



**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.

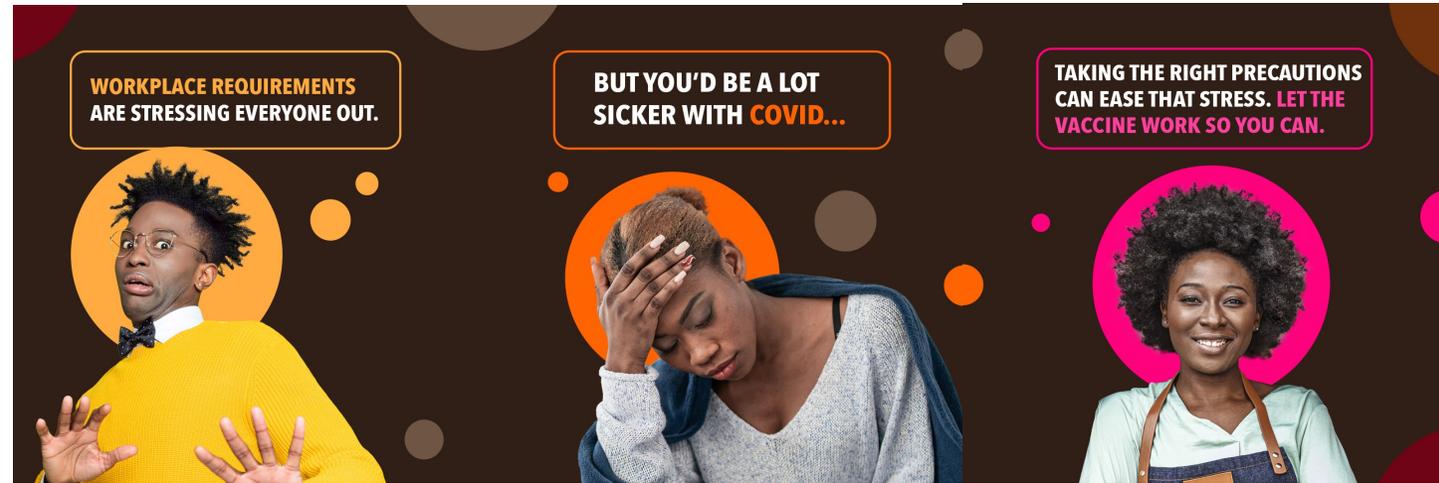


# Topic: *Workplace mandates are a way to force us to take the vaccine.*

## 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.

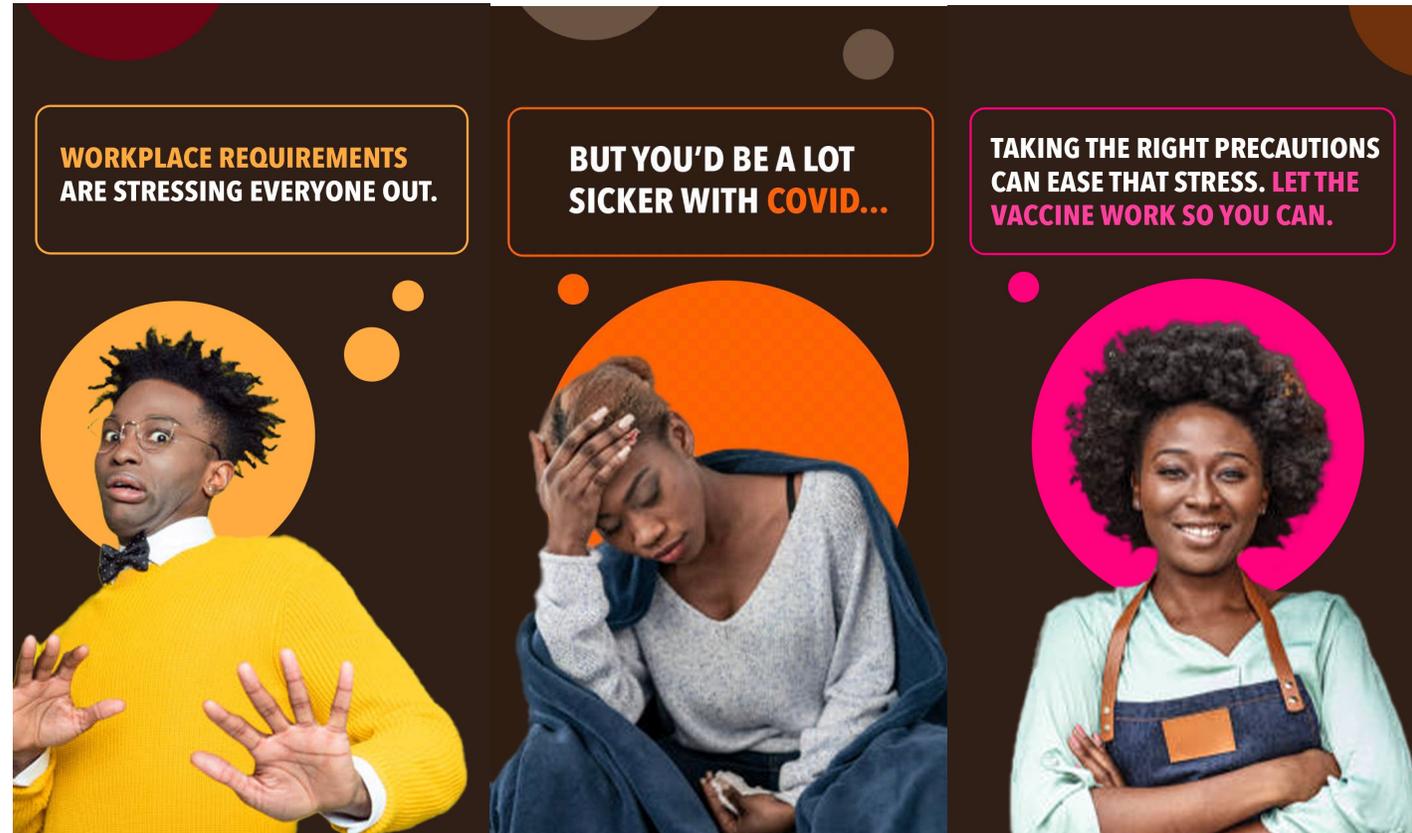


# Topic: *Workplace mandates are a way to force us to take the vaccine.*

## 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.

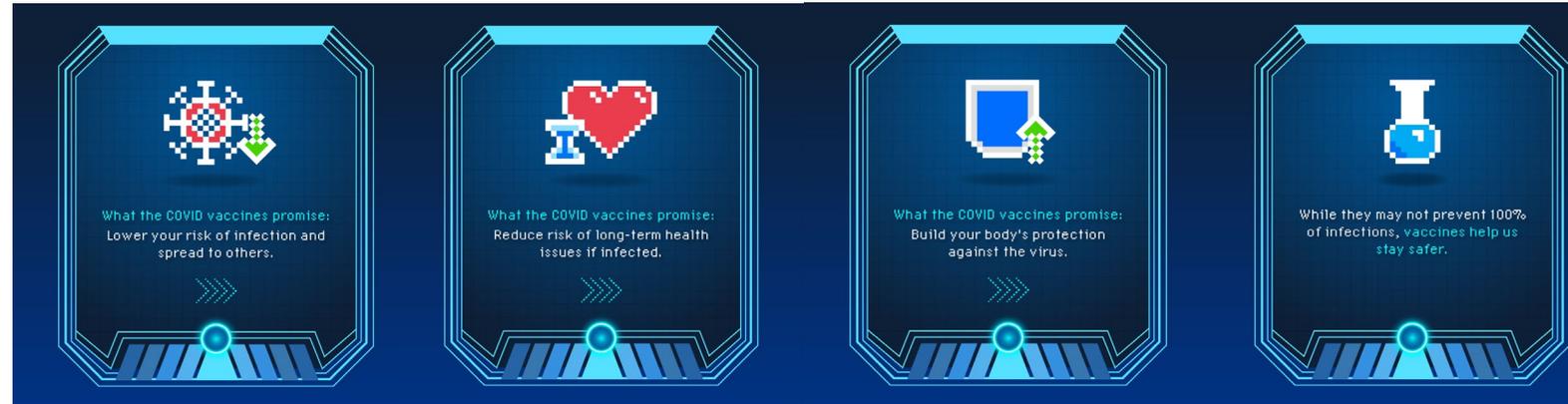


