



CDC Foundation

Partnering for Vaccine Equity

Playbook for Debunking Misinformation Around COVID-19

Batch 4 – Social Media Assets

April 24, 2023 Release

Static Carousel

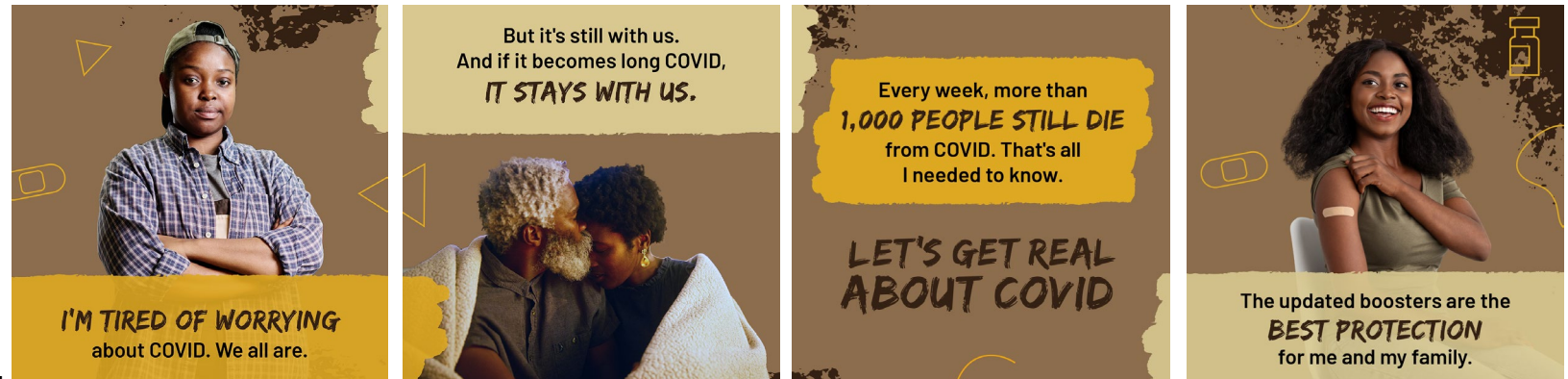
Concept #1: (I Think) I'm Gonna Be Okay

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat

- **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 (Snapchat)
- **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.”

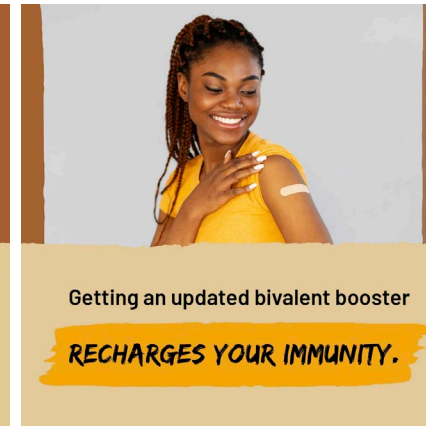
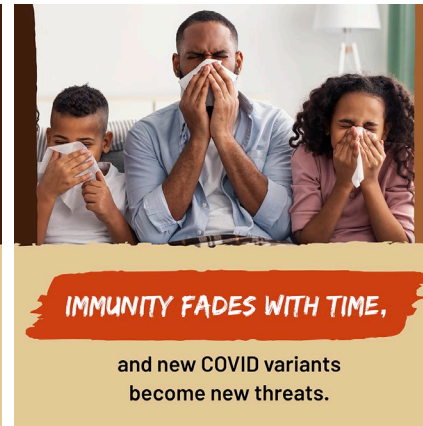
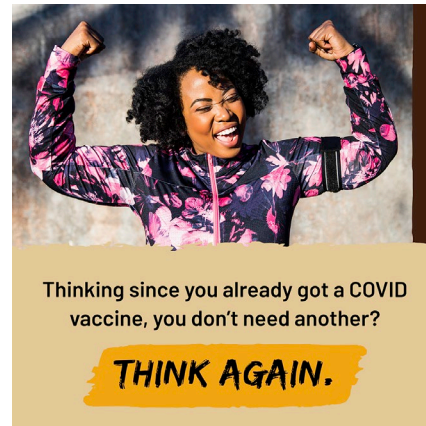


Concept #2: I'm One and Done

SPECIFICATIONS



- **Social Media Platform:**
Facebook/Instagram, in feed or stories, Snapchat
- **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 (Snapchat)
- **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: (I Think) I'm Gonna Be Okay

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Names:** CDCF_Year-2_T1E2_1080x1080
CDCF_Year-2_T1E2_1080x1920 (Snapchat)
- **Asset Type:** GIF
- **Length:** 20 seconds
- **Size:** 1080 x 1080 Square-Feed
- **Size:** 1080 x 1920 Vertical Feed (Snapchat)
- **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 #2: I'm One and Done

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories, Snapchat
- **Asset File Names:** CDCF_Year-2_T2E2_1080x1080
CDCF_Year-2_T2E2_1080x1920 (Snapchat)
- **Asset Type:** GIF
- **Length:** 20 seconds
- **Size:** 1080 x 1080 Square-Feed
- **Size:** 1080 x 1920 Vertical Feed (Snapchat)
- **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."





Do You Have Questions About The Playbook for Debunking Misinformation?

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