



CDC Foundation

Partnering for Vaccine Equity

Playbook for Debunking Misinformation Around COVID-19

Video Production Shoot – Social Media Assets

April 2022, Release

Horizontal Format Videos

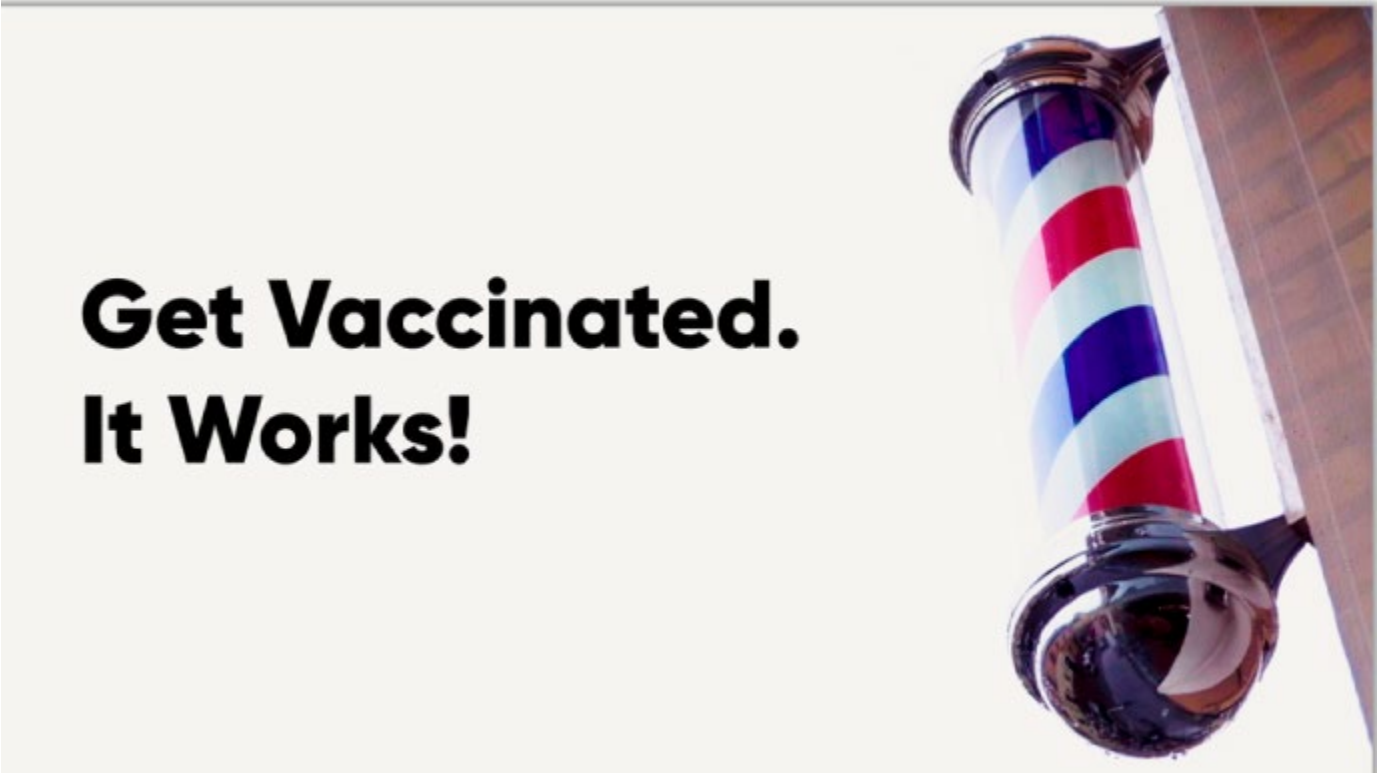
Topic: Gee's Barbershop

SPECIFICATIONS



Social Media Platform: Facebook/Instagram in feed or stories, Youtube – TruView for Action, Snapchat, Tik Tok & Instagram Reels

- **Asset File Name:**
Gee_6_16x9_OC_CDCF-Misinfo
- **Asset Type:** Video
- **Length:** 6 Seconds
- **Size:** 16x9
- **ADA Accessible Industry Standards:** These assets are ADA (508) compliant and include open captions.



