



CDC Foundation

Partnering for Vaccine Equity

Playbook for Debunking Misinformation Around COVID-19

Batch 3 – Social Media Assets

February 4, 2023 Release

Static Carousel

Theme #1: The End of Free Coverage

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
- **Sizes:** 1080 x 1080 Square-Feed
 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.
- In your social copy, we recommend adding a message that guides your community to the right resources.
 “Talk to your doctor, or pharmacist, or contact your local and state health departments for more info.”
- Don't forget to also guide your audience to your community resources/local events for COVID vaccine information and/or distribution.

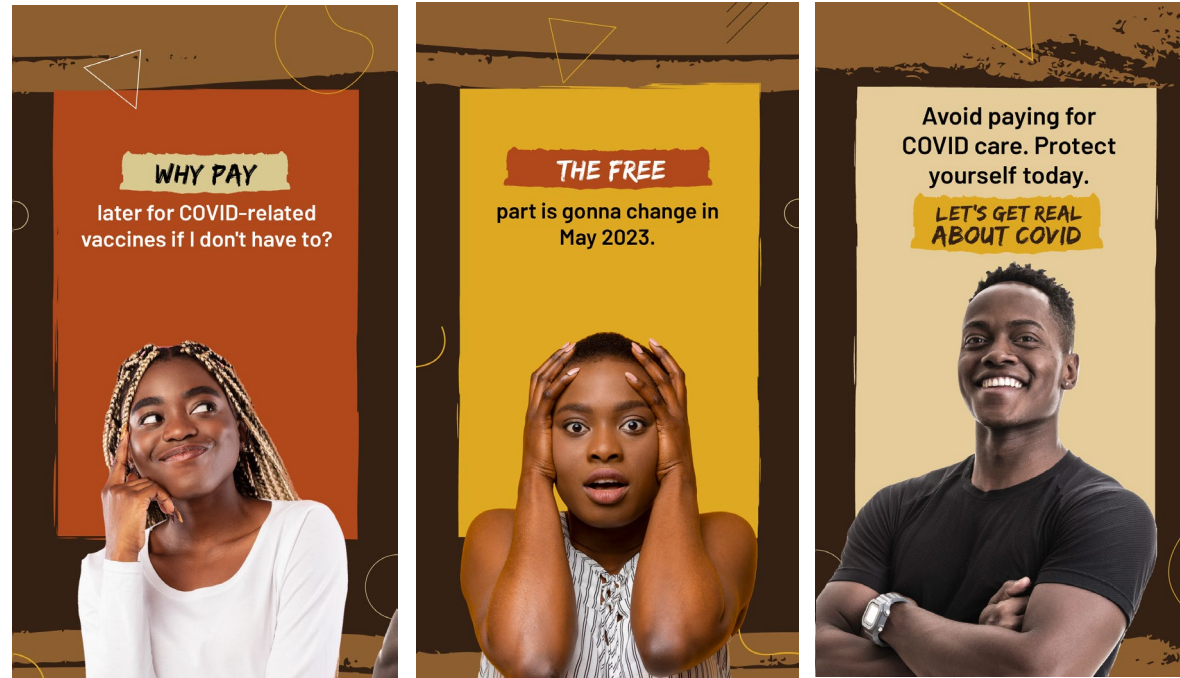


Theme #1: Winter is Coming

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:** 3 images
- **Sizes:** 1080 x 1080 Square-Feed
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.
- In your social copy, we recommend adding a message that guides your community to the right resources.
“Talk to your doctor, or pharmacist, or contact your local and state health departments for more info.”
- Don't forget to also guide your audience to your community resources/local events for COVID vaccine information and/or distribution.



Theme #2: Only the Best for my Baby

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
Asset Type: Carousel Static Slideshow
- **Length:** 4 images
- **Size:** 1080 x 1080 Square-Feed
- **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.



Theme #2: Only the Best for my Baby

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
- **Asset Type:** Carousel Static Slideshow
- **Length:** 4 images
- **Size:** 1080 x 1080 Square-Feed
- **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.



Theme #3: You Thought You Knew

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
- **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.



Theme #3: You Thought You Knew

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 1080 Square-Feed
- **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.

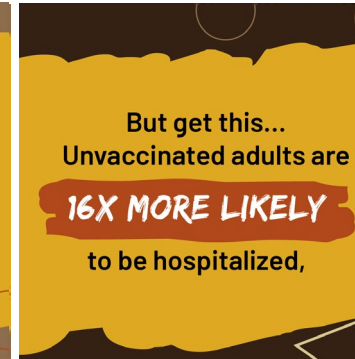
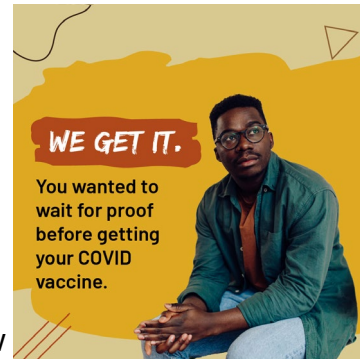


Theme #4: You Waited Long Enough

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
CDCF_Year 2_T2E2_1080x1080_5
- **Asset Type:** Carousel Static Slideshow
- **Length:** 5 images
- **Size:** 1080 x 1080 Square-Feed
- **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.



Theme #5: Protect Your Holiday Season

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 1080 Square-Feed
- **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

Theme #1: The End of Free Coverage

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
- **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 feed post.
- In your social copy, we recommend adding a message that guides your community to the right resources.
- “Talk to your doctor, or pharmacist, or contact your local and state health departments for more info.”
- Don't forget to also guide your audience to your community resources/local events for COVID vaccine information and/or distribution.



Theme #2: Only the Best for my Baby

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 1080 Square-Feed
- **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.



Theme #3: You Thought You Knew

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
- **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 feed post.



Theme #4: You Waited Long Enough

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 1080 Square-Feed
- **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

KBrownWatts@CultureOneWorld.com

***CBOs please guide your audience to their local event or
community resources for vaccine information**