



**CDC Foundation**

*Partnering for Vaccine Equity*

**Playbook for Debunking Misinformation Around COVID-19**

*Batch 1 – Social Media Assets*

*October 5, 2023 Release*

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

**Single Static**

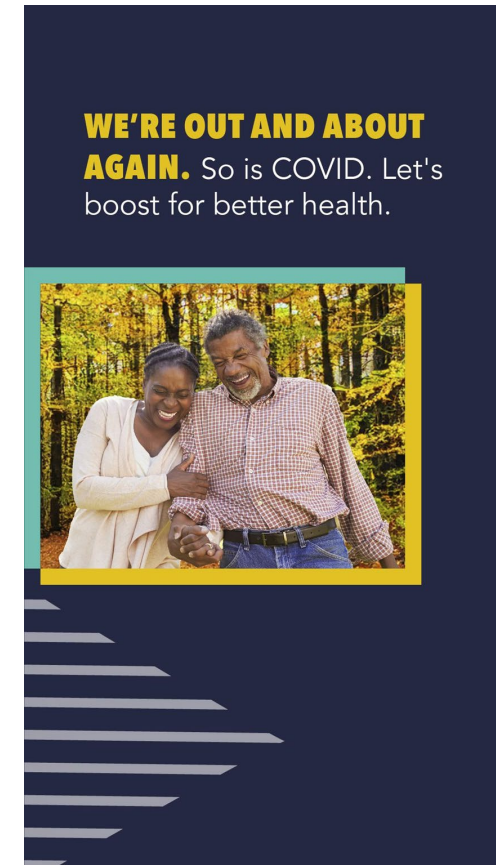
## SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**  
C1W\_YR3\_outagain\_1080x1080\_1a  
C1W\_YR3\_outagain\_1080x1920\_1a
- **Asset Type:** Single Image Ad
- **Length:** 1 image
- **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 single image asset should be an organic post
- **Reading level:** Kindergarten

Sample social media messages:

- **Facebook copy:** Staying healthy is at the top of our to do list this fall – and this includes preventing serious illness from COVID. We can get the most updated version of the COVID vaccine to fight the newest strains. Visit [vaccines.gov](https://www.vaccines.gov) for more information.
- **Instagram copy:** Staying healthy is at the top of our to do list this fall – and this includes preventing serious illness from COVID. We can get the most updated version of the COVID vaccine to fight the newest strains. Visit [vaccines.gov](https://www.vaccines.gov) for more information. #COVID #HealthTips #HealthyLife



## SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**  
C1W\_YR3\_fallgames\_1080x1080\_1b  
C1W\_YR3\_fallgames\_1080x1920\_1b
- **Asset Type:** Single Image Ad
- **Length:** 1 image
- **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 single image asset should be an organic post
- **Reading level:** 1st Grade

Sample social media messages:

- **Facebook copy:** We may be done with COVID, but COVID isn't done with us. With football games and get-togethers on the horizon, we can protect ourselves by getting an updated vaccine at no cost – even without insurance. Visit [vaccines.gov](https://www.vaccines.gov) for more information.
- **Instagram copy:** We may be done with COVID, but COVID isn't done with us. Protect yourself and your family by getting an updated vaccine at no cost – even without insurance. Visit [vaccines.gov](https://www.vaccines.gov) for more information. #COVID #StayHealthy #HealthyFam #COVIDmyths



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



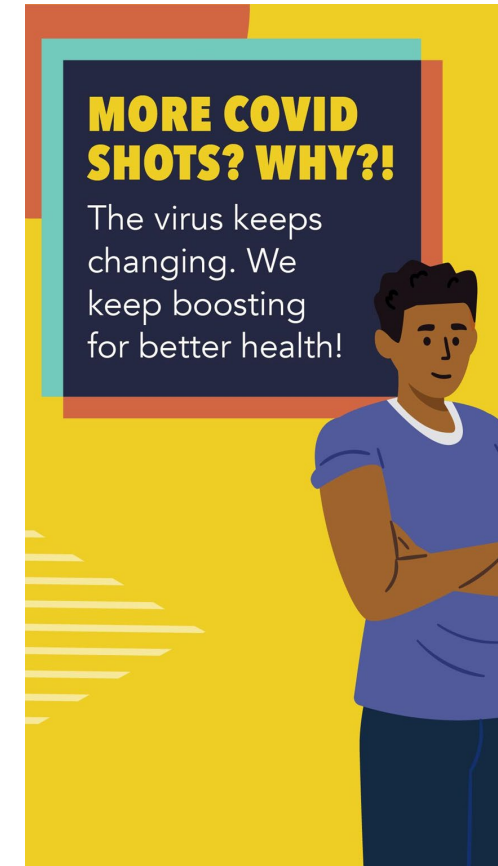
## SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**  
C1W\_YR3\_moreshots\_1080x1080\_2a  
C1W\_YR3\_moreshots\_1080x1920\_2a
- **Asset Type:** Single Image Ad
- **Length:** 1 image
- **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 single image asset should be an organic post
- **Reading level:** 2nd Grade