# Topic: *If we can still get COVID, the vaccines don't work.*

## 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.

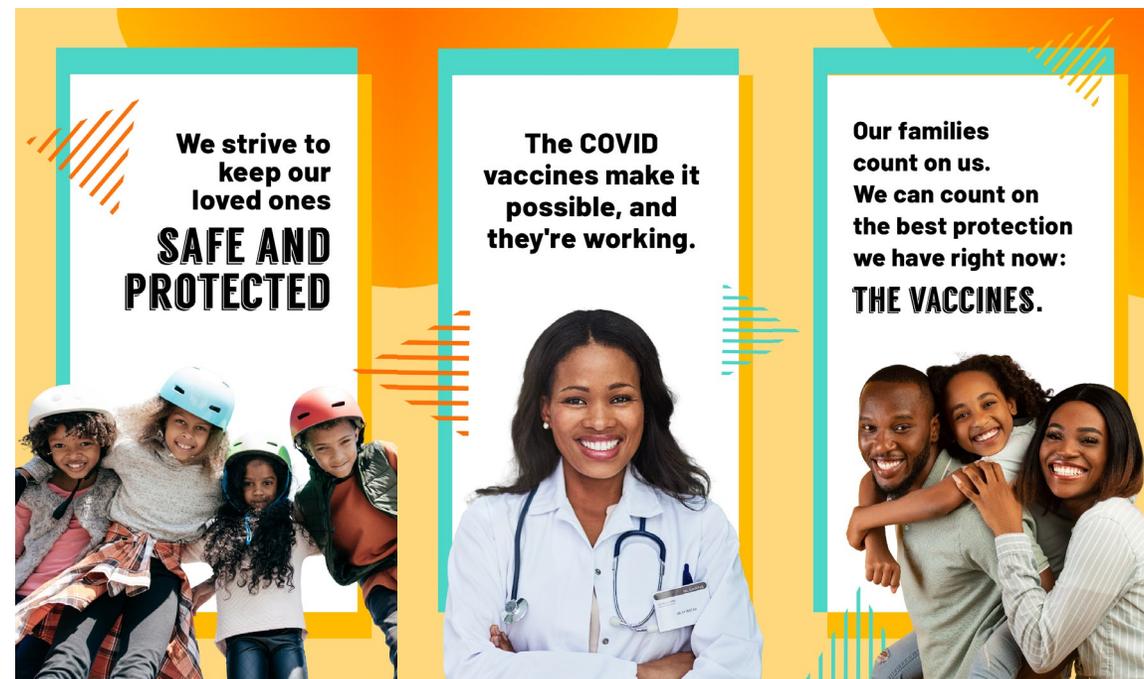


# Topic: *Giving our kids a new potentially dangerous vaccine is irresponsible.*

## 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.

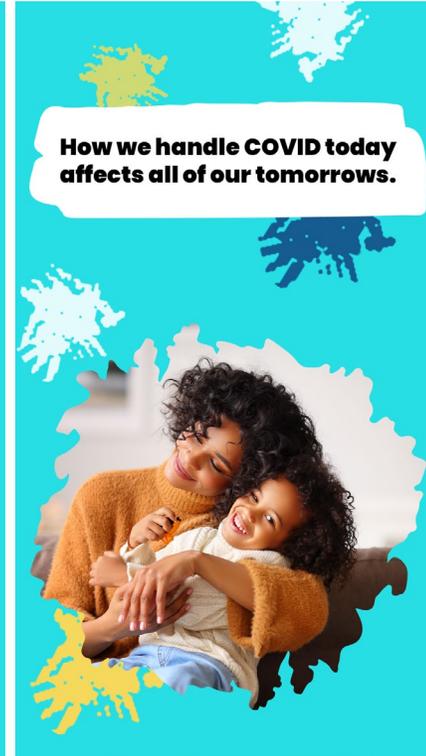


# Topic: *Giving our kids a new potentially dangerous vaccine is irresponsible.*

## 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

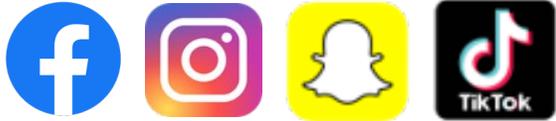


- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**  