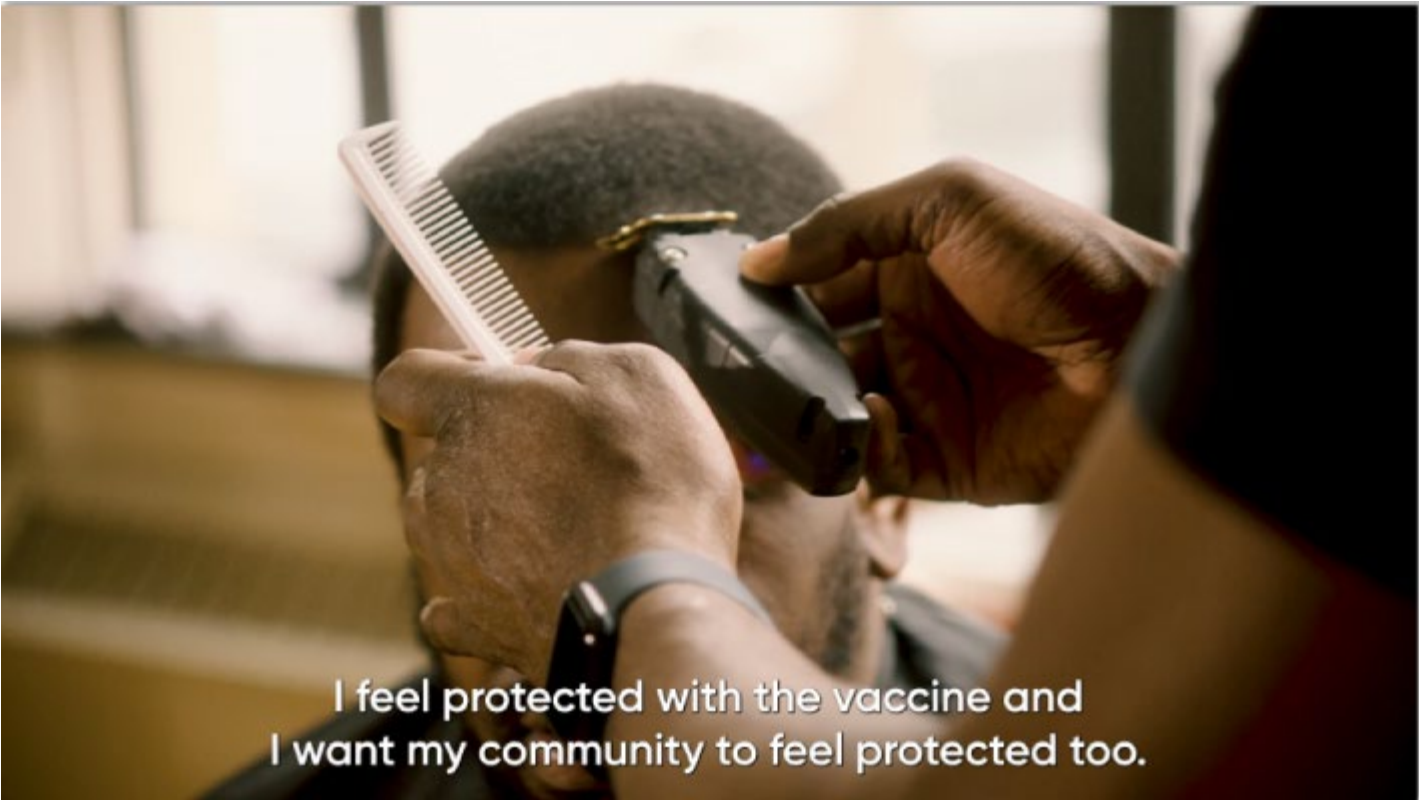
Topic: Gee's Barbershop

SPECIFICATIONS



Social Media Platform: Facebook/Instagram in feed or stories, Youtube – TruView for Action, Snapchat, Tik Tok & Instagram Reels

