



CDC Foundation

Partnering for Vaccine Equity

Playbook for Debunking Misinformation Around COVID-19

Batch 4 (Round 1) – Social Media Assets

April 5, 2022, Release

STATIC CAROUSEL

Topic: The entire pandemic was a myth because the overall death rate was low.

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
 - CDCF_Batch 4_T1E1_Static_1080x1080_1
 - CDCF_Batch 4_T1E1_Static_1080x1080_2
 - CDCF_Batch 4_T1E1_Static_1080x1080_3
 - CDCF_Batch 4_T1E1_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.
- **Readability:** At 4th Grade Level



Topic: The entire pandemic was a myth because the overall death rate was low.

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
 - CDCF_Batch 4_T1E1_Static_1080x1920_1
 - CDCF_Batch 4_T1E1_Static_1080x1920_2
 - CDCF_Batch 4_T1E1_Static_1080x1920_3
 - CDCF_Batch 4_T1E1_Static_1080x1920_4
- **Asset Type:** Carousel Static Slideshow
- **Length:** 4 images
- **Size:** 1080 x 1920 Vertical-Feed
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Topic: The entire pandemic was a myth because the overall death rate was low.

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
 - CDCF_Batch 4_T1E2_Static_1080x1080_1
 - CDCF_Batch 4_T1E2_Static_1080x1080_2
 - CDCF_Batch 4_T1E2_Static_1080x1080_3
 - CDCF_Batch 4_T1E2_Static_1080x1080_4
 - CDCF_Batch 4_T1E2_Static_1080x1080_5
- **Asset Type:** Carousel Static Slideshow
- **Length:** 5 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.
- **Readability:** At 4th Grade Level



Topic: The entire pandemic was a myth because the overall death rate was low.

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
 - CDCF_Batch 4_T1E2_Static_1080x1920_1
 - CDCF_Batch 4_T1E2_Static_1080x1920_2
 - CDCF_Batch 4_T1E2_Static_1080x1920_3
 - CDCF_Batch 4_T1E2_Static_1080x1920_4
 - CDCF_Batch 4_T1E2_Static_1080x1920_5
- **Asset Type:** Carousel Static Slideshow
- **Length:** 5 images
- **Size:** 1080 x 1920 Vertical-Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
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- **Readability:** At 4th Grade Level



Topic: The entire pandemic was a myth because the overall death rate was low.










SPECIFICATIONS






- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
CDCF_Batch 4_T1E3_Static_1080x1080
- **Asset Type:** Carousel Static
- **Length:** 1 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.
- **Readability:** Below 4th Grade Level

Select the image that's not a
MYTH

Click verify once there are none left.

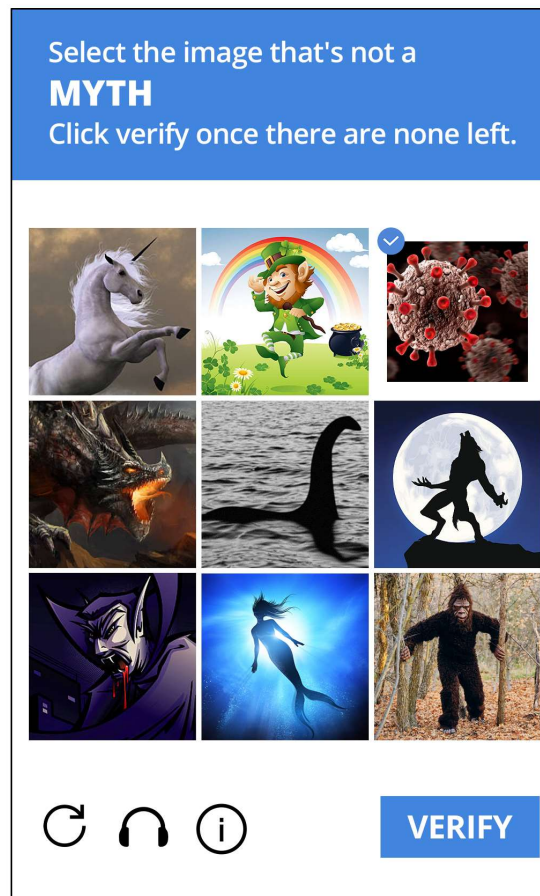
VERIFY

Topic: The entire pandemic was a myth because the overall death rate was low.

