



CDC Foundation

Partnering for Vaccine Equity

**Playbook: Motivate BIPOC communities to increase
vaccination rates for preventable diseases**

BIPOC – Social Media Assets

March 7, 2023 Release

Static Carousel

Concept #1: Safer Starts Here

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
 CDCF_Year 2_C1E1_1080x1080_1
 CDCF_Year 2_C1E1_1080x1080_2
 CDCF_Year 2_C1E1_1080x1080_3
 CDCF_Year 2_C1E1_1080x1080_4
 CDCF_Year 2_C1E1_1080x1080_5
- **Asset Type:** Carousel Static Slideshow
- **Length:** 5 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.”



Concept #1: Safter Starts Here (Spanish) - direct English translations found under tiles

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
CDCF_Year 2_C1E1_1080x1080_1
CDCF_Year 2_C1E1_1080x1080_2
CDCF_Year 2_C1E1_1080x1080_3
CDCF_Year 2_C1E1_1080x1080_4
CDCF_Year 2_C1E1_1080x1080_5
- **Asset Type:** Carousel Static Slideshow
- **Length:** 5 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.”



It feels good to be protected, no matter where you go.



I can choose the best option for my own health.



When it's time to get vaccinated.



I can assure you I will get mine.
Health starts with me.



Consult with your doctor or pharmacist about your next **routine vaccine** visit.

Concept #2: Step Up, Stay Healthy

SPECIFICATIONS



- **Social Media Platform:**
Facebook/Instagram, in feed or stories
- **Asset File Name:**
CDCF_Year 2_C2E1_1080x1080_1
CDCF_Year 2_C2E1_1080x1080_2
CDCF_Year 2_C2E1_1080x1080_3
CDCF_Year 2_C2E1_1080x1080_4
CDCF_Year 2_C2E1_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.



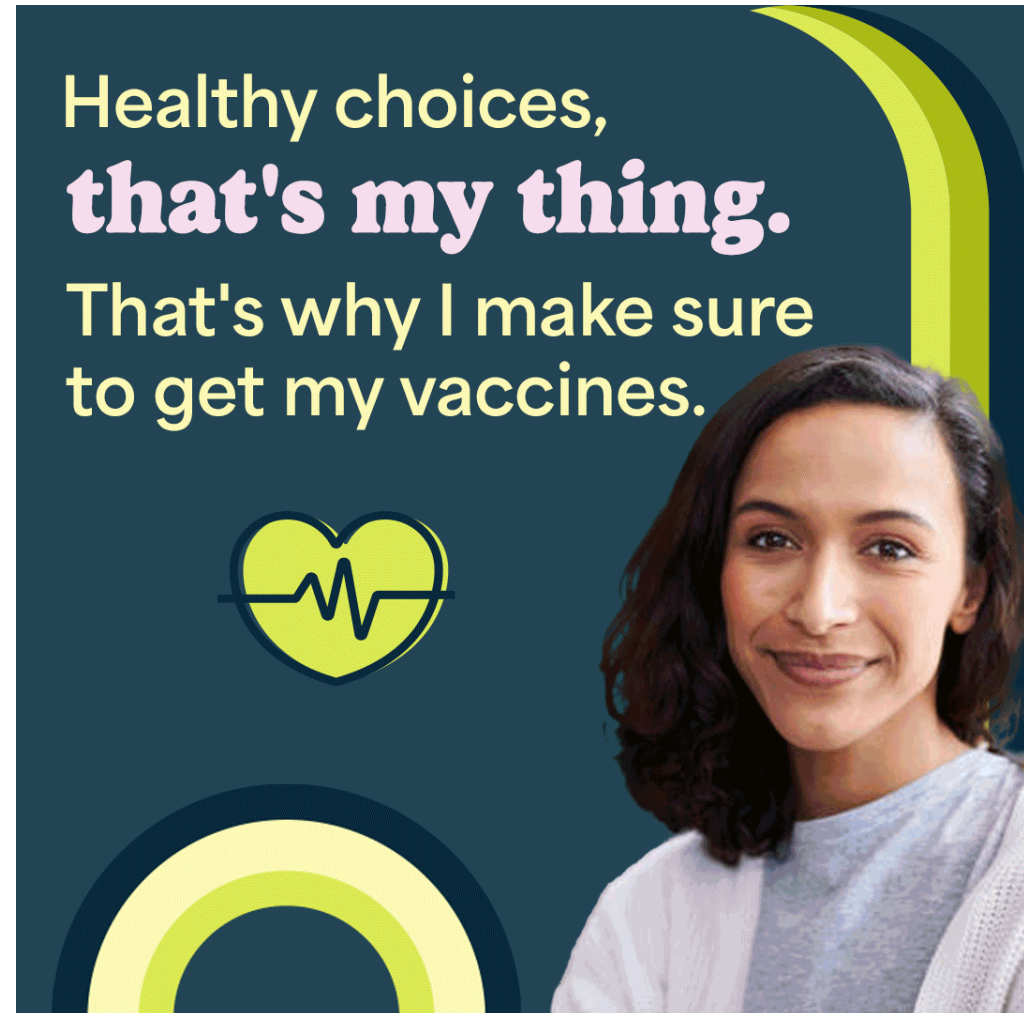
GIFs

Concept #1: Safer Starts Here

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Names:** CDCF_Year-2_C1E1_1080x1080
CDCF_Year-2_C1E1_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 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.”



Concept #1: Safer Starts Here (Spanish) - direct English translations found underneath

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Names:** CDCF_Year-2_C1E1(SP)_1080x1080
CDCF_Year-2_C1E1(SP)_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 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.”



Frame 1: **My health is my priority.** That's why I make sure to get vaccinated

Frame 2: I work hard and have a lot to do. That means I need **to be safer.**

Frame 3: When it comes to my health, **I don't want to have any doubts.** Neither at work, nor on the street.

Frame 4: And feeling safer **starts here!**

Frame 5: Consult with your medic or pharmacist about your next **routine vaccine visit.**

Concept #2: Step Up, Stay Healthy

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Names:** CDCF_Year-2_C1E1_1080x1080
- CDCF_Year-2_C1E1_1080x1920
- **Asset Type:** GIF
- **Length:** 20 seconds
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Do You Have Questions About The Playbook for Motivating BIPOC communities to increase vaccination rates for preventable diseases

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