member States through paid ads that ran on the Commission’s central social media accounts. Some examples of ads used on Facebook and Instagram can be found on the public Meta Ad Library by searching #UnitedAgainstCoronavirus\(^2\) and #VaccinesWork\(^3\).

2. The Commission also implemented tailored paid advertising campaigns, notably targeting countries with relatively low vaccine uptake, to support national communication efforts. In October 2021, Google ads and paid campaigns on the Commission’s local social media accounts ran in Austria, Bulgaria, Croatia, Czechia, Estonia, France, Germany, Poland and Slovakia. A paid TV/radio campaign also took place in Romania from December 2021-February 2022. The total cost of the targeted campaigns in the abovementioned countries was EUR 739,196.

\(^2\) [https://www.facebook.com/ads/library/?active_status=all&ad_type=all&country=BE&q=unitedagainstcoronavirus&view_all_page_id=107898832590939&search_type=page&media_type=all](https://www.facebook.com/ads/library/?active_status=all&ad_type=all&country=BE&q=unitedagainstcoronavirus&view_all_page_id=107898832590939&search_type=page&media_type=all)
\(^3\) [https://www.facebook.com/ads/library/?active_status=all&ad_type=all&country=BE&q=vaccineswork&view_all_page_id=107898832590939&search_type=page&media_type=all](https://www.facebook.com/ads/library/?active_status=all&ad_type=all&country=BE&q=vaccineswork&view_all_page_id=107898832590939&search_type=page&media_type=all)