



CDC Foundation

Partnering for Vaccine Equity

Playbook for Debunking Misinformation Around COVID-19

Batch 3 (Round 2) – Social Media Assets

February 15, 2022 Release

STATIC CAROUSEL

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

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
 CDCF_Batch 3_T1E1_Static_1080x1080_1
 CDCF_Batch 3_T1E1_Static_1080x1080_2
 CDCF_Batch 3_T1E1_Static_1080x1080_3
- **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: *Workplace mandates are a way to force us to take the vaccine.*

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
 CDCF_Batch 3_T1E1_Static_1080x1920_1
 CDCF_Batch 3_T1E1_Static_1080x1920_2
 CDCF_Batch
 3_T1E1_Static_1080x1920_3
- **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.

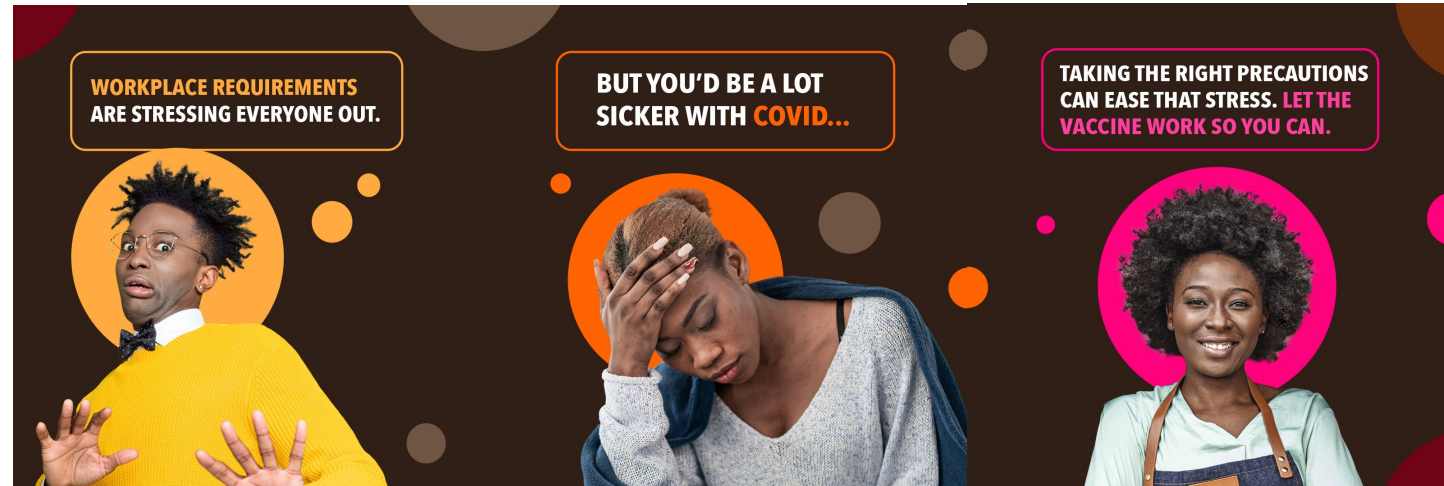


Topic: *Workplace mandates are a way to force us to take the vaccine.*

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
CDCF_Batch 3_T1E2_Static_1080x1080_1
CDCF_Batch 3_T1E2_Static_1080x1080_2
CDCF_Batch
3_T1E2_Static_1080x1080_3
- **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.