- **Asset File Name:**
Gee_15_16x9_OC_CDCE-Misinfo
- **Asset Type:** Video
- **Length:** 15 Seconds
- **Size:** 16x9
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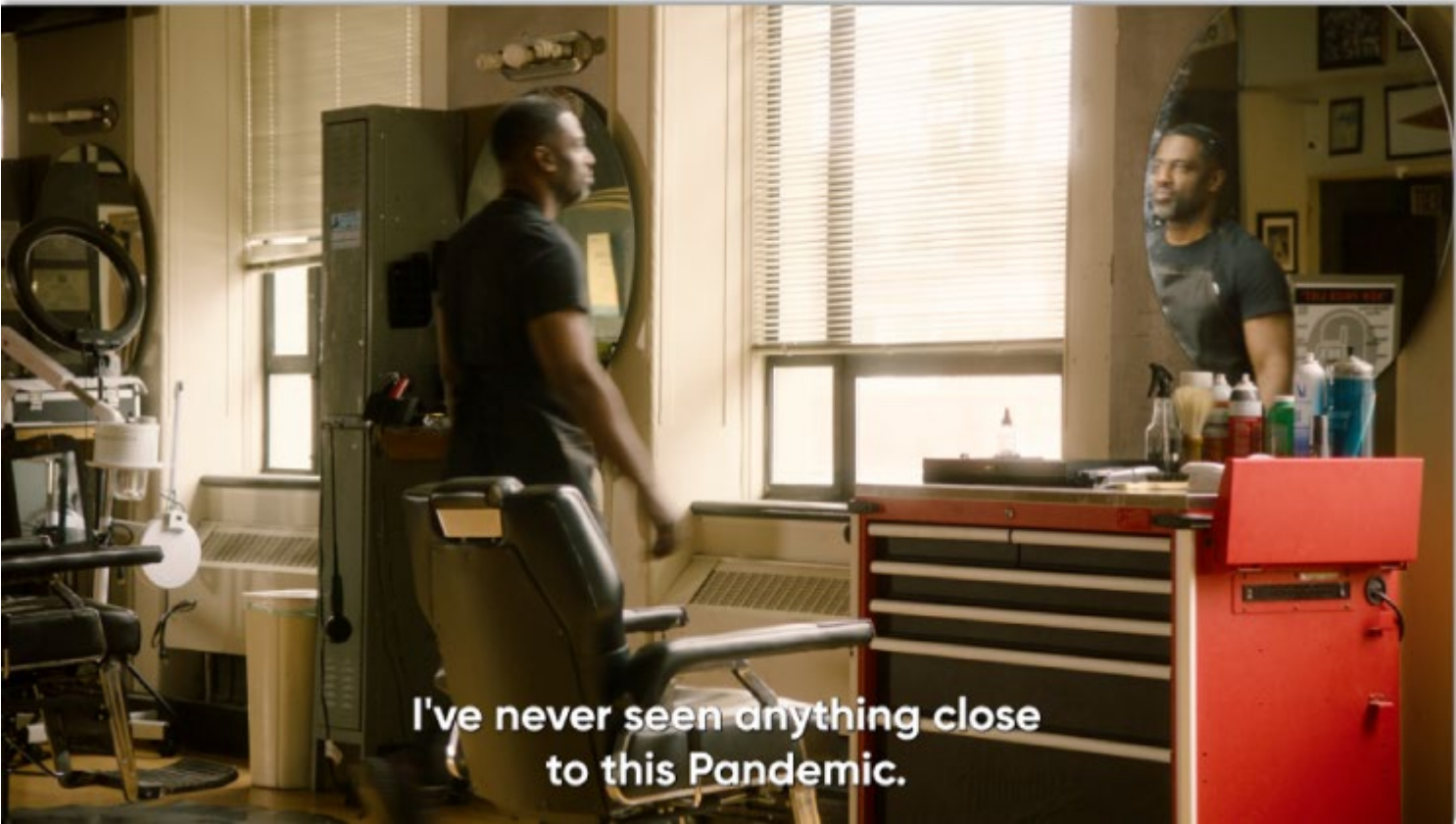
Topic: Gee's Barbershop

SPECIFICATIONS



Social Media Platform: Facebook/Instagram in feed or stories, Youtube – TruView for Action, Snapchat, Tik Tok & Instagram Reels

- **Asset File Name:**
Gee_30_16x9_OC_CDCCF-Misinfo
- **Asset Type:** Video
- **Length:** 30 Seconds
- **Size:** 16x9
- **ADA Accessible Industry Standards:** These assets are ADA (508) compliant and include open captions.



Topic: Kim's Bakery

SPECIFICATIONS



Social Media Platform: Facebook/Instagram in feed or stories, Youtube – TruView for Action, Snapchat, Tik Tok & Instagram Reels

- **Asset File Name:**
Kim_6_16x9_OC_CDCCF-Misinfo
- **Asset Type:** Video
- **Length:** 6 Seconds
- **Size:** 16x9
- **ADA Accessible Industry Standards:** These assets are ADA (508) compliant and include open captions.



Topic: Kim's Bakery

SPECIFICATIONS



Social Media Platform: Facebook/Instagram in feed or stories, Youtube – TruView for Action, Snapchat, Tik Tok & Instagram Reels

- **Asset File Name:**
Kim_15_16x9_OC_CDCF-Misinfo
- **Asset Type:** Video
- **Length:** 15 Seconds
- **Size:** 16x9
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Topic: Kim's Bakery

SPECIFICATIONS



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- **Asset File Name:**
Kim_30_16x9_OC_CDCF-Misinfo
- **Asset Type:** Video
- **Length:** 30 Seconds
- **Size:** 16x9
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Square Format Videos

Topic: Gee's Barbershop

SPECIFICATIONS



Social Media Platform: Facebook/Instagram in feed or stories, Youtube – TruView for Action, Snapchat, Tik Tok & Instagram Reels

- **Asset File Name:**
Gee_6_1x1_OC_CDCF-Misinfo
- **Asset Type:** Video
- **Length:** 6 Seconds
- **Size:** 1x1
- **ADA Accessible Industry Standards:** These assets are ADA (508) compliant and include open captions.



Topic: Gee's Barbershop

SPECIFICATIONS



Social Media Platform: Facebook/Instagram in feed or stories, Youtube – TruView for Action, Snapchat, Tik Tok & Instagram Reels

- **Asset File Name:**
Gee_15_1x1_OC_CDCCF-Misinfo
- **Asset Type:** Video
- **Length:** 15 Seconds
- **Size:** 1x1
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I feel protected with the vaccine
and I want my community to feel
protected too.

Topic: Gee's Barbershop

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- **Asset File Name:**
Gee_30_1x1_OC_CDCF-Misinfo
- **Asset Type:** Video
- **Length:** 30 Seconds
- **Size:** 1x1
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Topic: Kim's Bakery

SPECIFICATIONS



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Vertical Format Videos

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- **Asset File Name:**
Gee_6_9x16_OC_CDCF-Misinfo
- **Asset Type:** Video
- **Length:** 6 Seconds
- **Size:** 9x16
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