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
CDCF_Batch 4_T1E3_Static_1080x1920
- **Asset Type:** Carousel Static
- **Length:** 1 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.
- **Readability:** Below 4th Grade Level

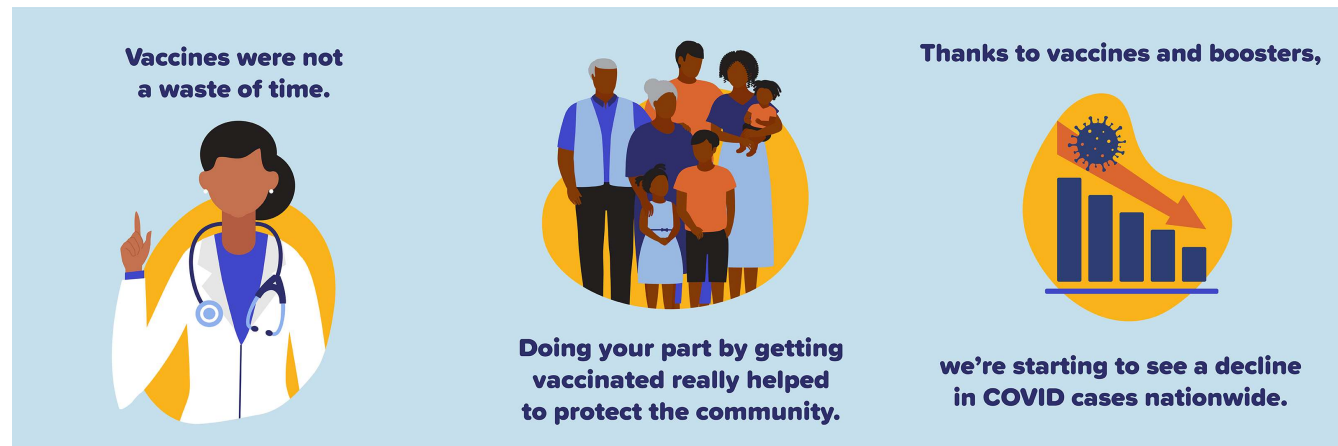


Topic: The vaccines mandates are a waste of time since they're being lifted.

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
CDCF_Batch 4_T2E1_Static_1080x1080_1
CDCF_Batch 4_T2E1_Static_1080x1080_2
CDCF_Batch 4_T2E1_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.
- **Readability:** Above 4th Grade Level