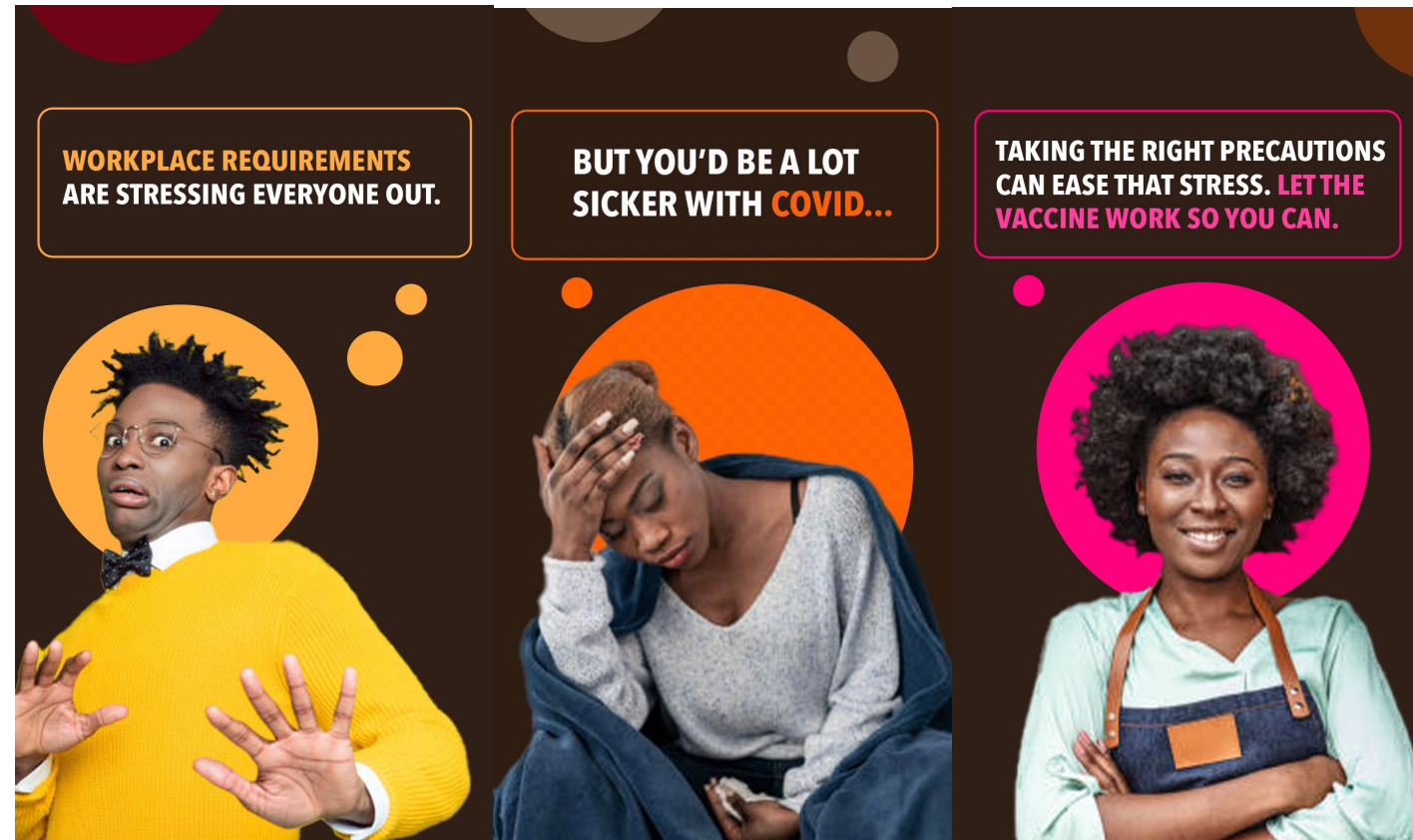


Topic: *Workplace mandates are a way to force us to take the vaccine.*

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
CDCF_Batch 3_T1E2_Static_1080x1920_1
CDCF_Batch 3_T1E2_Static_1080x1920_2
CDCF_Batch 3_T1E2_Static_1080x1920_3
- **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.

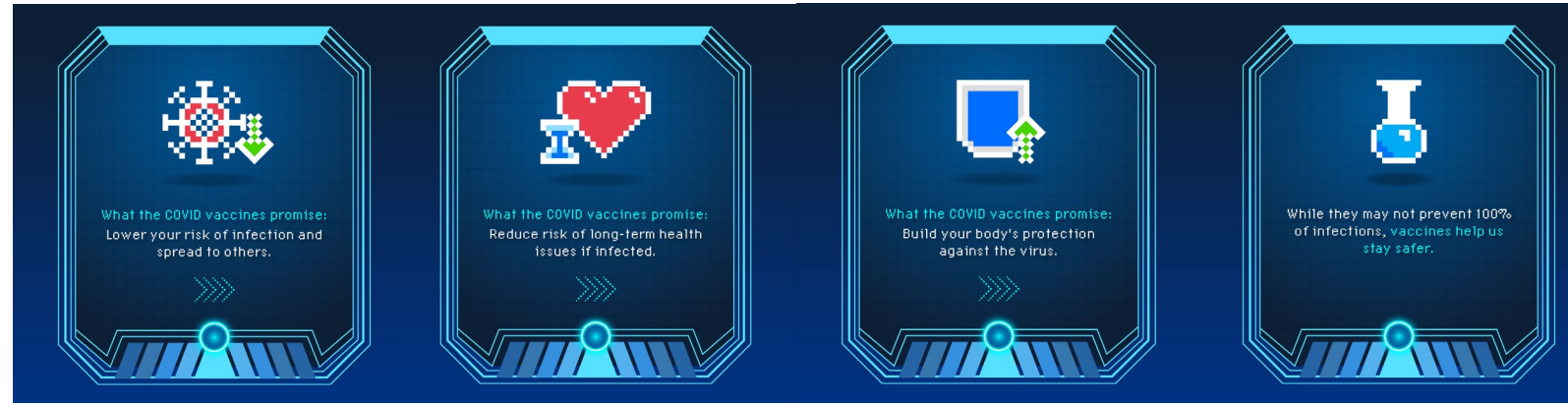


Topic: *If we can still get COVID, the vaccines don't work.*

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
 CDCF_Batch 3_T2E2_Static_1080x1080_1
 CDCF_Batch 3_T2E2_Static_1080x1080_2
 CDCF_Batch 3_T2E2_Static_1080x1080_3
 CDCF_Batch 3_T2E2_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: *If we can still get COVID, the vaccines don't work.*

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
 CDCF_Batch 3_T2E2_Static_1080x1920_1
 CDCF_Batch 3_T2E2_Static_1080x1920_2
 CDCF_Batch 3_T2E2_Static_1080x1920_3
 CDCF_Batch 3_T2E2_Static_1080x1920_4
- **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: *Giving our kids a new potentially dangerous vaccine is irresponsible.*

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
CDCF_Batch 3_T3E1_Static_1080x1080_1
CDCF_Batch 3_T3E1_Static_1080x1080_2
CDCF_Batch 3_T3E1_Static_1080x1080_3
- **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.