Sample social media messages:

- **Facebook copy:** As new variants emerge, it's crucial to stay protected against the worst outcomes of COVID. Get an updated vaccine at your local pharmacy, clinic, or doctor's office. Learn more: [vaccines.gov](https://www.vaccines.gov).
- **Instagram copy:** As new variants emerge, it's crucial to stay protected against the worst outcomes of COVID. Get an updated vaccine at your local pharmacy, clinic, or doctor's office. Learn more: [vaccines.gov](https://www.vaccines.gov). #HealthyLifestyle #COVID #CommunityHealth



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

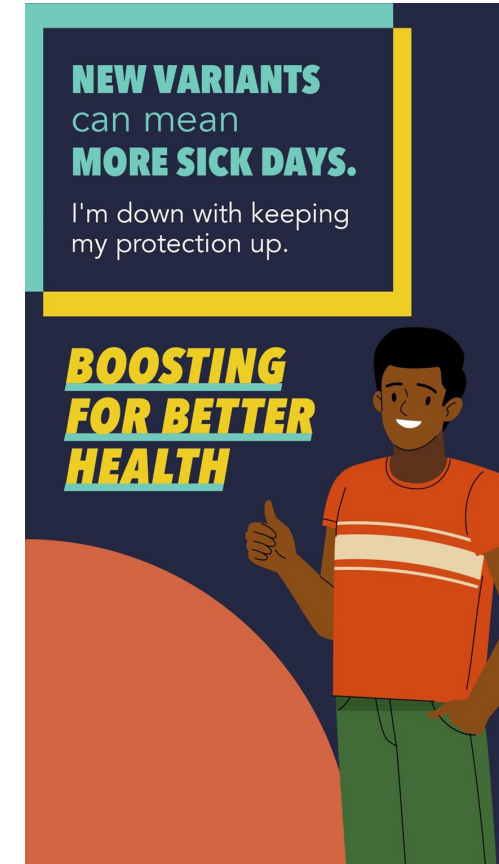
## SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**  
C1W\_YR3\_newvariants\_1080x1080\_2b  
C1W\_YR3\_newvariants\_1080x1920\_2b
- **Asset Type:** Single Image Ad
- **Length:** 1 image
- **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 single image asset should be an organic post
- **Reading level:** 1st Grade

Sample social media messages:

- **Facebook copy:** We don't want to choose between taking a sick day or working through COVID. Getting an updated vaccine can help us avoid getting sick in the first place or getting seriously ill if we do catch the virus. Schedule a free COVID vaccine appointment today. Learn more: [vaccines.gov](https://www.vaccines.gov).
- **Instagram copy:** We don't want to choose between taking a sick day or working through COVID. Getting an updated vaccine can help us avoid getting sick in the first place or getting seriously ill if we do catch the virus. Schedule a free COVID vaccine appointment today. Learn more: [vaccines.gov](https://www.vaccines.gov). #COVID #FamilyHealth #VaccinesWork



## SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**  
C1W\_YR3\_sideeffects\_1080x1080\_3a  
C1W\_YR3\_sideeffects\_1080x1920\_3a
- **Asset Type:** Single Image Ad
- **Length:** 1 image
- **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 single image asset should be an organic post
- **Reading level:** 1st Grade

Sample social media messages:

- **Facebook copy:** The risk of getting COVID is much higher than the risk of a severe side effect from the vaccine. Getting an updated COVID vaccine can help protect you from getting seriously ill from COVID. Visit [vaccines.gov](https://www.vaccines.gov) to learn more and talk to your doctor today.
- **Instagram copy:** The risk of getting COVID is much higher than the risk of a severe side effect from the vaccine. Getting an updated COVID vaccine can help protect you from getting seriously ill from COVID. Visit [vaccines.gov](https://www.vaccines.gov) to learn more and talk to your doctor today. #COVID #HealthyLifestyle #HealthBenefits #InstaHealth



