



CDC Foundation

Partnering for Vaccine Equity

Playbook for Debunking Misinformation Around COVID-19

Batch 1 (Round 1) – Social Media Assets

August 3, 2022 Release

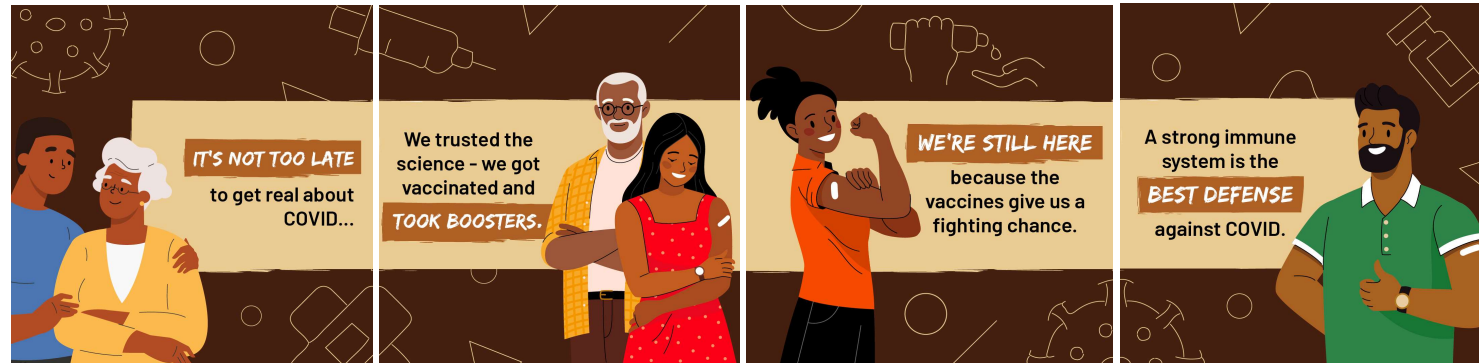
Static Carousel

Topic #1: Vaccine boosters will eventually lead to weakened immune system

SPECIFICATIONS



- **Social Media Platform:**
Facebook/Instagram, in feed or stories
- **Asset File Name:**
CDCF_Year 2_T1E1_1080x1080_1
CDCF_Year 2_T1E1_1080x1080_2
CDCF_Year 2_T1E1_1080x1080_3
CDCF_Year 2_T1E1_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 #1: Vaccine boosters will eventually lead to weakened immune system

SPECIFICATIONS



- **Social Media Platform:**
Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
CDCF_Year 2_T1E1_1080x1920_1
CDCF_Year 2_T1E1_1080x1920_2
CDCF_Year 2_T1E1_1080x1920_3
CDCF_Year 2_T1E1_1080x1920_4
- **Asset Type:** Carousel Static Slideshow
- **Length:** 4 images
- **Size:** 1080 x 1920 Vertical-Feed
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Topic #1: Vaccine boosters will eventually lead to weakened immune system

SPECIFICATIONS



- **Social Media Platform:**
Facebook/Instagram, in feed or stories
- **Asset File Name:**
CDCF_Year 2_T1E2_1080x1080_1
CDCF_Year 2_T1E2_1080x1080_2
CDCF_Year 2_T1E2_1080x1080_3
CDCF_Year 2_T1E2_1080x1080_4
CDCF_Year 2_T1E2_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.