CDCF\_Batch 3\_T1E2\_1080x1080
- **Asset Type:** Animation
- **Length:** 15 seconds
- **Size:** 1080 x 1080 Square Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, 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

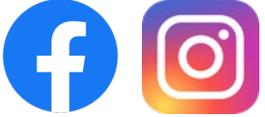


- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat, Tiktok
- **Asset File Name:**  
CDCF\_Batch 3\_T1E2\_1080x1920
- **Asset Type:** Animation
- **Length:** 15 seconds
- **Size:** 1080 x 1920 Vertical Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, 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.

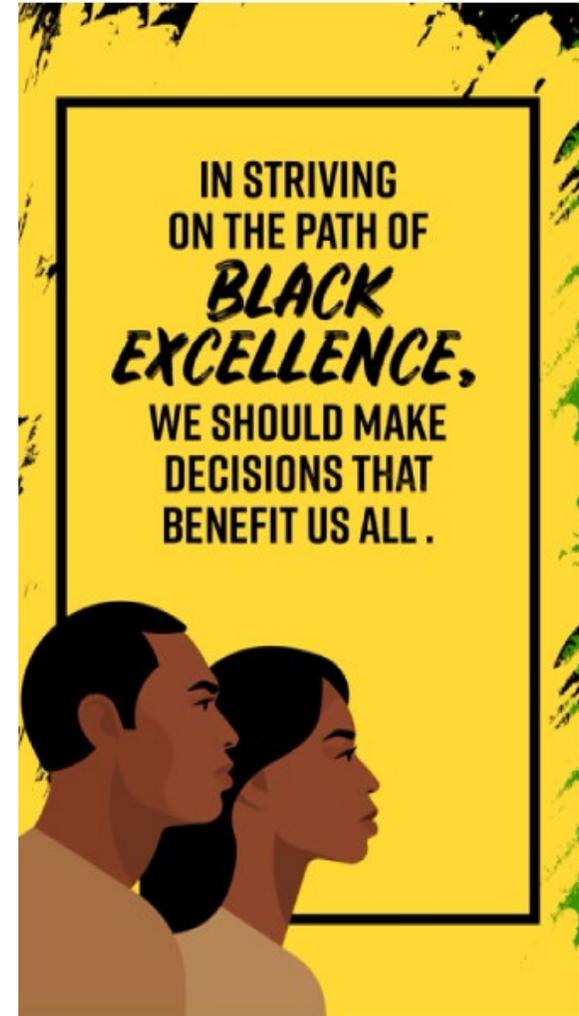


## Topic: *If we can still get COVID, the vaccines don't work.*

### SPECIFICATIONS

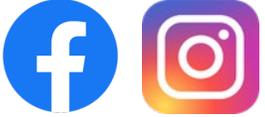


- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat, Tik Tok
- **Asset File Name:**  
CDCF\_Batch 3\_T2E1\_1080x1920
- **Asset Type:** Animation
- **Length:** 15 seconds
- **Size:** 1080 x 1920 Vertical Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, 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.

