

Audience	Budget	Run Time	Objective	Creative	Creative Link	Ad Copy	Link Description Copy	Image description copy	CTA Link	Notes				
BIPoC Target Audience (English)	\$250	Jan. 19 – Feb. 19	Link Clicks		https://www.able-sc.org/bipocinfo	Black, Indigenous, and other People of Color with disabilities are at higher risk for getting sick or dying from illnesses like COVID-19 and the flu. Shamaia, a member of the BIPoC and disability community in NC, got vaccinated last January for her family's safety. She encourages others to make informed decisions for their health and safety. If you have questions about getting vaccinated, call or email your healthcare provider.	Vaccine Resources for the BIPoC and Disability Community.	Graphic with light blue background and cut-out photo of Shamaia, a young Black woman smiling at the camera from behind a facemask. Quoted speech bubble with text reads, 'I live with my mom and dad. I am around kids a lot, so I got vaccinated last January for my family's safety. I help vulnerable people in my life. I don't want anyone to get sick. There's a lot of pressure with getting vaccinated, but it is important to do it now.'	https://www.able-sc.org/bipocinfo					
BIPoC Target Audience (Spanish)	\$250	Jan. 19 – Feb. 19	Link Clicks		https://www.able-sc.org/bipocinfo	N/A	Las personas negras, indigenas y otras personas de color con discapacidades tienen un mayor riesgo de enfermar o morir de enfermedades como la COVID-19 y la gripe. Shamaia, una miembro de la comunidad BIPoC y de discapacitados de Carolina del Sur, se vacunó en enero para proteger a su familia. Si tiene preguntas sobre la vacunación, llame o envíe un correo electrónico a su proveedor de atención médica.	“I received last month for my family's safety. I help vulnerable people in my life. I don't want anyone to get sick. There's a lot of pressure with getting vaccinated, but it is important to do it now.”	https://www.able-sc.org/bipocinfo					
BIPoC Target Audience (English)	\$250	Jan. 19 – Feb. 19	Link Clicks		https://www.able-sc.org/bipocinfo	Black, Indigenous, and other People of Color with disabilities are at higher risk for getting very sick with COVID-19 or the flu, due to their disabilities and/or lack of access to healthcare services, cost, etc. Evan, a member of the BIPoC and disability community in NC, got vaccinated last January for his safety, health, and the more. Even, a member of the community can help protect others.	Vaccine Resources for the BIPoC and Disability Community.	Graphic with light blue background and cut out photo of Evan, a young man smiling at the camera from behind a facemask. Quoted speech bubble with text reads, 'I live with my mom and dad. I am around kids a lot, so I got vaccinated last January for my family's safety. I help vulnerable people in my life. I don't want anyone to get sick. There's a lot of pressure with getting vaccinated, but it is important to do it now.'	https://www.able-sc.org/bipocinfo					
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