



**CDC Foundation**

*Partnering for Vaccine Equity*

**Playbook for Debunking Misinformation Around COVID-19**

Batch 3 (Round 1) – Black History Month Social Media Assets

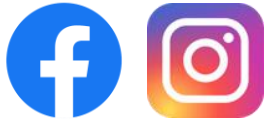
February 1, 2022 Release

# **Misinformation Topic #2:**

**Workplace requirements are a way to force us to take the vaccine.**

# Topic: *Workplace requirements are a way to force us to take the vaccine.*

## SPECIFICATIONS



- **Social Media Platform:** Facebook & Instagram
- **Asset File Name:**  
 CDCF\_Batch 3\_T2E1\_Static\_1080x1080\_1  
 CDCF\_Batch 3\_T2E1\_Static\_1080x1080\_2  
 CDCF\_Batch 3\_T2E1\_Static\_1080x1080\_3  
 CDCF\_Batch 3\_T2E1\_Static\_1080x1080\_4
- **Asset Type:** Carousel Static Slideshow
- **Length:** 4 images
- **Size:** 1080 x 1080 Square-Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Direction:** The carousel static assets should be an organic post with the images in numerical order.



# Topic: *Workplace requirements are a way to force us to take the vaccine.*

## SPECIFICATIONS



- **Social Media Platform:** Facebook, Instagram,
- **Asset File Name:**  
 CDCF\_Batch 3\_T2E1\_Static-1080x1920\_1.jpg  
 CDCF\_Batch 3\_T2E1\_Static-1080x1920\_2.jpg  
 CDCF\_Batch 3\_T2E1\_Static-1080x1920\_3.jpg  
 CDCF\_Batch 3\_T2E1\_Static-1080x1920\_4.jpg
- **Asset Type:** Carousel Static Slideshow
- **Length:** 4 images
- **Size:** 1080 x 1920 Vertical-Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Direction:** The carousel static assets should be an organic post with the images in numerical order.



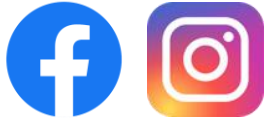
# **Misinformation Topic #4:**

**The government doesn't know what they're doing.**



**Topic:** *The government doesn't know what they're doing.*

## SPECIFICATIONS



- **Social Media Platform:** Facebook & Instagram
- **Asset File Name:**
  - CDCF\_Batch 3\_T4E1\_Static\_1080x1080\_1.jpg
  - CDCF\_Batch 3\_T4E1\_Static\_1080x1080\_2.jpg
  - CDCF\_Batch 3\_T4E1\_Static\_1080x1080\_3.jpg
  - CDCF\_Batch 3\_T4E1\_Static\_1080x1080\_4.jpg
- **Asset Type:** Carousel Static Slideshow
- **Length:** 4 images
- **Size:** 1080 x 1080 Square-Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Direction:** The carousel static assets should be an organic post with the images in numerical order.



**Topic:** *The government doesn't know what they're doing.*

## SPECIFICATIONS

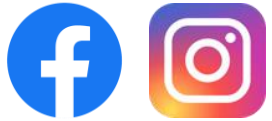


- **Social Media Platform:** Facebook, Instagram,
- **Asset File Name:**  
 CDCF\_Batch 3\_T4E1\_Static-1080x1920\_1.jpg  
 CDCF\_Batch 3\_T4E1\_Static-1080x1920\_2.jpg  
 CDCF\_Batch 3\_T4E1\_Static-1080x1920\_3.jpg  
 CDCF\_Batch 3\_T4E1\_Static-1080x1920\_4.jpg
- **Asset Type:** Carousel Static Slideshow
- **Length:** 4 images
- **Size:** 1080 x 1920 Vertical-Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Direction:** The carousel static assets should be an organic post with the images in numerical order.

