



**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
- **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
- **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.

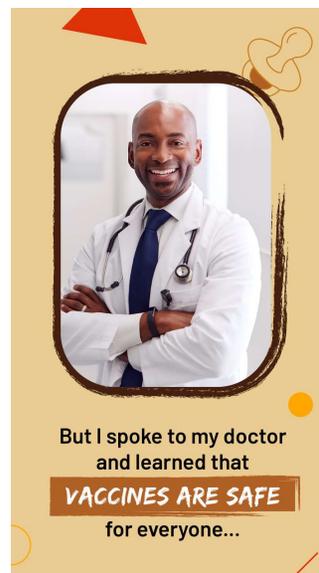


## Topic #2: Breastfeeding isn't safe after getting the vaccines

### 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.

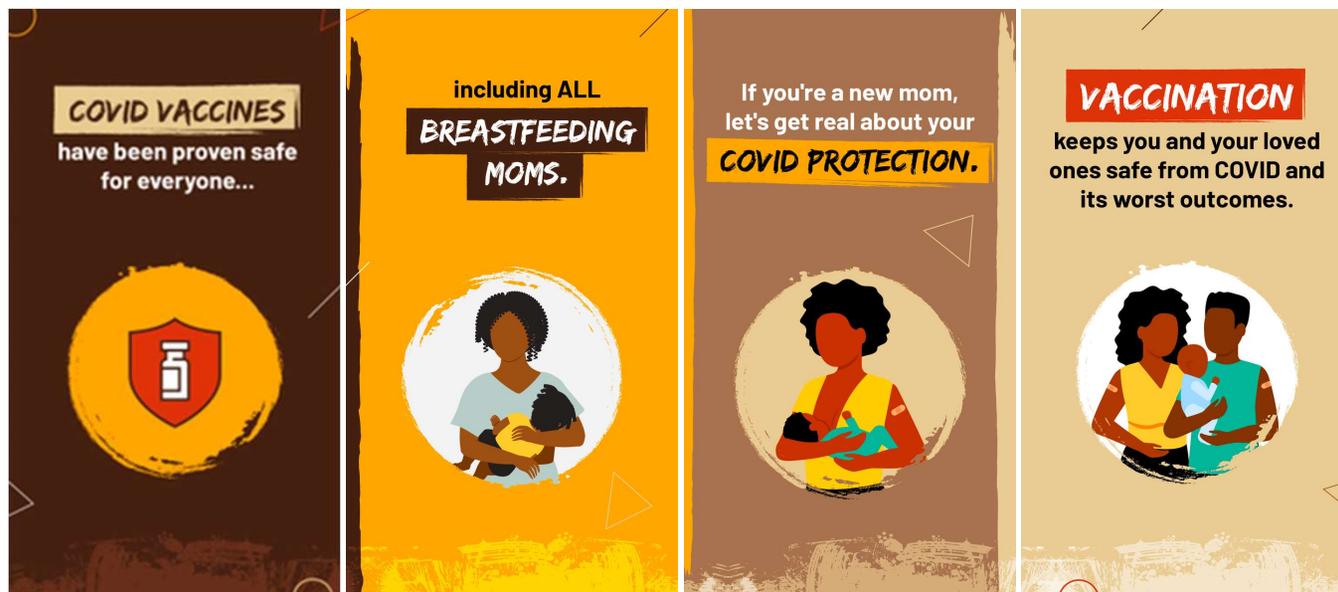


## Topic #2: Breastfeeding isn't safe after getting the vaccines

### 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
- **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.



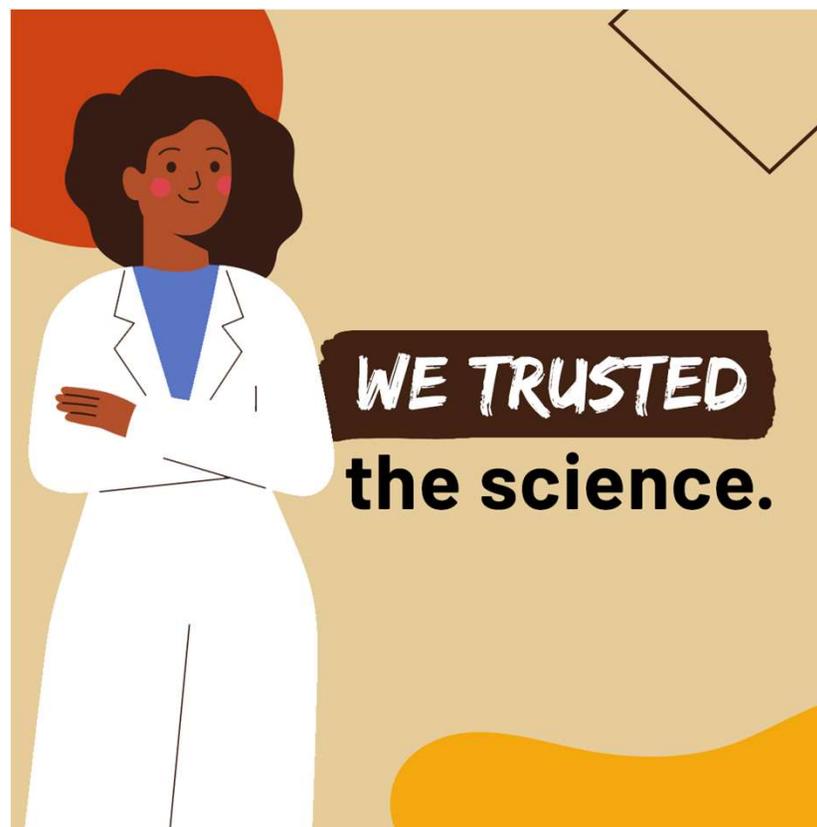
**GIFs**

### 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

### SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Name:** CDCF\_Year-2\_T3E2\_1080x1920
- **Asset Type:** GIF
- **Length:** 17 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.





## **Do You Have Questions About The Playbook for Debunking Misinformation?**

Kristina Brown-Watts

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