

**Table 2 Vaccination awareness interventions developed and conducted by Department of University Relations and Media Affairs at KSAU-HS**

Product	Content	Anticipated impact	Channel
Social media message	Availability of vaccination centres, allocation of dedicated paths, and centres working hours. No prior reservation is required. Inclusion of faculty and college deans in hashtags.	<ul style="list-style-type: none"> <li>Raising awareness among students.</li> <li>Motivating students to complete vaccination doses.</li> <li>Educating the community on the importance of taking the vaccination.</li> </ul>	Twitter
Infographic	Emphasizing the importance of taking the vaccine and encouraging compliance through a message from the Custodian of the Two Holy Mosques to maximize impact.	<ul style="list-style-type: none"> <li>Spreading health awareness and channelling our strength to overcome challenges.</li> <li>Strengthening the responsibility of individuals towards their country, leaders, and society.</li> </ul>	Twitter/ Instagram
TV interview	A short talk with an official of the university, where they emphasize the importance of vaccination for male and female students.	<ul style="list-style-type: none"> <li>Shedding light on what the university offers to its employees and students.</li> </ul>	TV channel
Press release	Press releases are published at the beginning of the academic year, ensuring that COVID-19 is always on the work agenda, with everyone involved in collaborative efforts to overcome COVID-19-related challenges.	<ul style="list-style-type: none"> <li>Promoting a positive image of the university</li> </ul>	Press
Video	<p>University premises appear blank, with the hashtag proposed by the Ministry of Education activated</p> <p>A meeting with college deans to highlight the urgency of taking the vaccine to start a safe and healthy academic year and prepare for welcome ceremonies, while using virtual technology.</p>	<ul style="list-style-type: none"> <li>Showing the consequences of COVID-19 in academic institutions. For example, showing empty universities due to social distancing and distant learning.</li> <li>Highlighting the efforts of Saudi Arabia to preserve human health</li> <li>Creating a positive image of Saudi Arabia and its role in preserving human health.</li> <li>Promoting the university's positive image in preserving the health of employees and students.</li> </ul>	Twitter/ Instagram
SMS messages	Messages conveying concern for everyone's safety and hope for the return of safe gatherings after vaccination.	<ul style="list-style-type: none"> <li>Promoting the university's positive image.</li> </ul>	Mobile phones