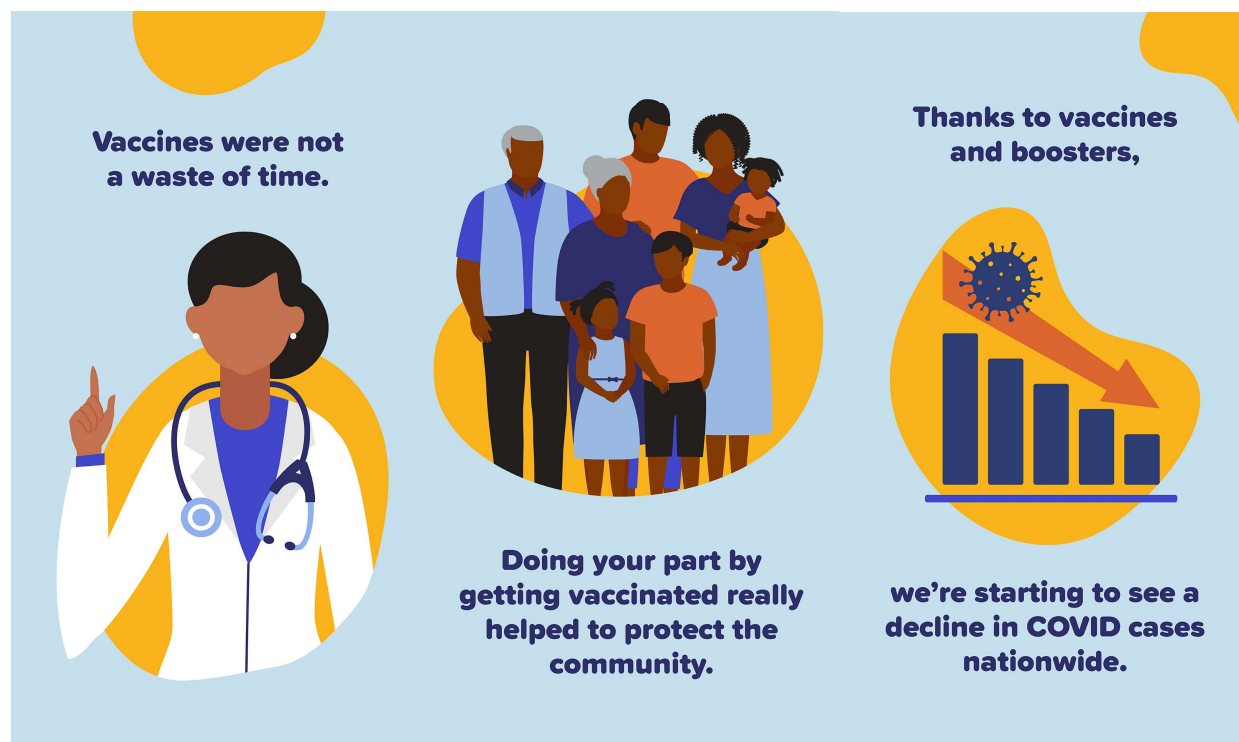


Topic: The vaccines mandates are a waste of time since they're being lifted.

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
CDCF_Batch 4_T2E1_Static_1080x1920_1
CDCF_Batch 4_T2E1_Static_1080x1920_2
CDCF_Batch 4_T2E1_Static_1080x1920_3
- **Asset Type:** Carousel Static Slideshow
- **Length:** 3 images
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Topic: The vaccines mandates are a waste of time since they're being lifted.

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 CDCF_Batch 4_T2E2_Static_1080x1080_1
 CDCF_Batch 4_T2E2_Static_1080x1080_2
 CDCF_Batch 4_T2E2_Static_1080x1080_3
 CDCF_Batch 4_T2E2_Static_1080x1080_4
 CDCF_Batch 4_T2E2_Static_1080x1080_5
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Thanks to vaccines and boosters, we're starting to see a decline in COVID cases nationwide.

Topic: The vaccines mandates are a waste of time since they're being lifted.

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
 CDCF_Batch 4_T2E2_Static_1080x1920_1
 CDCF_Batch 4_T2E2_Static_1080x1920_2
 CDCF_Batch 4_T2E2_Static_1080x1920_3
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Thanks to vaccines and boosters, we're starting to see a decline in COVID cases nationwide.

Topic: Most people don't need a COVID-19 booster shot. Big pharma is just out for a payday.