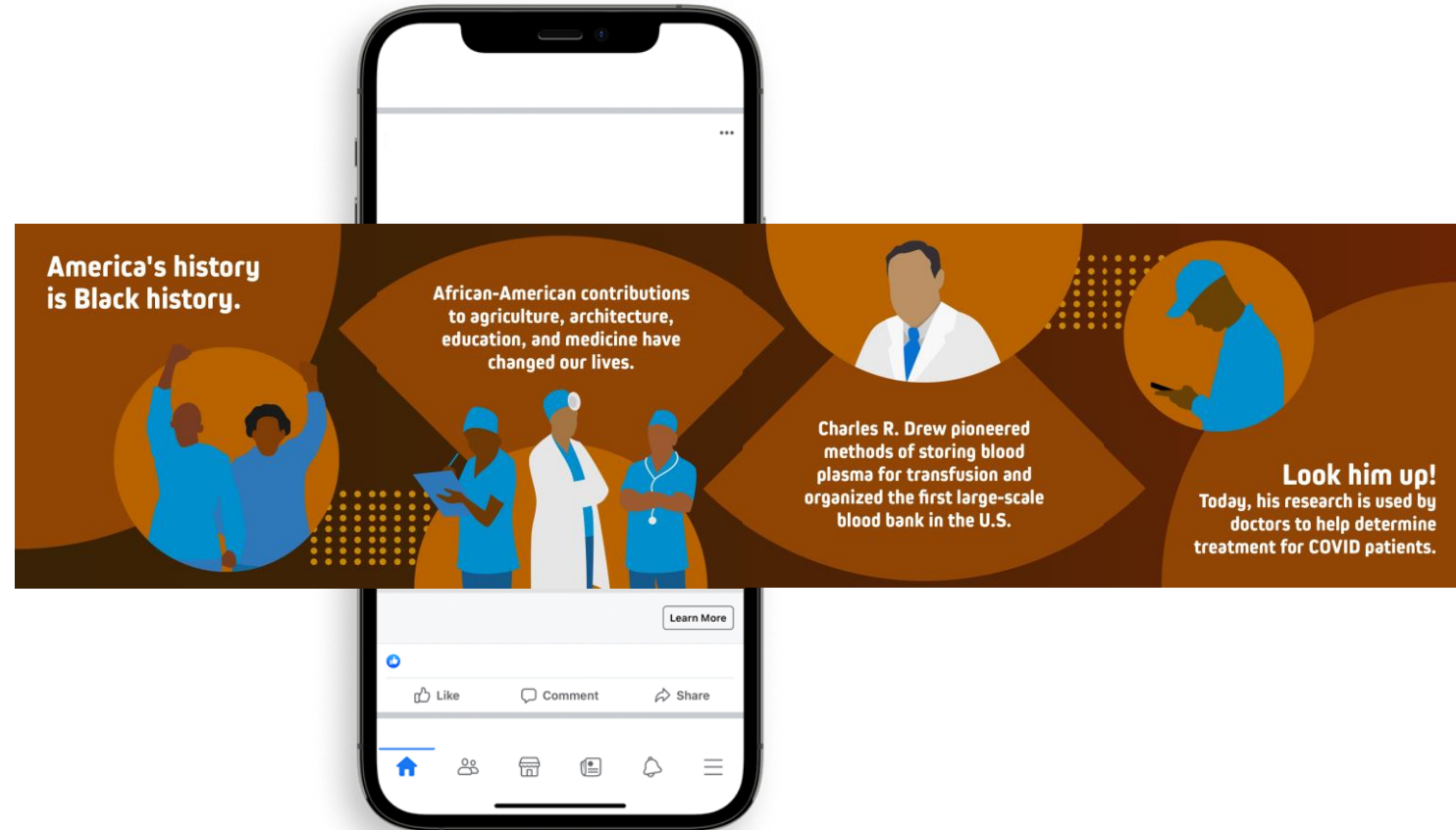


# Topic: *The government doesn't know what they're doing.*

## SPECIFICATIONS



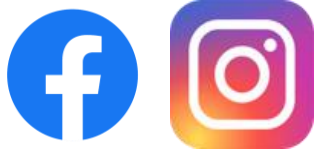
- **Social Media Platform:** Instagram & Facebook
- **Asset File Name:**
  - CDCF\_Batch 3\_T4E3\_Static\_1080x1080\_1.jpg
  - CDCF\_Batch 3\_T4E3\_Static\_1080x1080\_2.jpg
  - CDCF\_Batch 3\_T4E3\_Static\_1080x1080\_3.jpg
  - CDCF\_Batch 3\_T4E3\_Static\_1080x1080\_4.jpg
- **Asset Type:** Carousel Static Slideshow
- **Length:** 4 images
- **Size:** 1080 x 1080 Square-Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Direction:** The carousel static assets should be an organic post with the images in numerical order.



