



HPAI Outbreak Response Toolkit
Partner Social Graphics
May 2026

Highly pathogenic avian influenza (HPAI) is a fast-moving, deadly disease that threatens U.S. poultry. It can wipe out entire flocks within days—making awareness and immediate action critical.

To support prevention and response efforts, below is a set of ready-to-use social media graphics. These assets are designed for use across platforms including Facebook, LinkedIn, and X.

Use the accompanying copy below when sharing the graphics and see the “HPAI Outbreak Response Toolkit” tab to download individual assets.

Social Post 1:

	
Facebook Copy	Highly pathogenic avian influenza is a fast-spreading disease that kills poultry. It can devastate entire flocks in just days. The best defense? Biosecurity. To protect your flock and prevent the spread, follow these everyday biosecurity practices and get more tips, guidance, and resources from USDA @DefendTheFlock: www.aphis.usda.gov/defend-the-flock-program
X Copy	Highly pathogenic avian influenza spreads fast and can kill entire flocks in days. Protect your flock and prevent the spread with these biosecurity tips—and get more tips and resources from USDA @Defend_theFlock: www.aphis.usda.gov/defend-the-flock-program
LinkedIn Copy	Highly pathogenic avian influenza is a highly contagious disease that kills poultry. It spreads rapidly and can wipe out entire flocks within days. The most effective way to protect your flock and prevent the spread? Practicing strong biosecurity. Start with these tips and get more guidance, resources, and essential information from @USDA Animal and Plant Health Inspection Service (APHIS): www.aphis.usda.gov/defend-the-flock-program

Social Post 2:

		
Facebook Copy	Highly pathogenic avian influenza is here—and immediate action is critical. Monitor your flock daily and watch for signs of illness: • Trouble breathing • Loss of appetite • Nasal discharge • Decreased egg production • Sudden unexplained death If your birds show signs of illness, act immediately. Protect your flock by reporting sick birds and practicing strong biosecurity. Visit USDA @DefendTheFlock to learn more: www.aphis.usda.gov/defend-the-flock-program	
X Copy	Highly pathogenic avian influenza is here—act fast. Watch your flock for trouble breathing, loss of appetite, nasal discharge, decreased egg production, or sudden unexplained death. Sick birds? Report ASAP. Visit USDA @DefendTheFlock to learn more: www.aphis.usda.gov/defend-the-flock-program	
LinkedIn Copy	Highly pathogenic avian influenza is here — and immediate action is critical. Monitor your flock daily and watch for signs of illness: • Trouble breathing • Loss of appetite • Nasal discharge • Decreased egg production • Sudden unexplained death Sick birds? Call 1-866-536-7593 or contact your local veterinarian ASAP. Get biosecurity guidance and additional resources to protect your flock from @USDA Animal and Plant Health Inspection Service (APHIS): www.aphis.usda.gov/defend-the-flock-program	