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
 CDCF_Batch 4_T3E3_Static_1080x1080_1
 CDCF_Batch 4_T2E3_Static_1080x1080_2
 CDCF_Batch 4_T2E3_Static_1080x1080_3
 CDCF_Batch 4_T2E3_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.
- **Readability:** Below 4th Grade Level

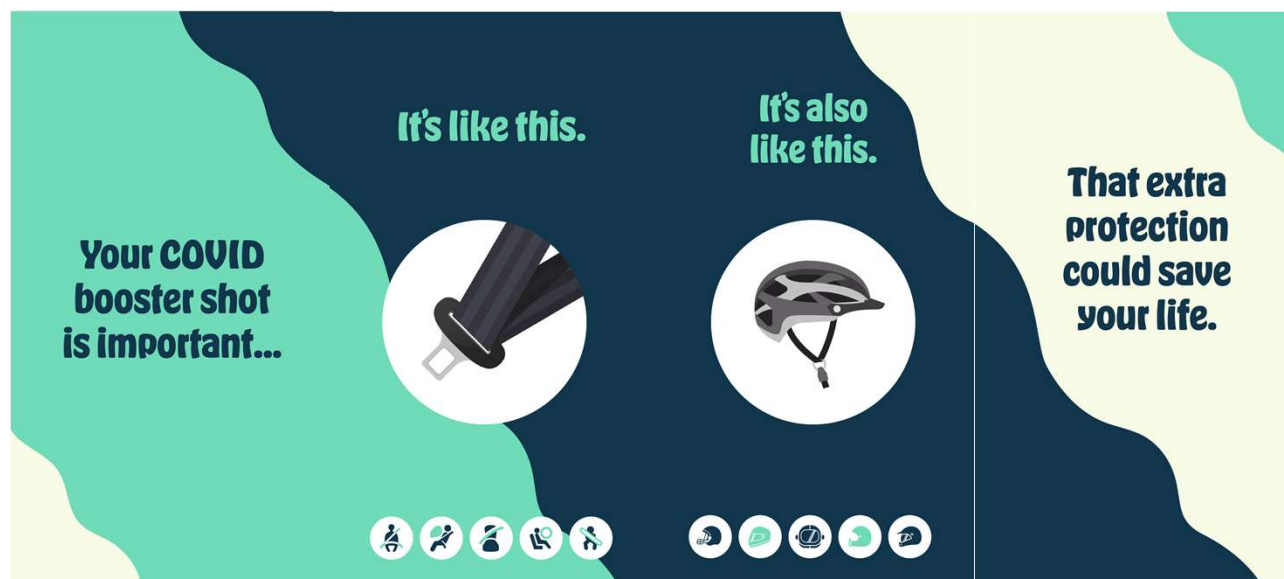


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 CDCF_Batch 4_T2E3_Static_1080x1920_1
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 CDCF_Batch 4_T2E3_Static_1080x1920_3
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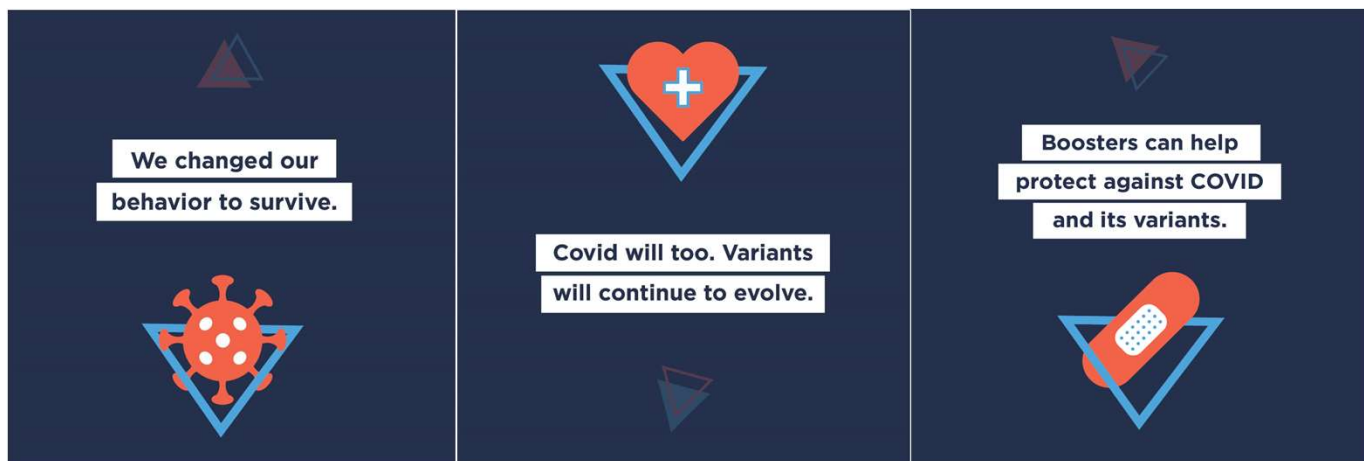