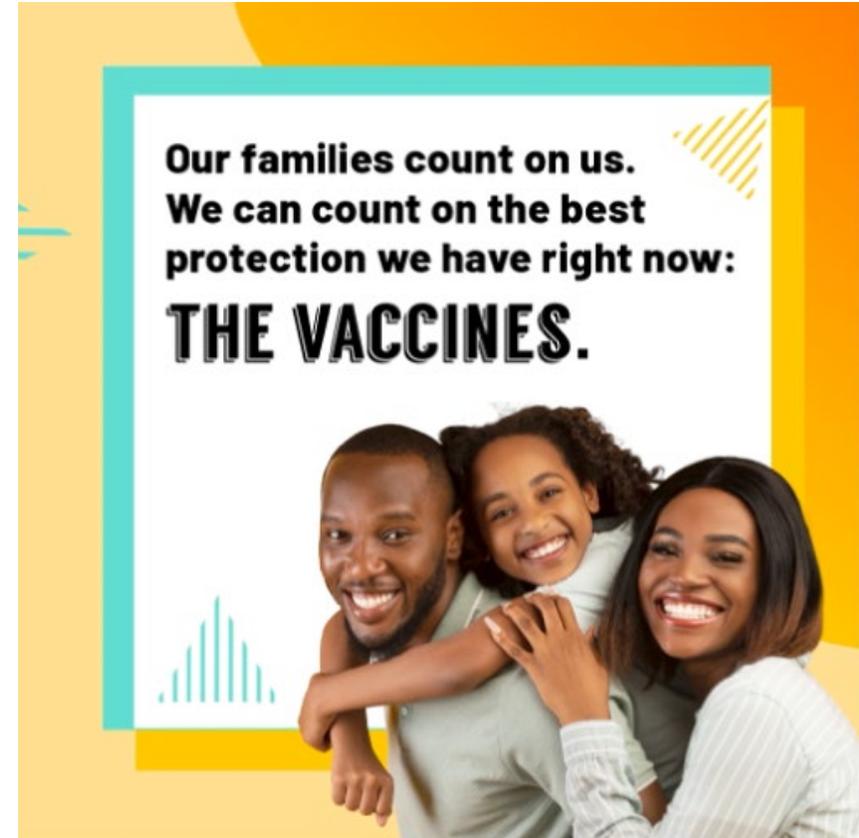


## Topic: *Giving our kids a new potentially dangerous vaccine is irresponsible.*

### 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.

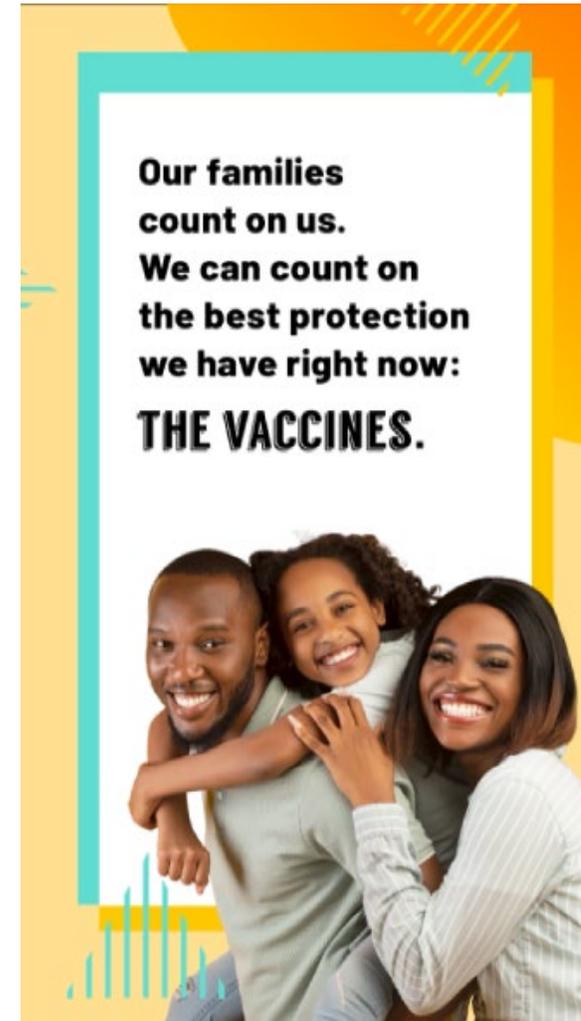


## Topic: *Giving our kids a new potentially dangerous vaccine is irresponsible.