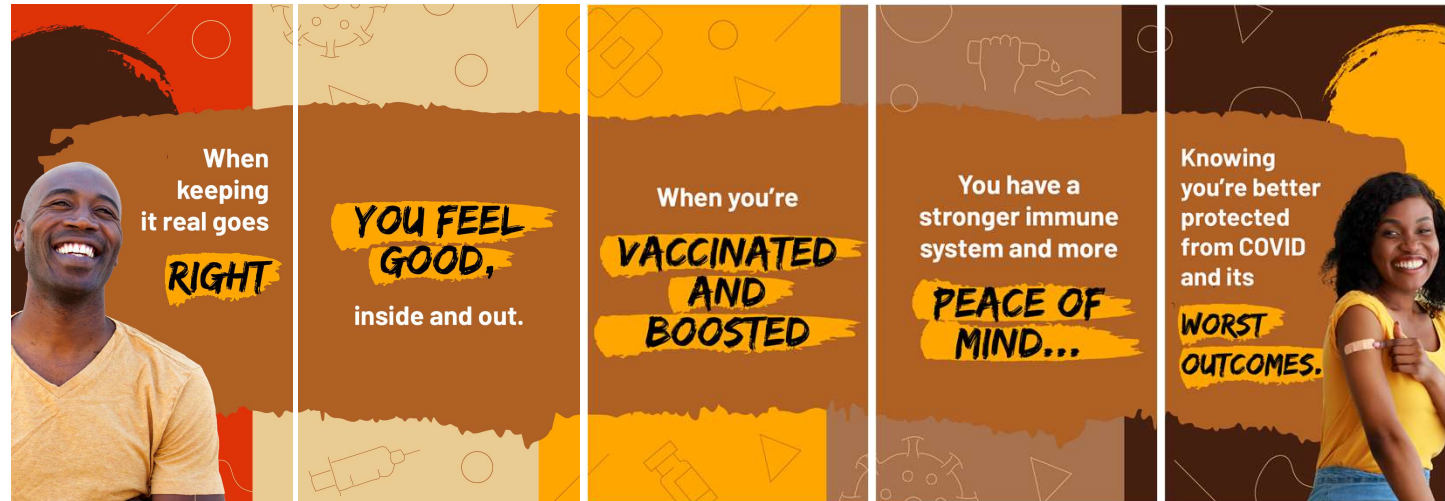


Topic #1: Vaccine boosters will eventually lead to weakened immune system

SPECIFICATIONS



- **Social Media Platform:**
Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
CDCF_Year 2_T1E2_1080x1920_1
CDCF_Year 2_T1E2_1080x1920_2
CDCF_Year 2_T1E2_1080x1920_3
CDCF_Year 2_T1E2_1080x1920_4
CDCF_Year 2_T1E2_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.
- **Direction:** The carousel static assets should be an organic post with the images in numerical order.



Topic #2: Breastfeeding isn't safe after getting the vaccines

SPECIFICATIONS



- **Social Media Platform:**
Facebook/Instagram, in feed or stories
- **Asset File Name:**
CDCF_Year 2_T2E1_1080x1080_1
CDCF_Year 2_T2E1_1080x1080_2
CDCF_Year 2_T2E1_1080x1080_3
CDCF_Year 2_T2E1_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.

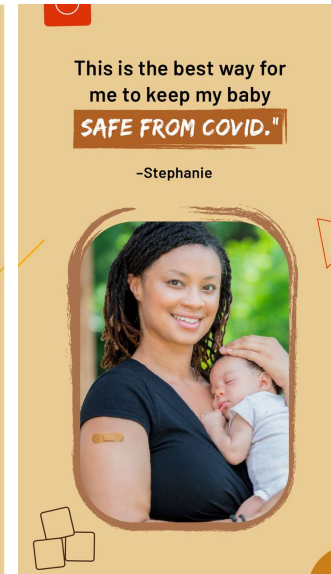
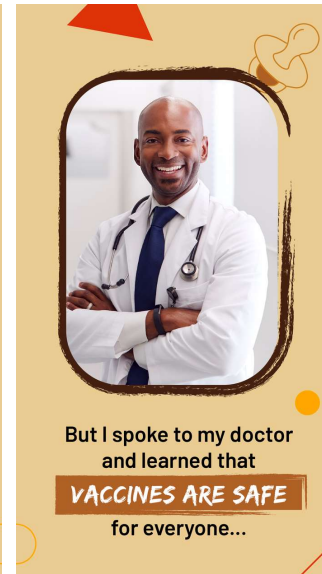
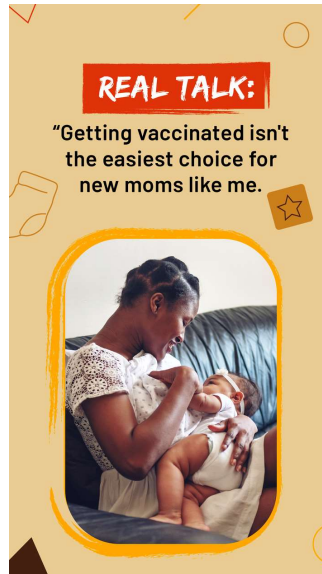


Topic #2: Breastfeeding isn't safe after getting the vaccines

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
CDCF_Year 2_T2E1_1080x1920_1
CDCF_Year 2_T2E1_1080x1920_2
CDCF_Year 2_T2E1_1080x1920_3
CDCF_Year 2_T2E1_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.