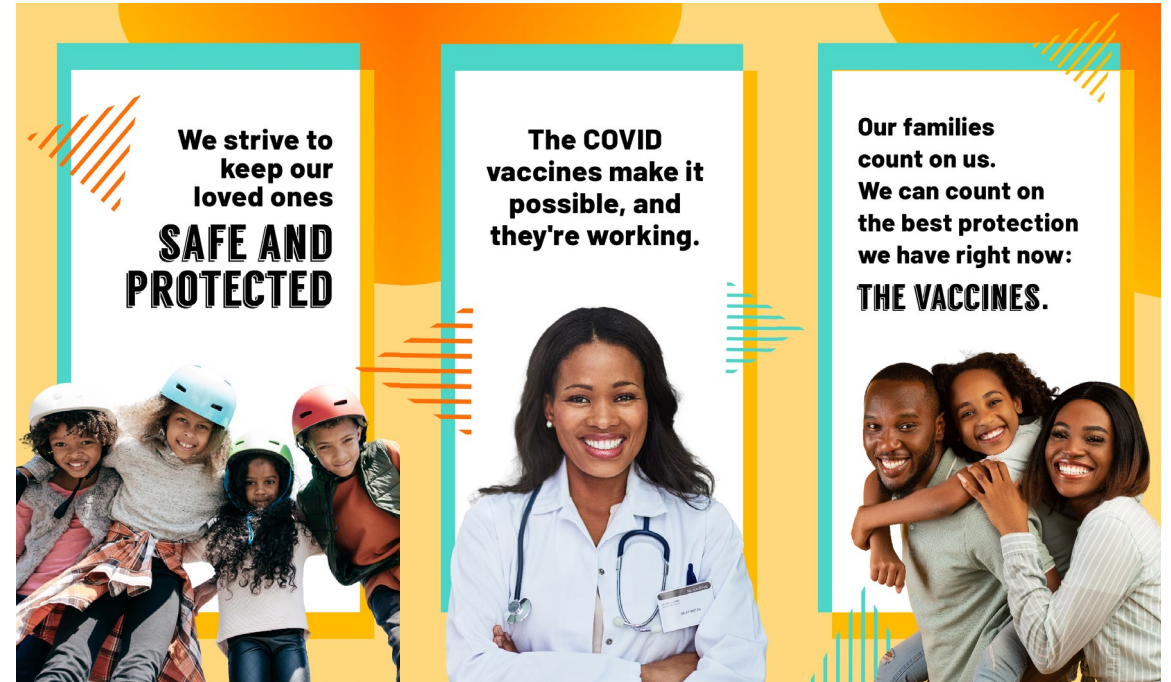


Topic: *Giving our kids a new potentially dangerous vaccine is irresponsible.*

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
 CDCF_Batch 3_T3E1_Static_1080x1920_1
 CDCF_Batch 3_T3E1_Static_1080x1920_2
 CDCF_Batch 3_T3E1_Static_1080x1920_3
- **Asset Type:** Carousel Static Slideshow
- **Length:** 3 images
- **Size:** 1080 x 1080 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: *Giving our kids a new potentially dangerous vaccine is irresponsible.*

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
CDCF_Batch 3_T3E2_Static_1080x1080_1
CDCF_Batch 3_T3E2_Static_1080x1080_2
CDCF_Batch 3_T3E2_Static_1080x1080_3
- **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.

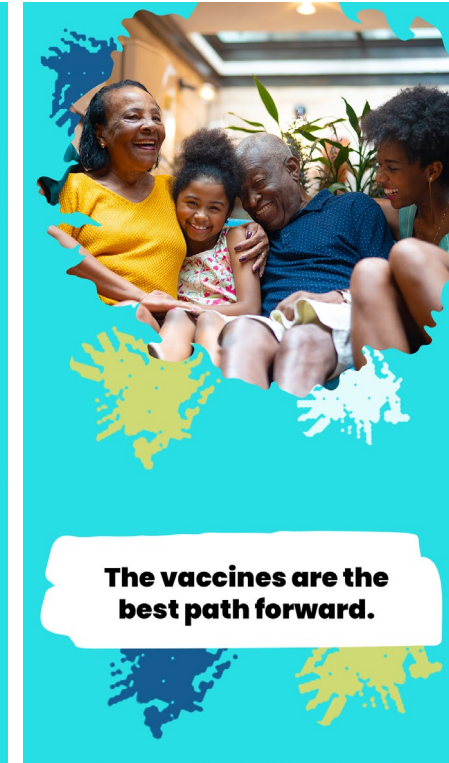
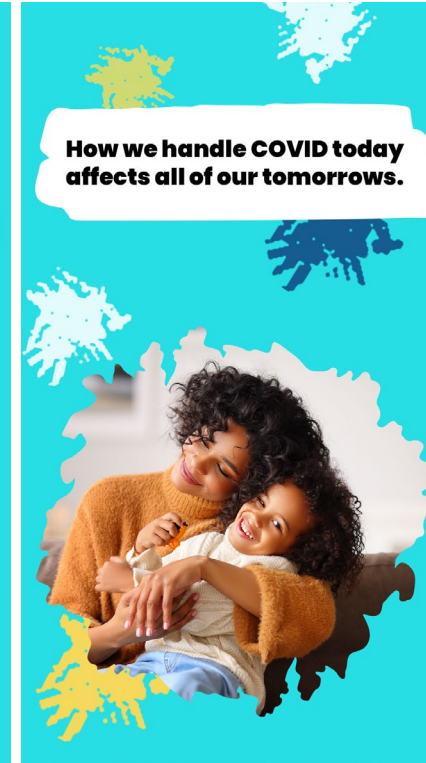
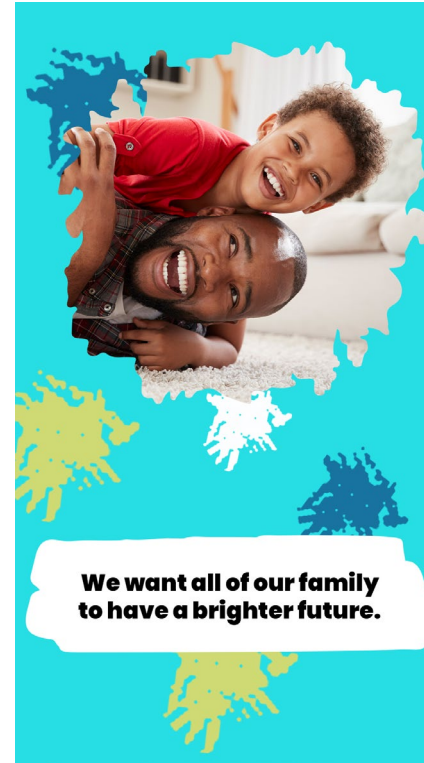