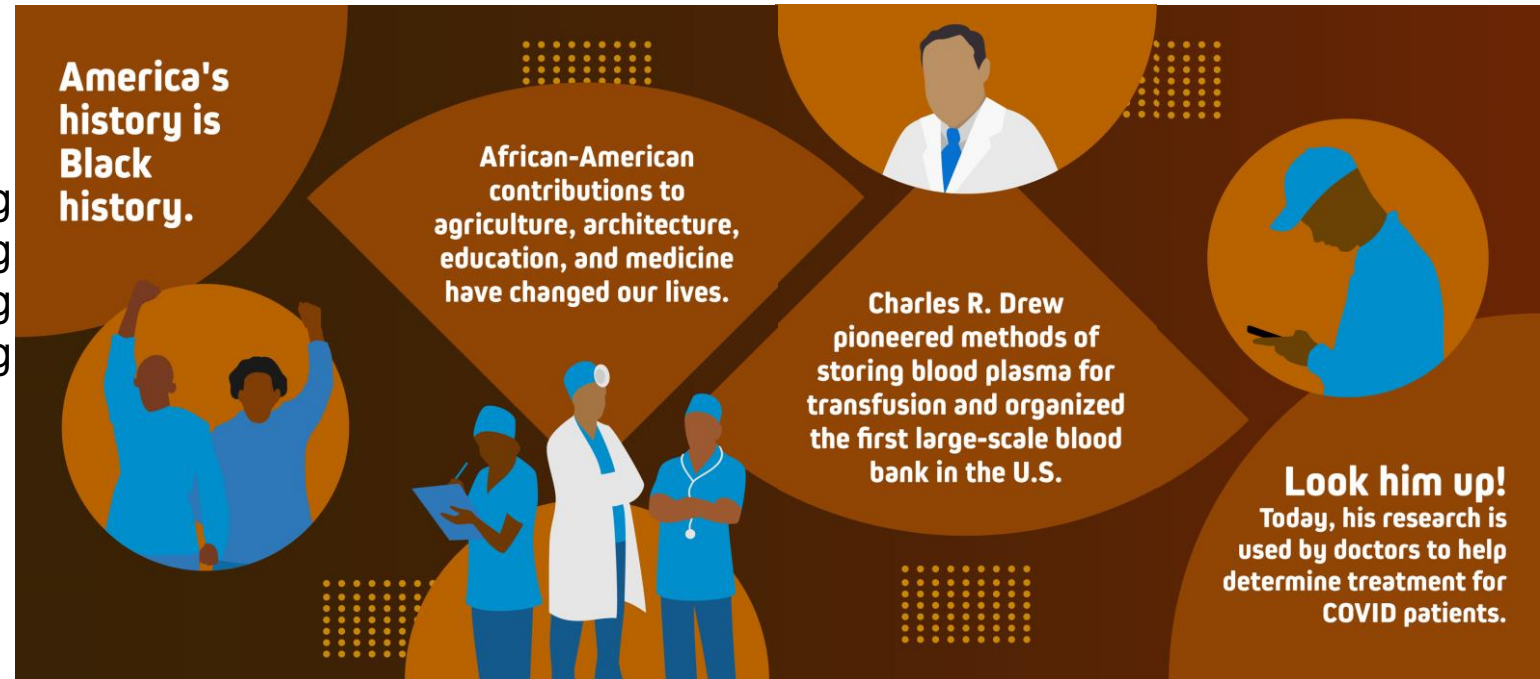


# Topic: *The government doesn't know what they're doing.*

## SPECIFICATIONS



- **Social Media Platform:** Instagram & Facebook
- **Asset File Name:**  
 CDCF\_Batch 3\_T4E3\_Static-1080x1920\_1.jpg  
 CDCF\_Batch 3\_T4E3\_Static-1080x1920\_2.jpg  
 CDCF\_Batch 3\_T4E3\_Static-1080x1920\_3.jpg  
 CDCF\_Batch 3\_T4E3\_Static-1080x1920\_4.jpg
- **Asset Type:** Carousel Static Slideshow
- **Length:** 4 images
- **Size:** 1080 x 1920 Vertical-Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Direction:** The carousel static assets should be an organic post with the images in numerical order.