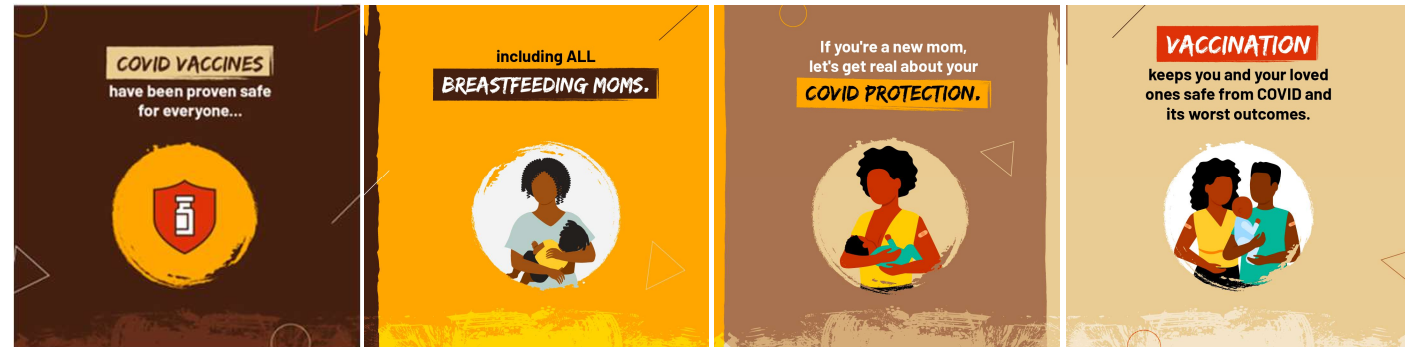


Topic #2: Breastfeeding isn't safe after getting the vaccines

SPECIFICATIONS



- **Social Media Platform:**
Facebook/Instagram, in feed or stories
- **Asset File Name:**
CDCF_Year 2_T2E2_1080x1080_1
CDCF_Year 2_T2E2_1080x1080_2
CDCF_Year 2_T2E2_1080x1080_3
CDCF_Year 2_T2E2_1080x1080_4
- **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.