Topic: *Giving our kids a new potentially dangerous vaccine is irresponsible.*

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
CDCF_Batch 3_T3E2_Static_1080x1920_1
CDCF_Batch 3_T3E2_Static_1080x1920_2
CDCF_Batch 3_T3E2_Static_1080x1920_3
- **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.



ANIMATED CAROUSEL

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

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
CDCF_Batch 3_T1E1_1080x1080
- **Asset Type:** Carousel Static Slideshow
- **Length:** 15 seconds
- **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 mandates are a way to force us to take the vaccine.*

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
CDCF_Batch 3_T1E1_1080x1920
- **Asset Type:** Carousel Static Slideshow
- **Length:** 15 seconds
- **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: *Workplace mandates are a way to force us to take the vaccine.*

SPECIFICATIONS

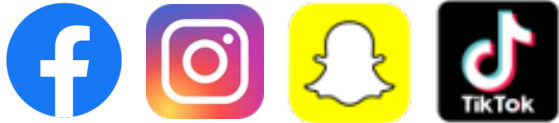


- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
CDCF_Batch 3_T1E2_1080x1080
- **Asset Type:** Animation
- **Length:** 15 seconds
- **Size:** 1080 x 1080 Square Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Direction:** The carousel static assets should be an organic post with the images in numerical order.



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

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat, Tiktok
- **Asset File Name:**
CDCF_Batch 3_T1E2_1080x1920
- **Asset Type:** Animation
- **Length:** 15 seconds
- **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: *If we can still get COVID, the vaccines don't work.*

SPECIFICATIONS

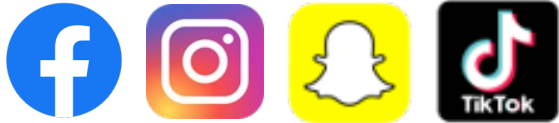


- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
CDCF_Batch 3_T2E1_1080x1920
- **Asset Type:** Animation
- **Length:** 15 seconds
- **Size:** 1080 x 1080 Square Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Direction:** The carousel static assets should be an organic post with the images in numerical order.

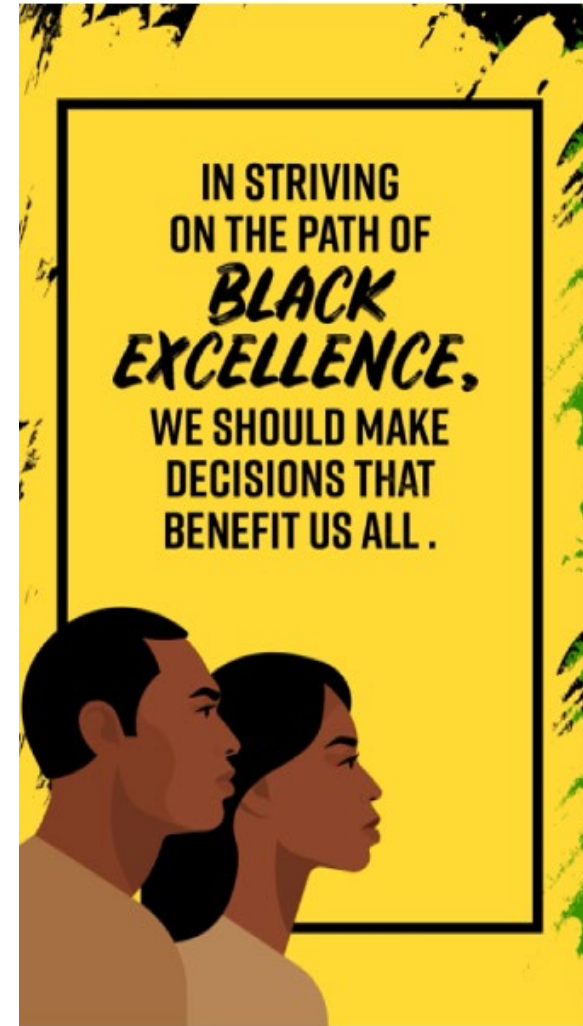


Topic: *If we can still get COVID, the vaccines don't work.*

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat, Tik Tok
- **Asset File Name:**
CDCF_Batch 3_T2E1_1080x1920
- **Asset Type:** Animation
- **Length:** 15 seconds
- **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.