*

### 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.

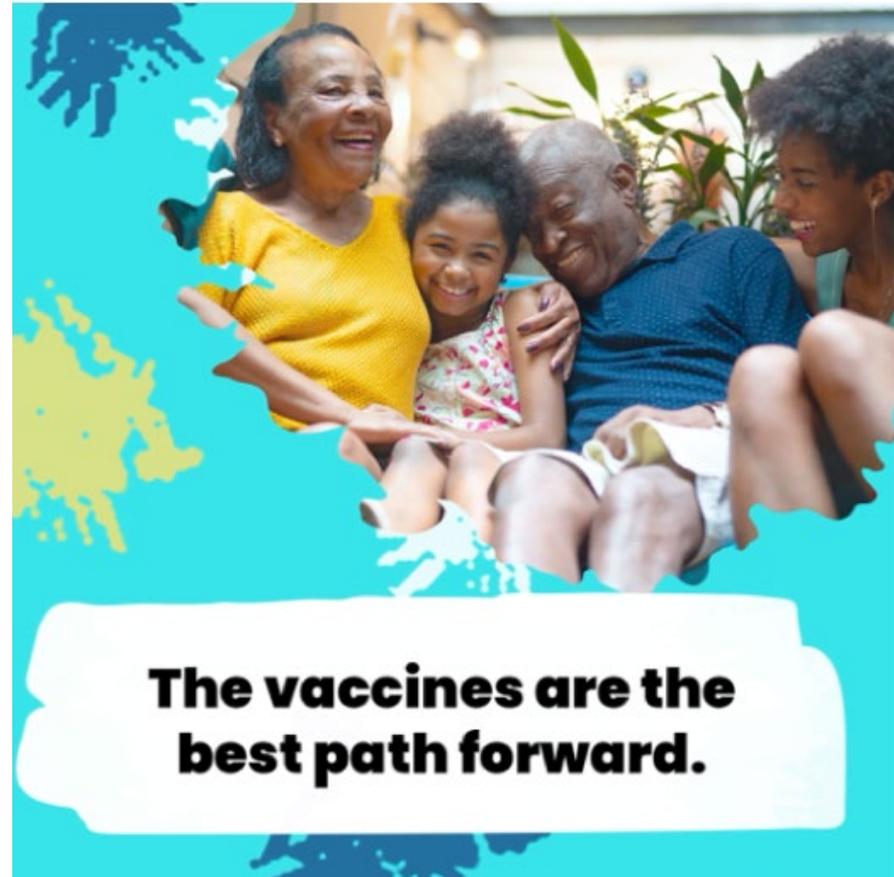


**Topic: *Giving our kids a new potentially dangerous vaccine is irresponsible.***

## 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.

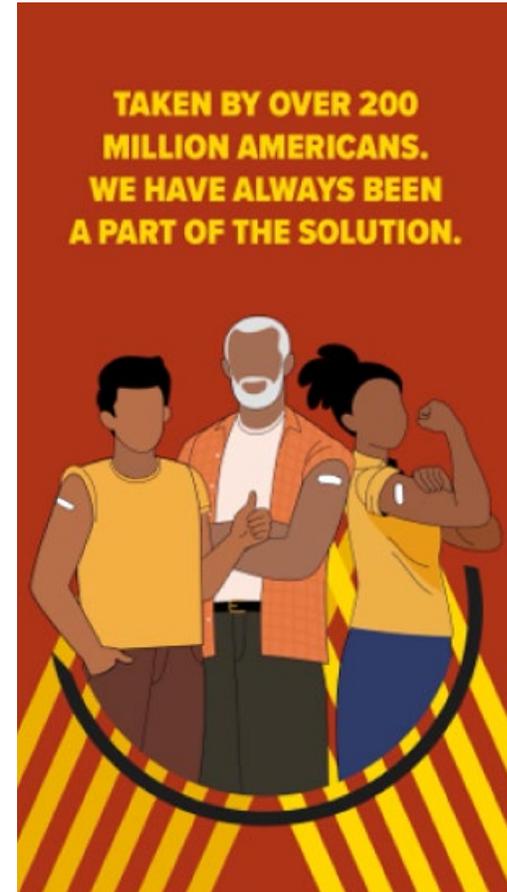