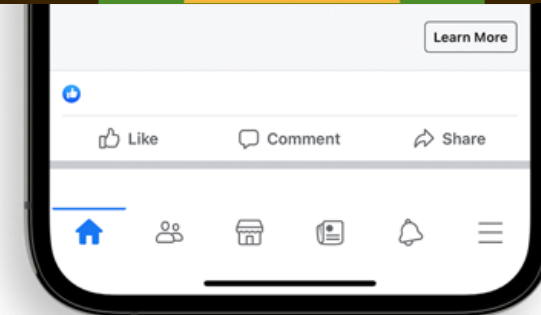
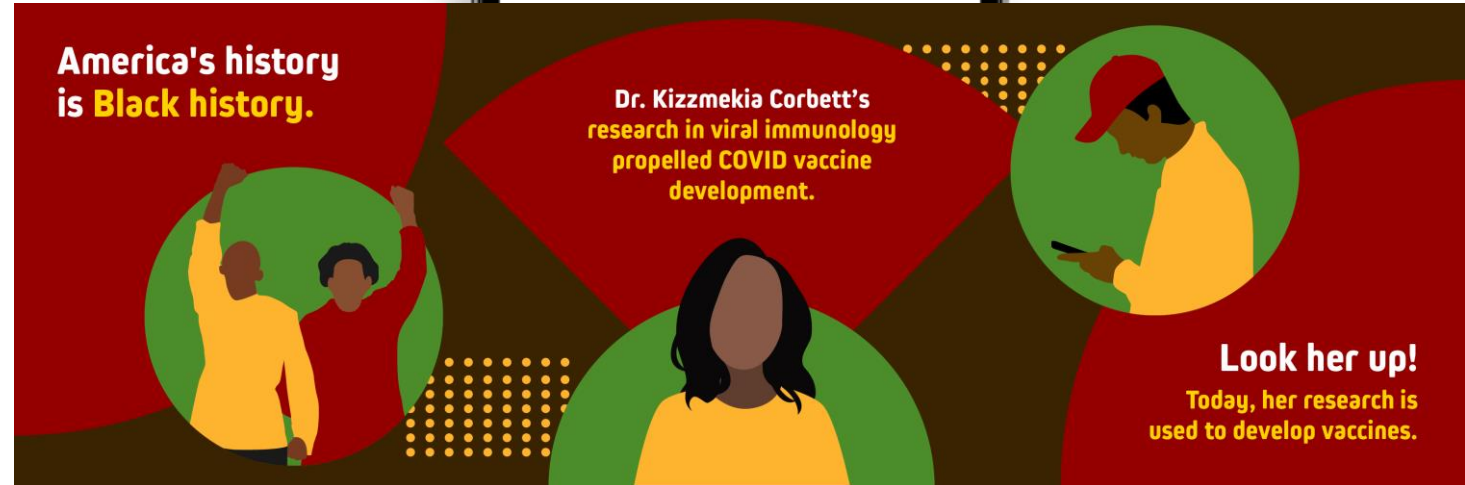


# Topic: *The government doesn't know what they're doing.*

## SPECIFICATIONS

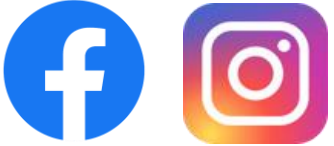


- **Social Media Platform:** Facebook/Instagram
- **Asset File Name:**  
 CDCF\_Batch 3\_T4E4\_Static\_1080x1080\_1.jpg  
 CDCF\_Batch 3\_T4E4\_Static\_1080x1080\_2.jpg  
 CDCF\_Batch 3\_T4E4\_Static\_1080x1080\_3.jpg
- **Asset Type:** Carousel Static Slideshow
- **Length:** 3 images
- **Size:** 1080 x 1080 Square-Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Direction:** The carousel static assets should be an organic post with the images in numerical order.



# Topic: *The government doesn't know what they're doing.*

## SPECIFICATIONS

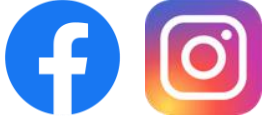


- **Social Media Platform:** Facebook/Instagram
- **Asset File Name:**  
CDCF\_Batch 3\_T4E4\_Static-1080x1920\_1.jpg  
CDCF\_Batch 3\_T4E4\_Static-1080x1920\_2.jpg  
CDCF\_Batch 3\_T4E4\_Static-1080x1920\_3.jpg
- **Asset Type:** Carousel Static Slideshow
- **Length:** 3 images
- **Size:** 1080 x 1920 Vertical-Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Direction:** The carousel static assets should be an organic post with the images in numerical order.



**Topic:** *The government doesn't know what they're doing.*

## SPECIFICATIONS



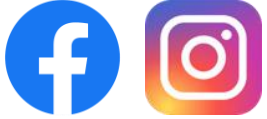
- **Social Media Platform:** Instagram & Facebook
- **Asset File Name:**  
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 CDCF\_Batch 3\_T4E5\_Static\_1080x1080\_2.jpg  
 CDCF\_Batch 3\_T4E5\_Static\_1080x1080\_3.jpg
- **Asset Type:** Static Slideshow
- **Asset Type:** Carousel Static Slideshow
- **Length:** 3 images
- **Size:** 1080 x 1080 Square-Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Direction:** The carousel static assets should be an organic post with the images in numerical order.





# Topic: *The government doesn't know what they're doing.*

## SPECIFICATIONS



- **Social Media Platform:** Instagram & Facebook
- **Asset File Name:**  
CDCF\_Batch 3\_T4E5\_Static-1080x1920\_1.jpg  
CDCF\_Batch 3\_T4E5\_Static-1080x1920\_2.jpg  
CDCF\_Batch 3\_T4E5\_Static-1080x1920\_3.jpg
- **Asset Type:** Static Slideshow
- **Asset Type:** Carousel Static Slideshow
- **Length:** 3 images
- **Size:** 1080 x 1920 Vertical-Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Direction:** The carousel static assets should be an organic post with the images in numerical order.







## **Do You Have Questions About The Playbook for Debunking Misinformation?**

Kristina Brown-Watts

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