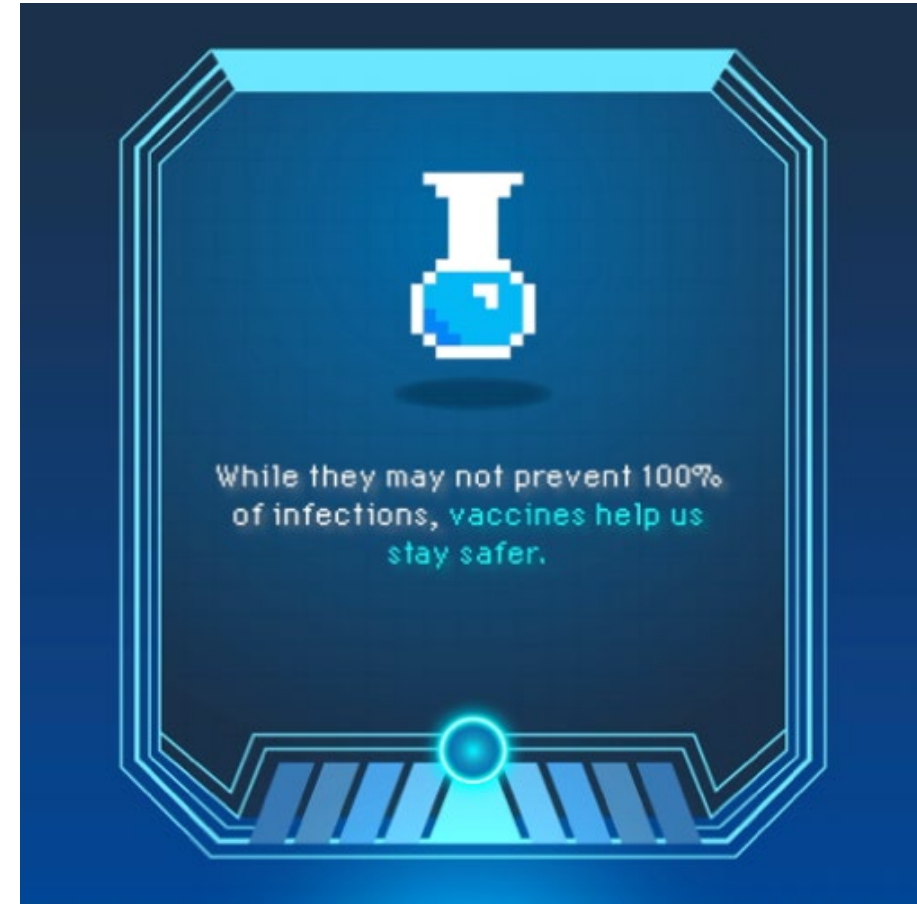


Topic: *If we can still get COVID, the vaccines don't work.*

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
CDCF_Batch 3_T2E2_1080x1080
- **Asset Type:** Animation
- **Length:** 22 seconds
- **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.

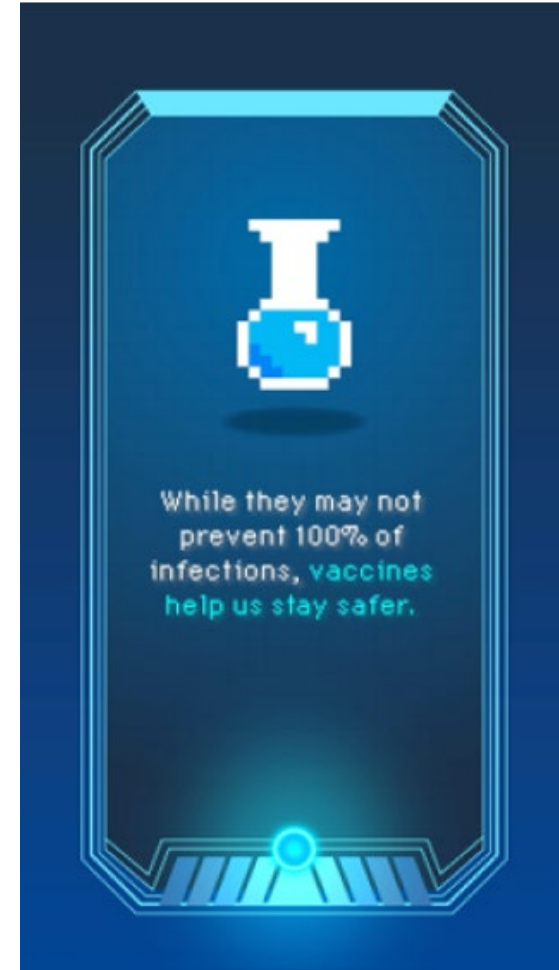


Topic: *If we can still get COVID, the vaccines don't work.*

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
CDCF_Batch 3_T2E2_1080x1920
- **Asset Type:** Animation
- **Length:** 22 seconds
- **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.

