



**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

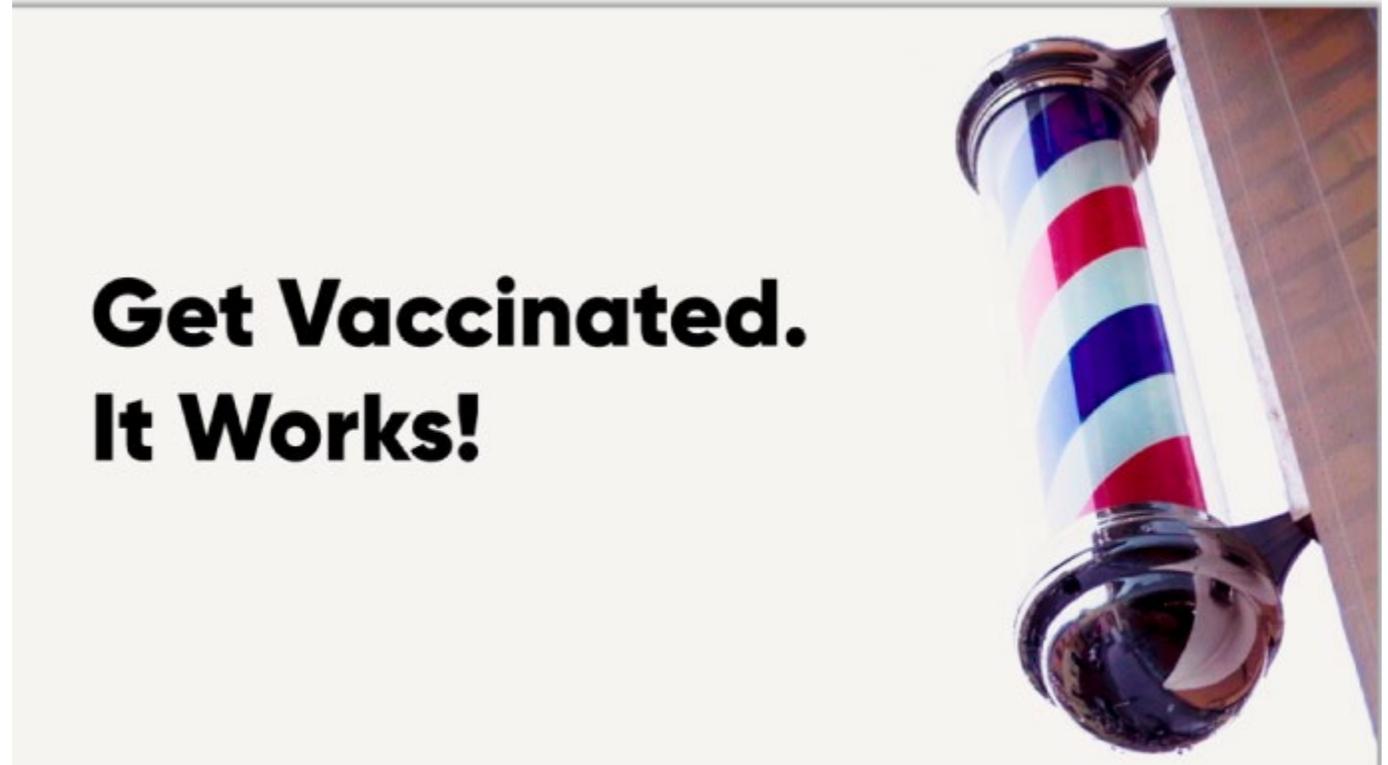
# Topic: Gee's Barbershop

## 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.



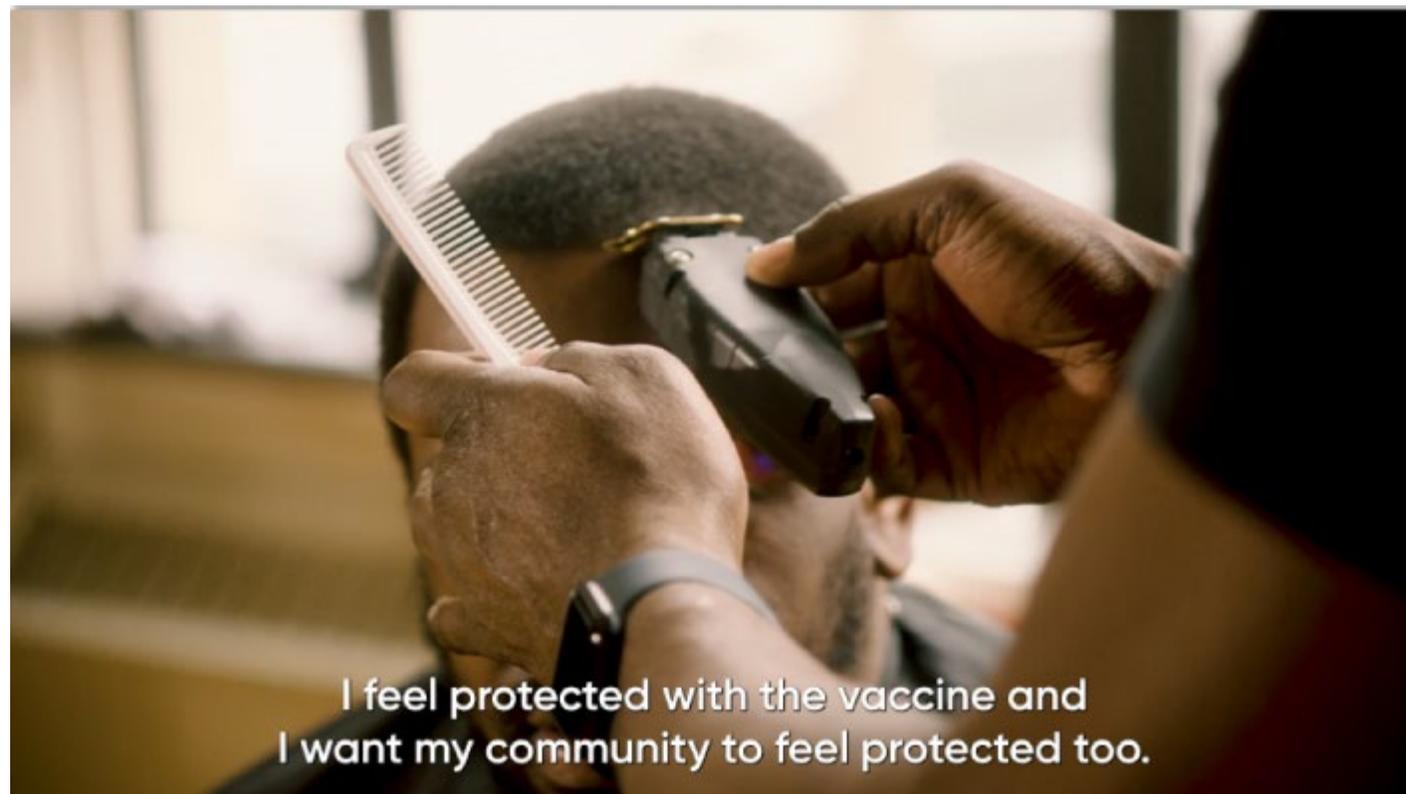