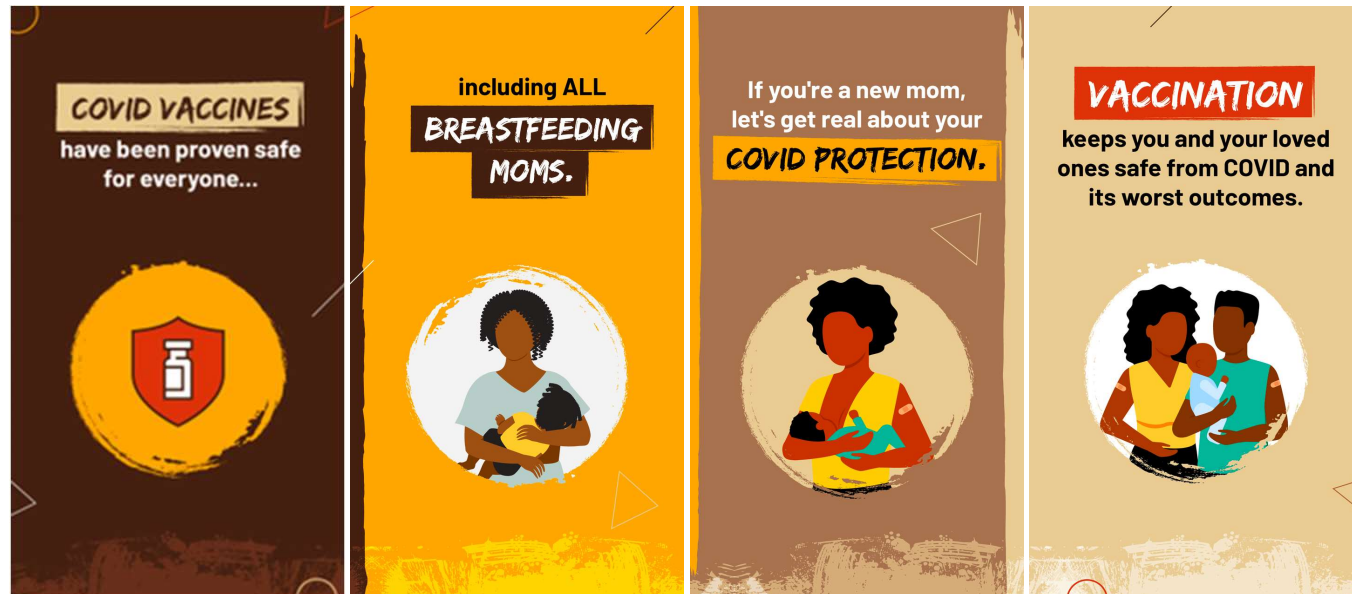


Topic #2: Breastfeeding isn't safe after getting the vaccines

SPECIFICATIONS



- **Social Media Platform:**
Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:**
CDCF_Year 2_T2E2_1080x1920_1
CDCF_Year 2_T2E2_1080x1920_2
CDCF_Year 2_T2E2_1080x1920_3
CDCF_Year 2_T2E2_1080x1920_4
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- **Size:** 1080 x 1920 Vertical Feed
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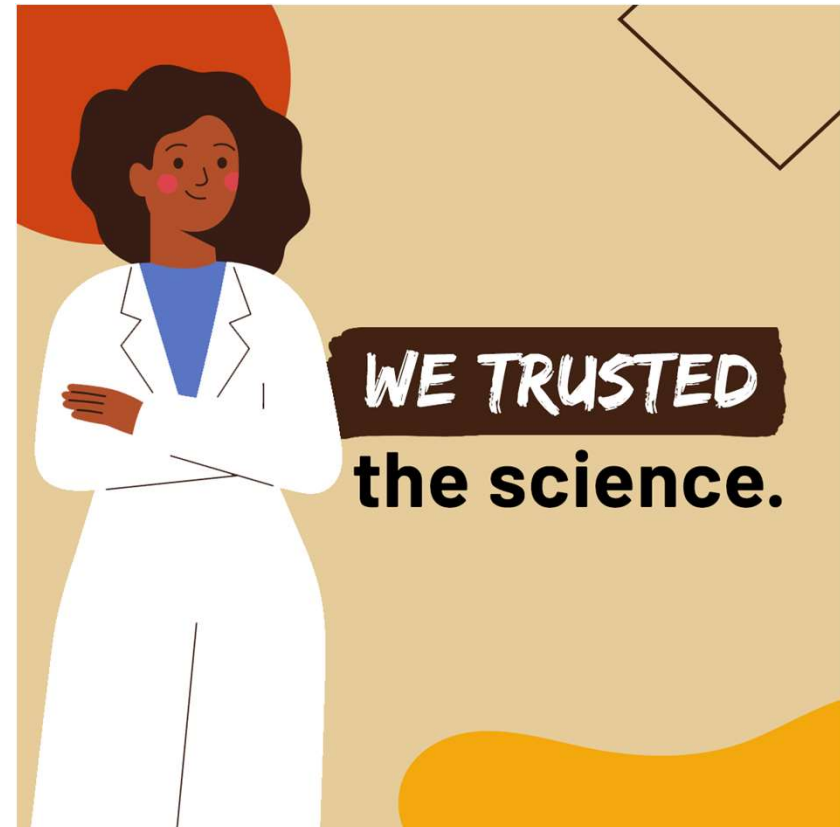
GIFs

Topic #3: Vaccines are part of a Depopulation or “Great Reset” effort

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:** CDCF_Year-2_T3E1_1080x1080
- **Asset Type:** GIF
- **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 GIF assets should be an organic feed post.



Topic #3: Vaccines are part of a Depopulation or “Great Reset” effort

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:** CDCF_Year-2_T3E1_1080x1920
- **Asset Type:** GIF
- **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 GIF assets should be an organic story post.