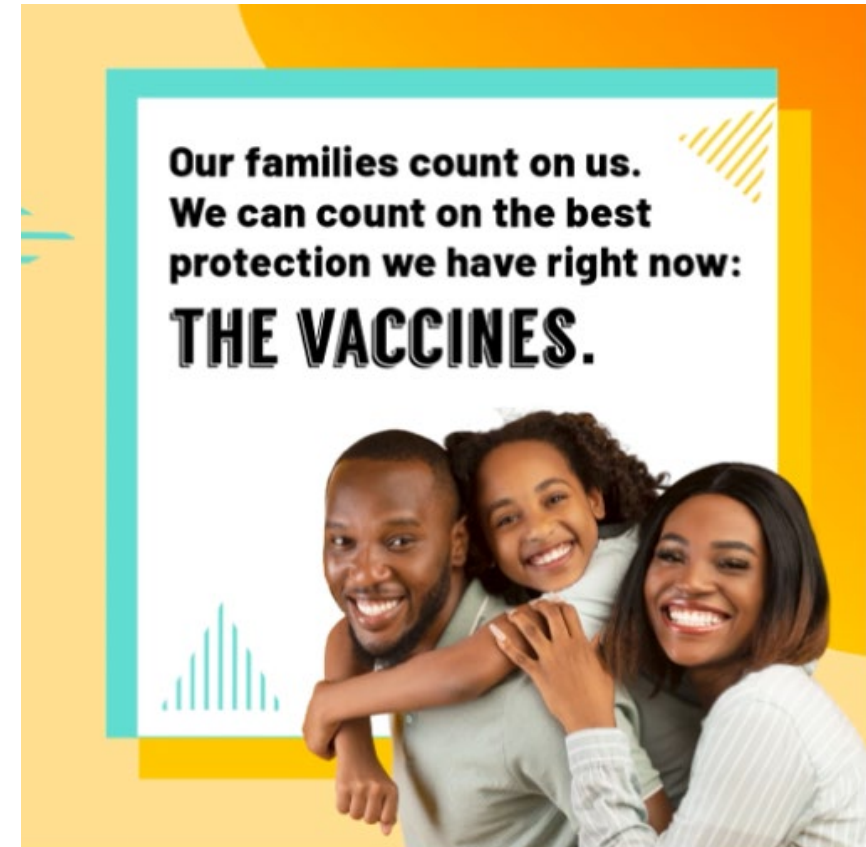


Topic: *Giving our kids a new potentially dangerous vaccine is irresponsible.*

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
CDCF_Batch 3_T3E2_1080x1080
- **Asset Type:** Animation
- **Length:** 20 seconds
- **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.

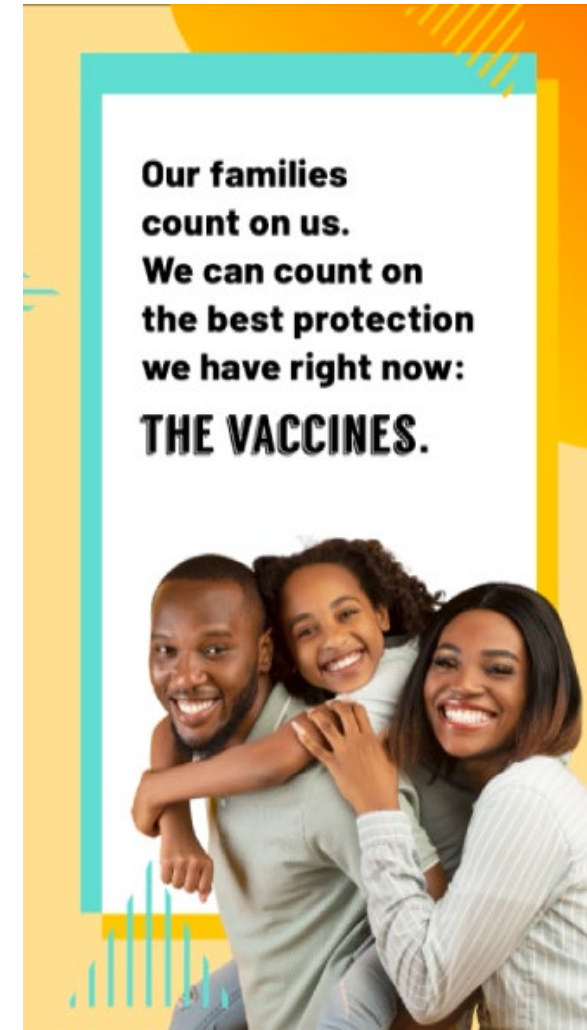


Topic: *Giving our kids a new potentially dangerous vaccine is irresponsible.*

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
CDCF_Batch 3_T3E2_1080x1920
- **Asset Type:** Animation
- **Length:** 20 seconds
- **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.

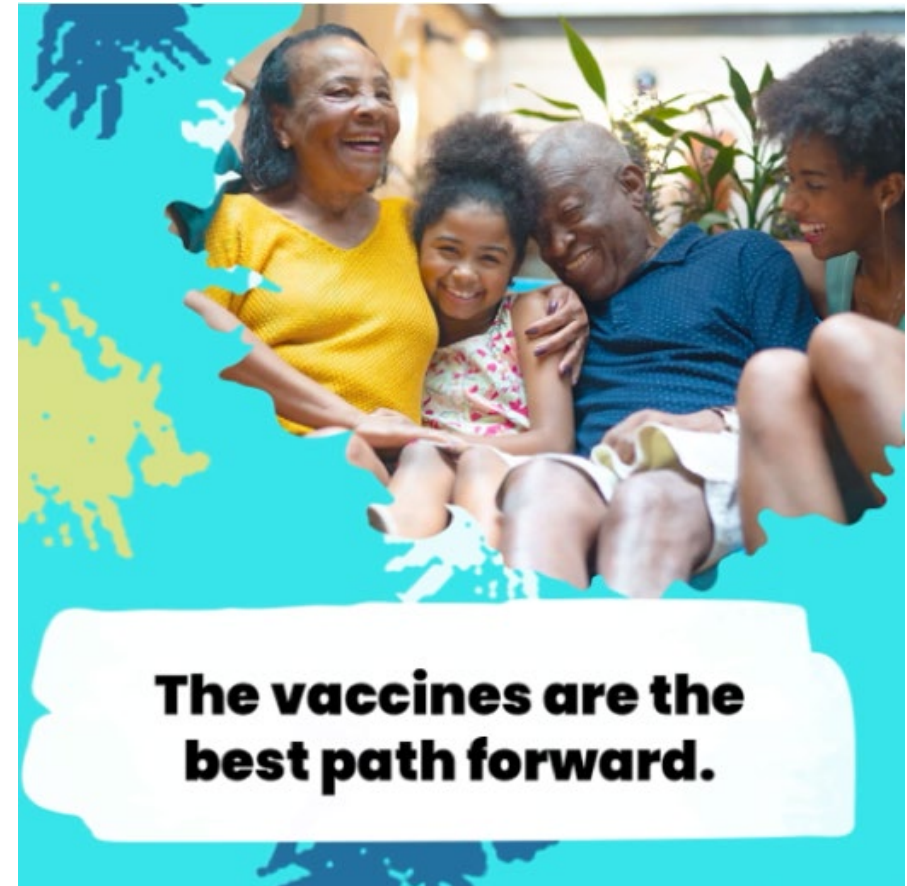


Topic: *Giving our kids a new potentially dangerous vaccine is irresponsible.*

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
CDCF_Batch 3_T3E2_1080x1080
- **Asset Type:** Animation
- **Length:** 20 seconds
- **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.