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Gee\_15\_16x9\_OC\_CDCE-Misinfo
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- **Length:** 15 Seconds
- **Size:** 16x9
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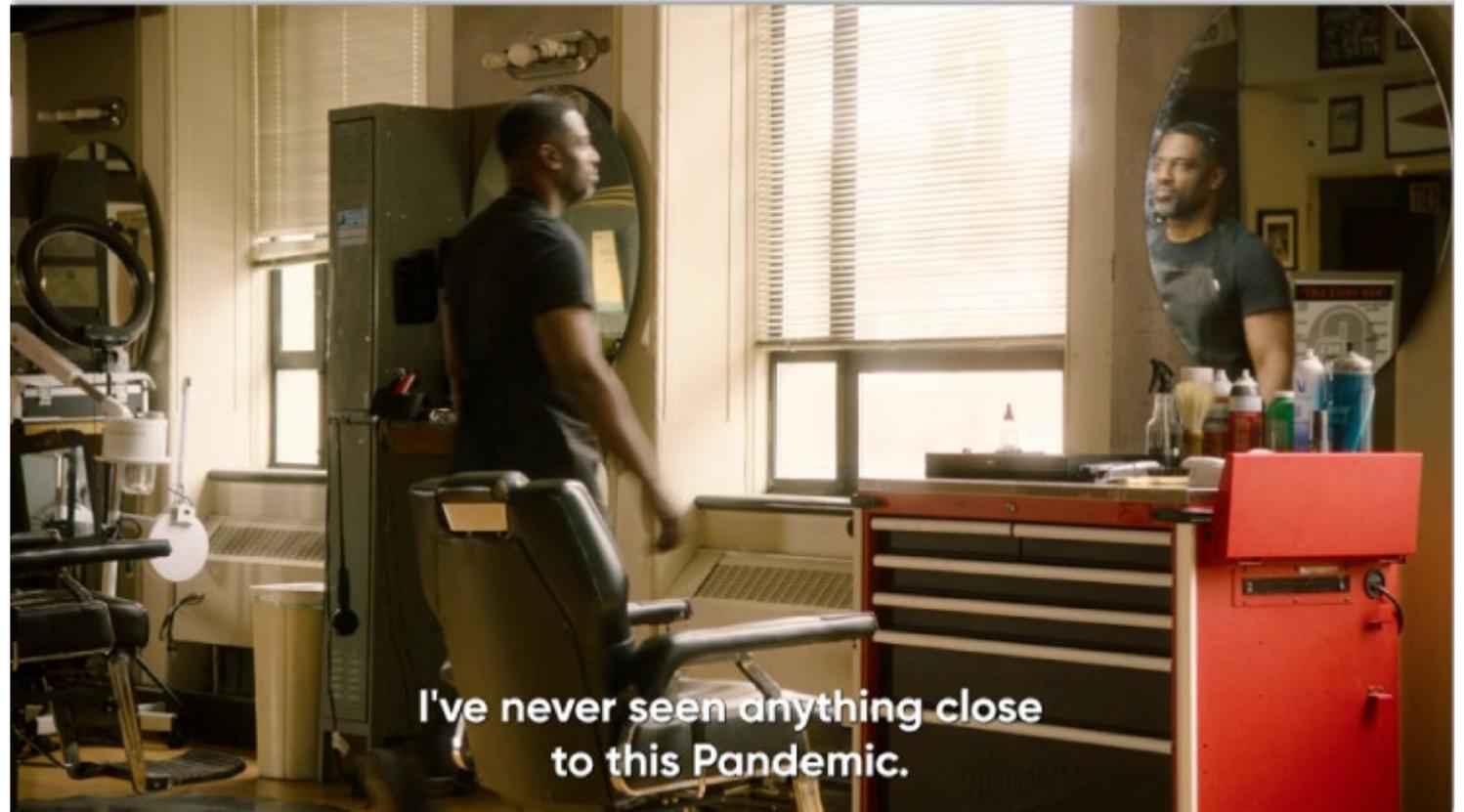
# Topic: Gee's Barbershop