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CDCF_Batch 4_T3E2_Static_1080x1080_1
CDCF_Batch 4_T3E2_Static_1080x1080_2
CDCF_Batch 4_T3E2_Static_1080x1080_3
- **Asset Type:** Carousel Static Slideshow
- **Length:** 3 images
- **Size:** 1080 x 1080 Square-Feed
- **Photo Licensing:** Standard royalty 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.
- **Readability:** Above 4th Grade Level

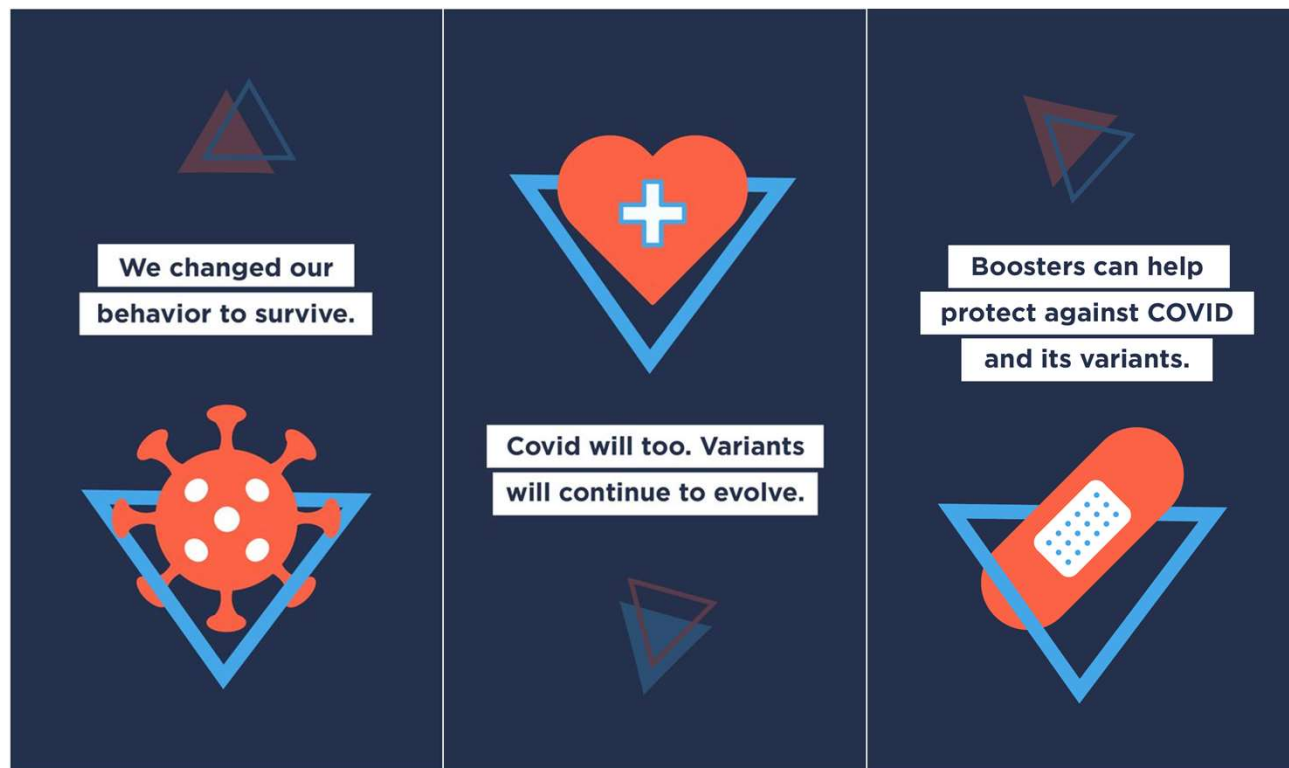


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- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
CDCF_Batch 4_T3E2_Static_1080x1920_1
CDCF_Batch 4_T3E2_Static_1080x1920_2
CDCF_Batch 4_T3E2_Static_1080x1920_3
- **Asset Type:** Carousel Static Slideshow
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- **Readability:** Above 4th Grade Level