## Topic: *The government doesn't know what they're doing.*

### 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

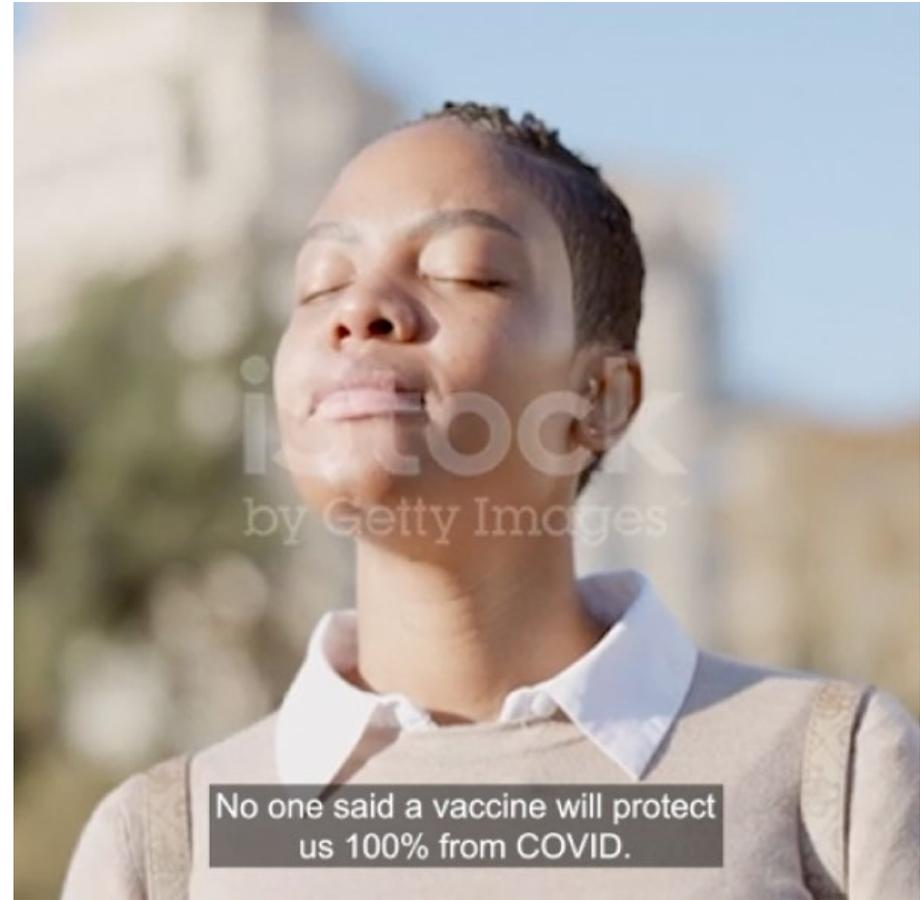


## Topic: *If we can still get COVID, the vaccines don't work.*

### 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](mailto:KBrownWatts@CultureOneWorld.com)