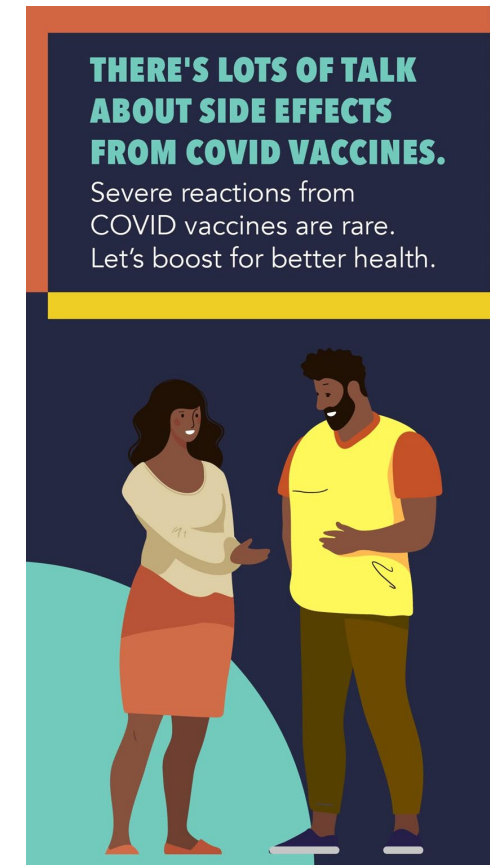
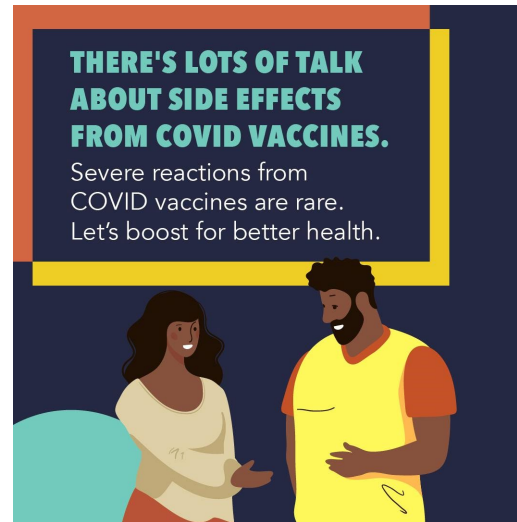
## SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**  
C1W\_YR3\_vaccinereactions\_1080x1080\_3b  
C1W\_YR3\_vaccinereactions\_1080x1920\_3b
- **Asset Type:** Single Image Ad
- **Length:** 1 image
- **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 single image asset should be an organic post
- **Reading level:** 1st Grade

Sample social media messages:

- **Facebook copy:** It's been more than two years since we've had the COVID vaccine, and we know this much is true: it's much safer to receive a vaccine than to risk getting seriously ill from COVID. In fact, the risk of a severe reaction from the vaccine is extremely small – much smaller than the risk of dying from COVID. Visit [vaccines.gov](https://www.vaccines.gov) for more information.
- **Instagram copy:** It's been more than two years since we've had the COVID vaccine, and we know this much is true: it's much safer to receive a vaccine than to risk getting seriously ill from COVID. In fact, the risk of a severe reaction from the vaccine is extremely small – much smaller than the risk of dying from COVID. Visit [vaccines.gov](https://www.vaccines.gov) for more information. #HealthyLife #COVIDFacts #HealthyFamily