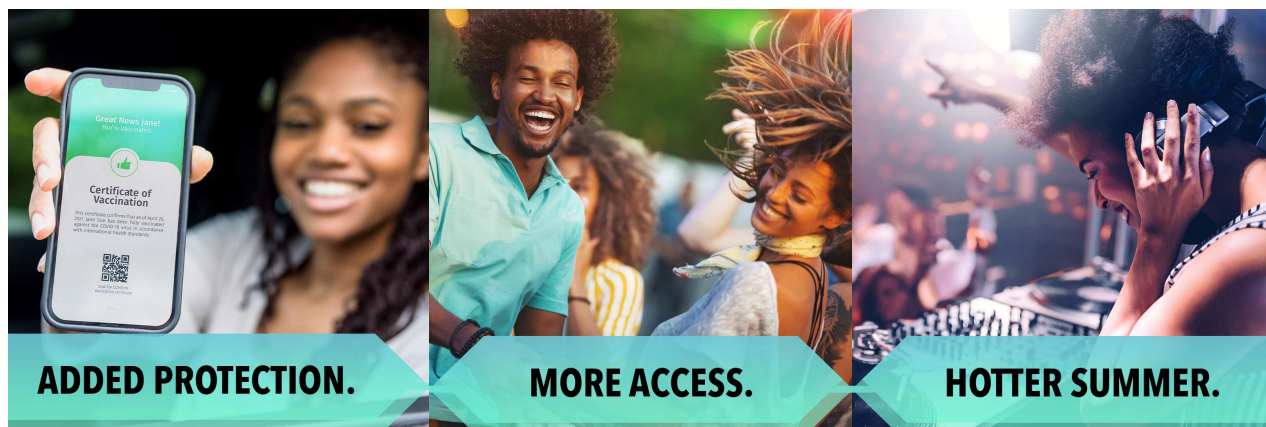


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 CDCF_Batch 4_T3E3_Static_1080x1080_2
 CDCF_Batch 4_T3E3_Static_1080x1080_3
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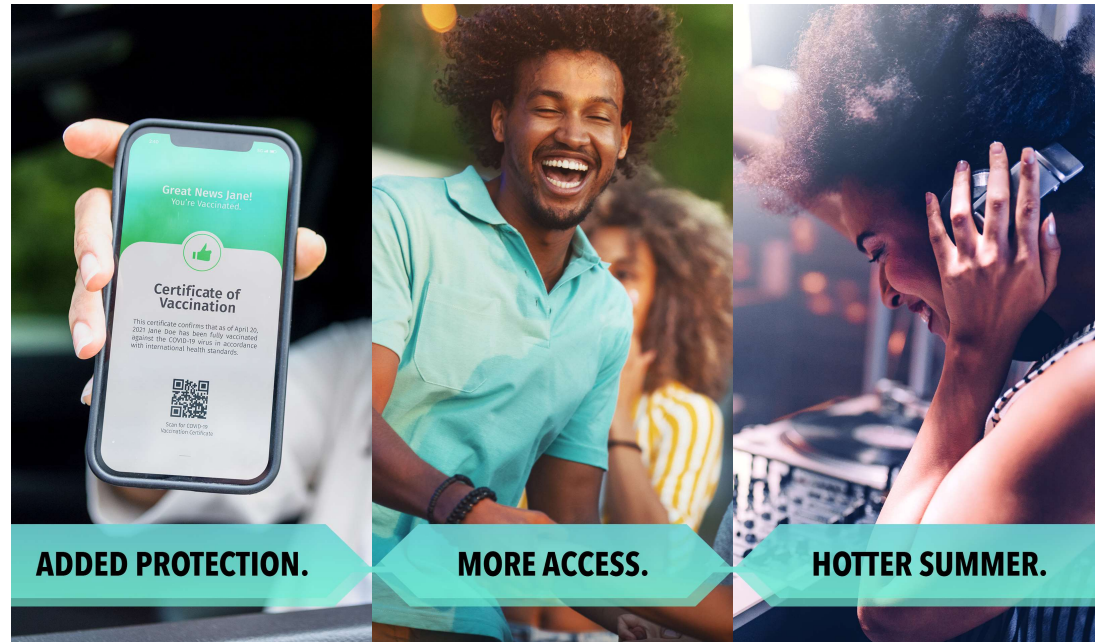


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- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
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CDCF_Batch 4_T3E3_Static_1080x1920_1