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**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\_CDCF-Misinfo
- **Asset Type:** Video
- **Length:** 30 Seconds
- **Size:** 16x9
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# 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:**  
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- **Asset Type:** Video
- **Length:** 6 Seconds
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# Topic: Kim's Bakery

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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:**  
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- **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.

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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
- **ADA Accessible Industry Standards:** These assets are ADA (508) compliant and include open captions.



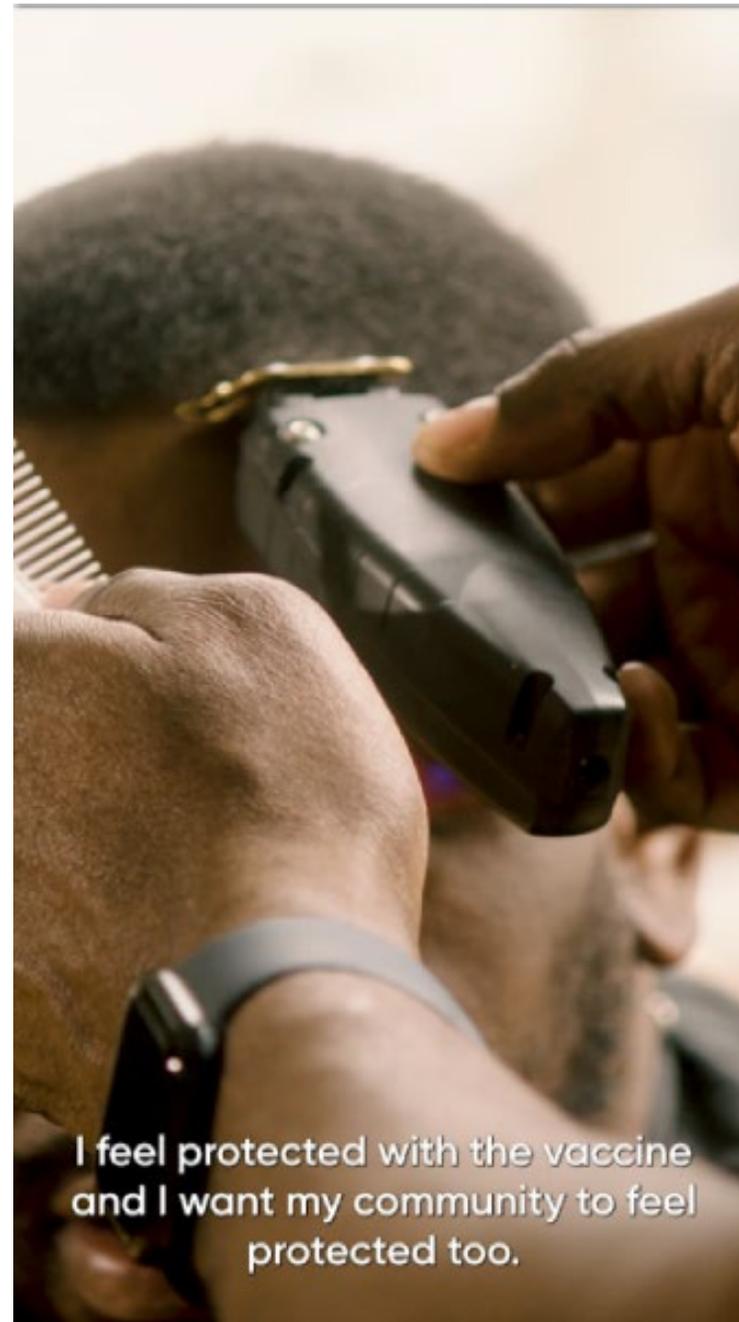
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