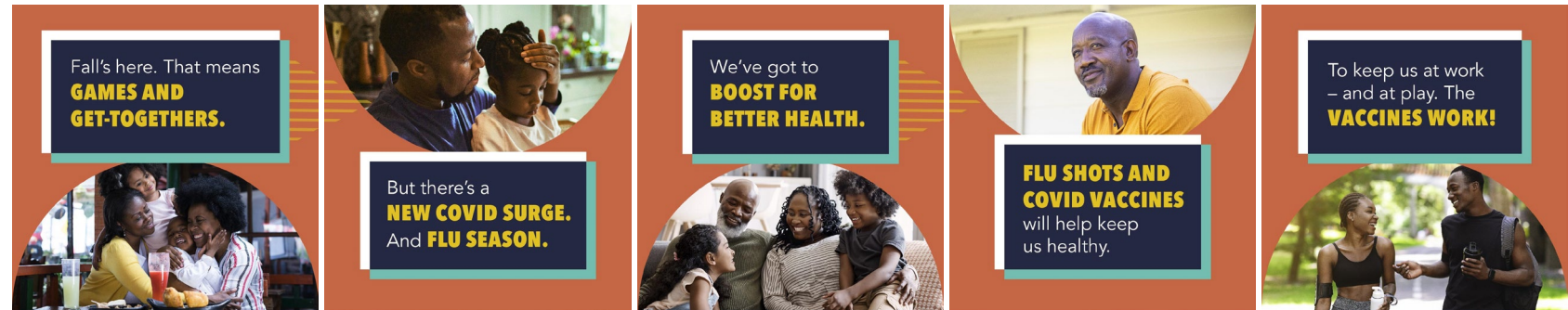


# Static Carousel

# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
  - C1W\_YR3\_gettogethers\_1080x1080\_1
  - C1W\_YR3\_gettogethers\_1080x1080\_2
  - C1W\_YR3\_gettogethers\_1080x1080\_3
  - C1W\_YR3\_gettogethers\_1080x1080\_4
  - C1W\_YR3\_gettogethers\_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.
- **Reading level:** 2nd Grade



Sample social media messages:

- **Facebook copy:** COVID and flu vaccines can make a huge difference when it comes to staying healthy this fall. With family gatherings, events, and upcoming holidays, it's more important than ever to get your annual COVID and flu vaccines. Learn more: [vaccines.gov](https://www.vaccines.gov).
- **Instagram copy:** COVID and flu vaccines can make a huge difference when it comes to staying healthy this fall. With family gatherings, events, and upcoming holidays, it's more important than ever to get your annual COVID and flu vaccines. Learn more: [vaccines.gov](https://www.vaccines.gov).  
#FluSeason #COVID #InstaHealth