CDCF_Batch 4_T3E3_Static_1080x1920_2
CDCF_Batch 4_T3E3_Static_1080x1920_3
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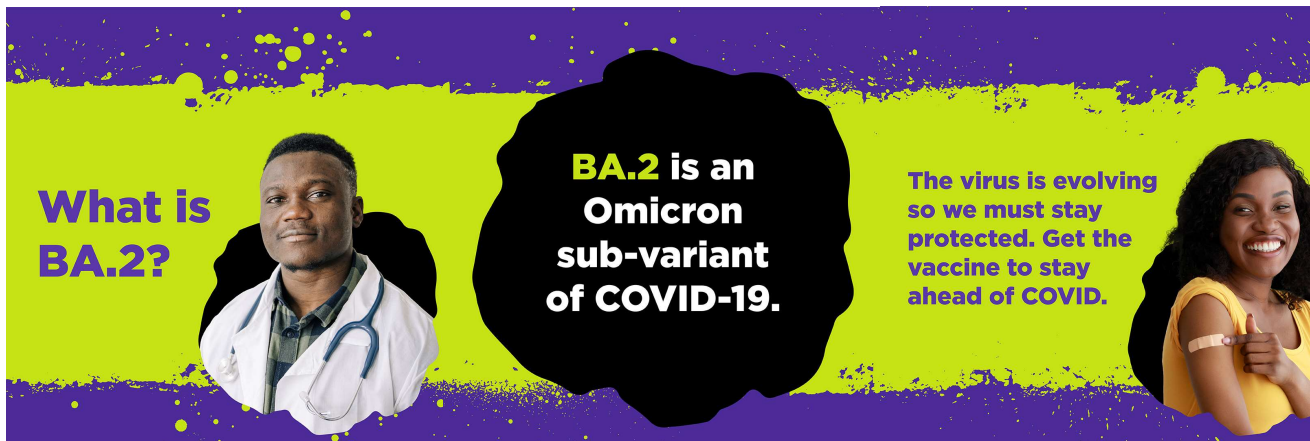


Topic: BA.2 COVID Variant

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
 CDCF_Batch 4_T4E1_Static_1080x1080_1
 CDCF_Batch 4_T4E1_Static_1080x1080_2
 CDCF_Batch 4_T4E1_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.
- **Readability:** Below 4th Grade Level