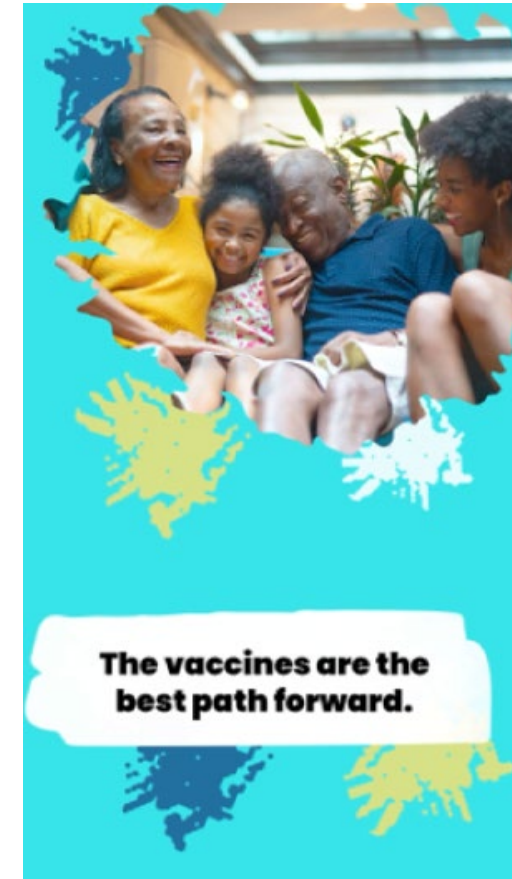


Topic: *Giving our kids a new potentially dangerous vaccine is irresponsible.*

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
CDCF_Batch 3_T3E2_1080x1920
- **Asset Type:** Animation
- **Length:** 20 seconds
- **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, in feed or stories, Snapchat
- **Asset File Name:**
CDCF_Batch 3_T4E1_1080x1080
- **Asset Type:** Animation
- **Length:** 20 seconds
- **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.

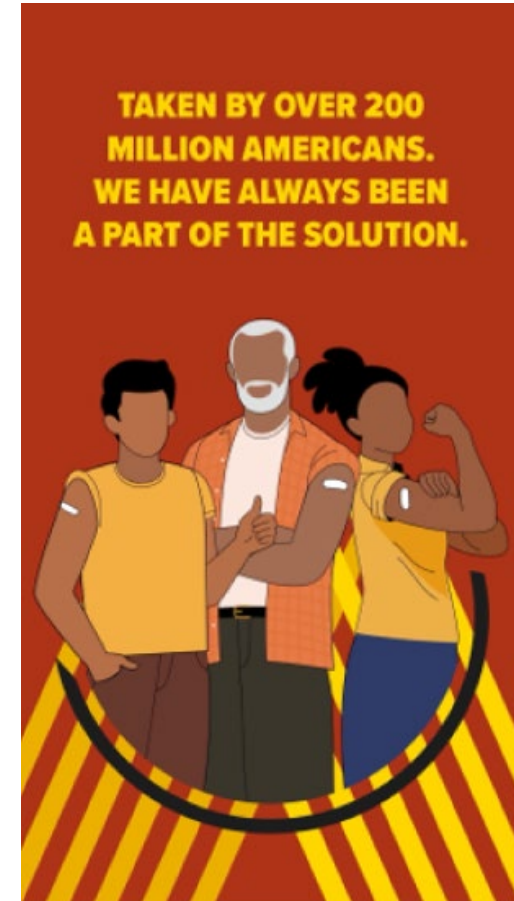


Topic: *The government doesn't know what they're doing.*

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
CDCF_Batch 3_T4E1_1080x1920
- **Asset Type:** Animation
- **Length:** 20 seconds
- **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.