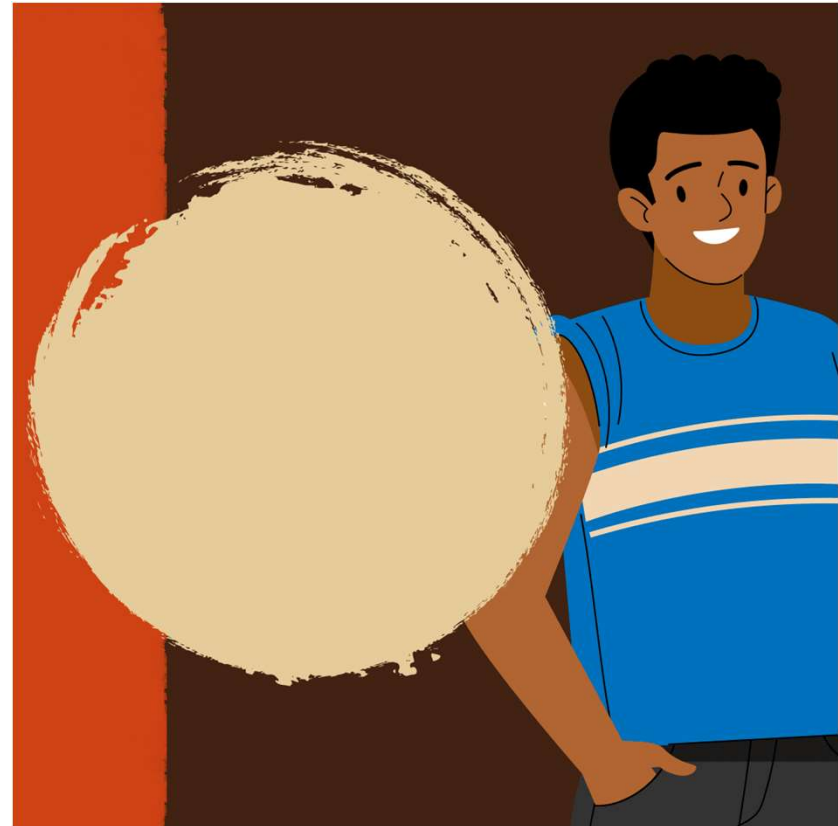


Topic #3: Vaccines are part of a Depopulation or “Great Reset” effort

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:** CDCF_Year-2_T3E2_1080x1080
- **Asset Type:** GIF
- **Length:** 17 seconds
- **Size:** 1080 x 1080 Square Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Direction:** The GIF assets should be an organic feed post.

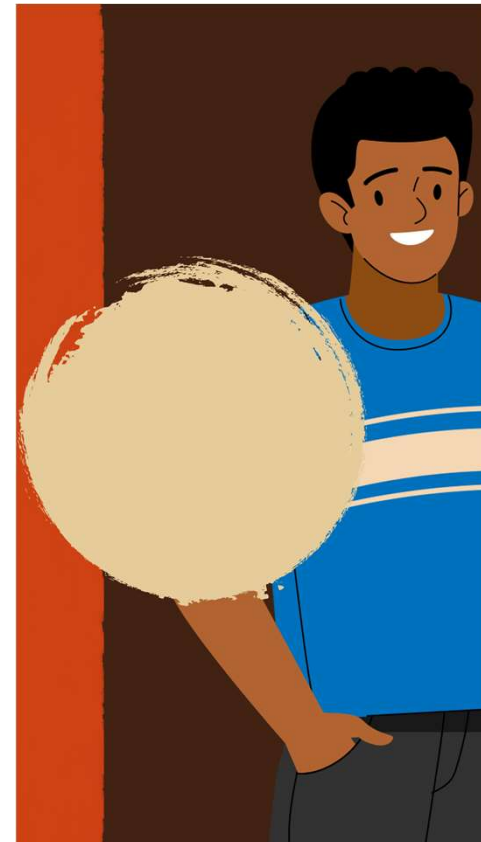


Topic #3: Vaccines are part of a Depopulation or “Great Reset” effort

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- **Asset File Name:** CDCF_Year-2_T3E2_1080x1920
- **Asset Type:** GIF
- **Length:** 17 seconds
- **Size:** 1080 x 1920 Vertical Feed
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- **Direction:** The GIF assets should be an organic story post.





Do You Have Questions About The Playbook for Debunking Misinformation?

Kristina Brown-Watts

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