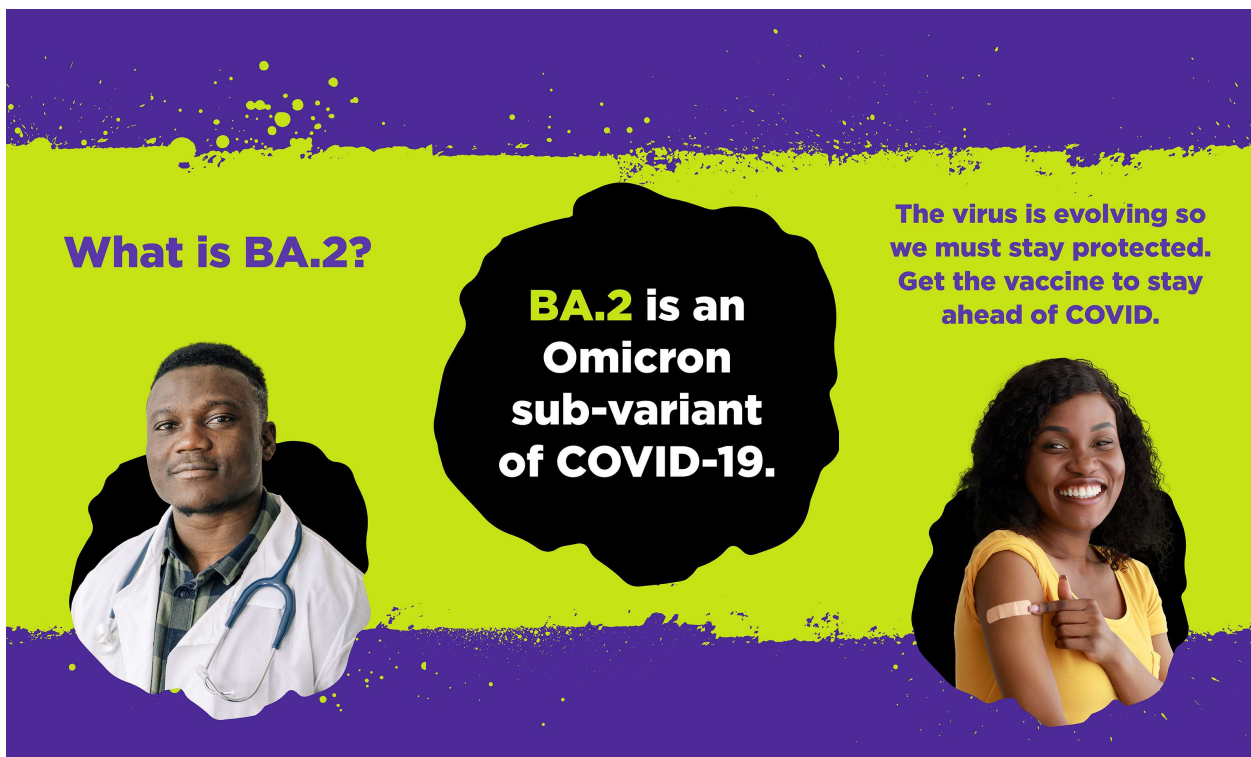


Topic: BA.2 COVID Variant

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
CDCF_Batch 4_T4E1_Static_1080x1920_1
CDCF_Batch 4_T4E1_Static_1080x1920_2
CDCF_Batch 4_T4E1_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.
- **Readability:** Below 4th Grade Level



Topic: BA.2 COVID Variant

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
CDCF_Batch 4_T4E2_Static_1080x1080_1
CDCF_Batch 4_T4E2_Static_1080x1080_2
- **Asset Type:** Carousel Static Slideshow
- **Length:** 2 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.
- **Readability:** Below 4th Grade Level



Topic: BA.2 COVID Variant

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
CDCF_Batch 4_T4E2_Static_1080x1920_1
CDCF_Batch 4_T4E2_Static_1080x1920_2
- **Asset Type:** Carousel Static Slideshow
- **Length:** 2 images
- **Size:** 1080 x 1920 Vertical-Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
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