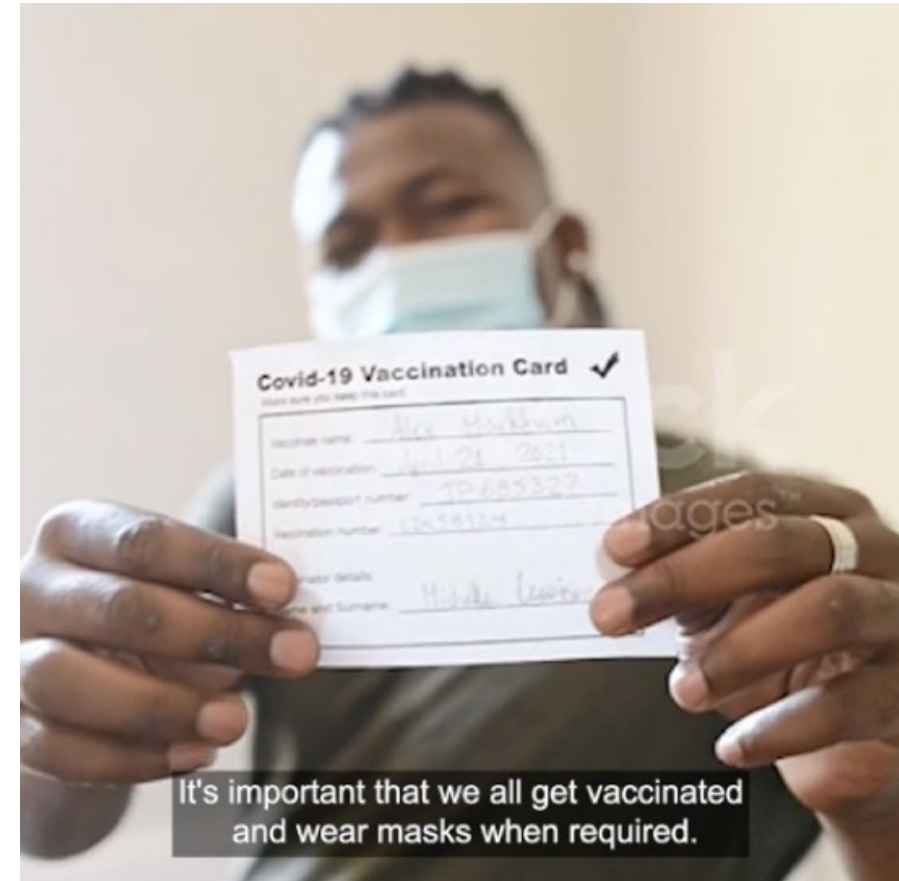
VIDEOS (30 SECS)

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

SPECIFICATIONS



- **Social Media Platform:** YouTube, Facebook/Instagram, in feed or stories,
- **Asset File Name:**
CDCF_Batch 3_T1E3_1080x1080
- **Asset Type:** Video
- **Length:** 30 seconds
- **Size:**
- **Video Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Music Licensing:** Limited, non-exclusive, non-transferable, worldwide right and license, in perpetuity to modify (subject to related restrictions) and use a recording in accordance with the terms and conditions of the Agreement, and the Standard License.
- **VO Usage:** 1 year of Paid Web

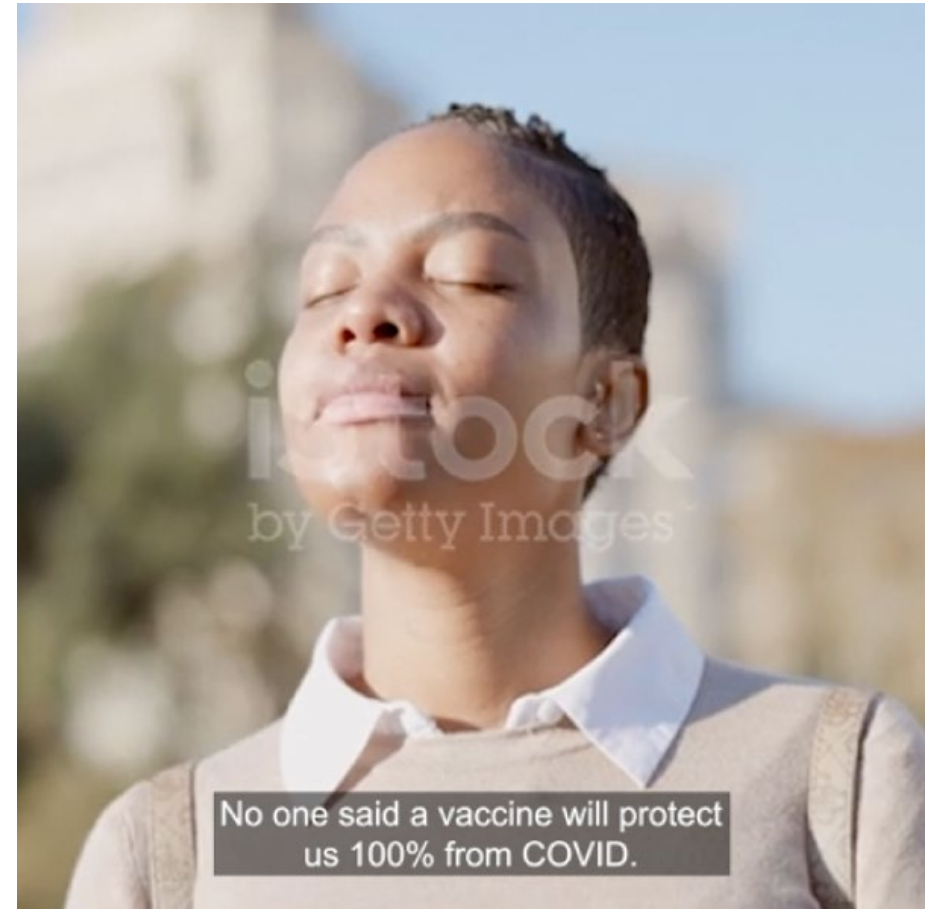


Topic: *If we can still get COVID, the vaccines don't work.*

SPECIFICATIONS



- **Social Media Platform:** YouTube, Facebook/Instagram, in feed or stories,
- **Asset File Name:**
CDCF_Batch 3_T2E3_1080x1080
- **Asset Type:** Video
- **Length:** 30 seconds
- **Size:**
- **Video Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Music Licensing:** Limited, non-exclusive, non-transferable, worldwide right and license, in perpetuity to modify (subject to related restrictions) and use a recording in accordance with the terms and conditions of the Agreement, and the Standard License.
- **VO Usage:** 1 year of Paid Web





Do You Have Questions About The Playbook for Debunking Misinformation?

Kristina Brown-Watts

KBrownWatts@CultureOneWorld.com