# SPECIFICATIONS



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

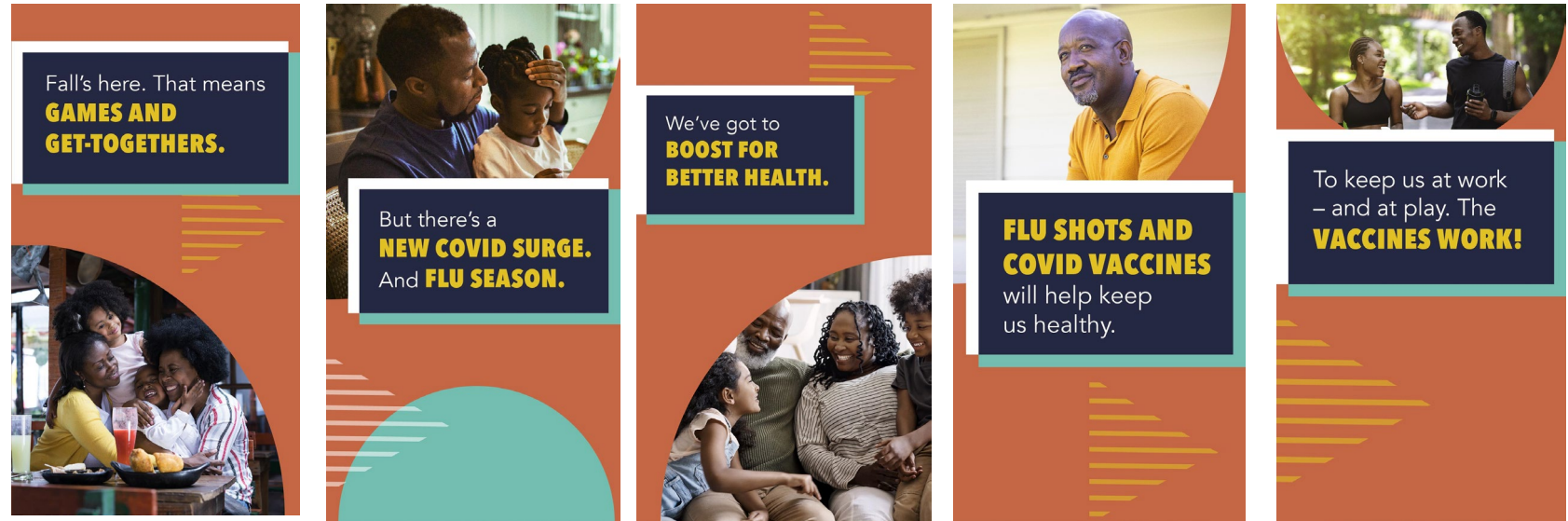
- **Asset File Name:**

- C1W\_YR3\_gettogethers\_1080x1920\_1
  - C1W\_YR3\_gettogethers\_1080x1920\_2
  - C1W\_YR3\_gettogethers\_1080x1920\_3
  - C1W\_YR3\_gettogethers\_1080x1920\_4
  - C1W\_YR3\_gettogethers\_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.
- **Reading level:** 2nd Grade

Sample social media messages:

- **Facebook copy:** COVID and flu vaccines can make a huge difference when it comes to staying healthy this fall. With family gatherings, events, and upcoming holidays, it's more important than ever to get your annual COVID and flu vaccines. Visit [vaccines.gov](https://www.vaccines.gov) for more information.
- **Instagram copy:** COVID and flu vaccines can make a huge difference when it comes to staying healthy this fall. With family gatherings, events, and upcoming holidays, it's more important than ever to get your annual COVID and flu vaccines. Visit [vaccines.gov](https://www.vaccines.gov) for more information.  
#FluSeason #COVID #InstaHealth



# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
  - C1W\_YR3\_fallvaccine\_1080x1080\_1
  - C1W\_YR3\_fallvaccine\_1080x1080\_2
  - C1W\_YR3\_fallvaccine\_1080x1080\_3
  - C1W\_YR3\_fallvaccine\_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.
- **Reading level:** 1st Grade



Sample social media messages:

- **Facebook copy:** Our community health care professionals are working hard to ensure we stay safe and healthy this fall – and that includes recommending an updated COVID vaccine for everyone. Just like with the flu vaccine, scientists have made new, annual COVID vaccines to target emerging variants that threaten our health. Don't let COVID take you down. Visit [vaccines.gov](https://www.vaccines.gov) for more information.
- **Instagram copy:** Our community health care professionals are working hard to ensure we stay safe and healthy this fall – and that includes recommending an updated COVID vaccine for everyone. Just like with the flu vaccine, scientists have made new, annual COVID vaccines to target emerging variants that threaten our health. Don't let COVID take you down. Visit [vaccines.gov](https://www.vaccines.gov) for more information. #HealthTips #HealthFacts #COVID

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



# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**  
C1W\_YR3\_fallvaccine\_1080x1920\_1  
C1W\_YR3\_fallvaccine\_1080x1920\_2  
C1W\_YR3\_fallvaccine\_1080x1920\_3  
C1W\_YR3\_fallvaccine\_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.
- **Reading level:** 1st Grade



Sample social media messages:

- **Facebook copy:** Our community health care professionals are working hard to ensure we stay safe and healthy this fall – and that includes recommending an updated COVID vaccine for everyone. Just like with the flu vaccine, scientists have made new, annual COVID vaccines to target emerging variants that threaten our health. Don't let COVID take you down. Visit [vaccines.gov](https://vaccines.gov) to learn more and talk to your doctor today.
- **Instagram copy:** Our community health care professionals are working hard to ensure we stay safe and healthy this fall – and that includes recommending an updated COVID vaccine for everyone. Just like with the flu vaccine, scientists have made new, annual COVID vaccines to target emerging variants that threaten our health. Don't let COVID take you down. Visit [vaccines.gov](https://vaccines.gov) to learn more and talk to your doctor today. #HealthTips #HealthFacts #COVID

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

# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**  
C1W\_YR3\_sideeffects2\_1080x1080\_1  
C1W\_YR3\_sideeffects2\_1080x1080\_2  
C1W\_YR3\_sideeffects2\_1080x1080\_3  
C1W\_YR3\_sideeffects2\_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.
- **Reading level:** 1st Grade

Sample social media messages:

- **Facebook copy:** With 270 million Americans vaccinated against COVID, the proof is in the protection: COVID vaccines can save lives, and severe side effects are rare. Visit [vaccines.gov](https://www.vaccines.gov) for more info.
- **Instagram copy:** With 270 million Americans vaccinated against COVID, the proof is in the protection: COVID vaccines can save lives, and severe side effects are rare. Visit [vaccines.gov](https://www.vaccines.gov) for more info. #HealthMatters #HealthGoals #WellnessTips



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

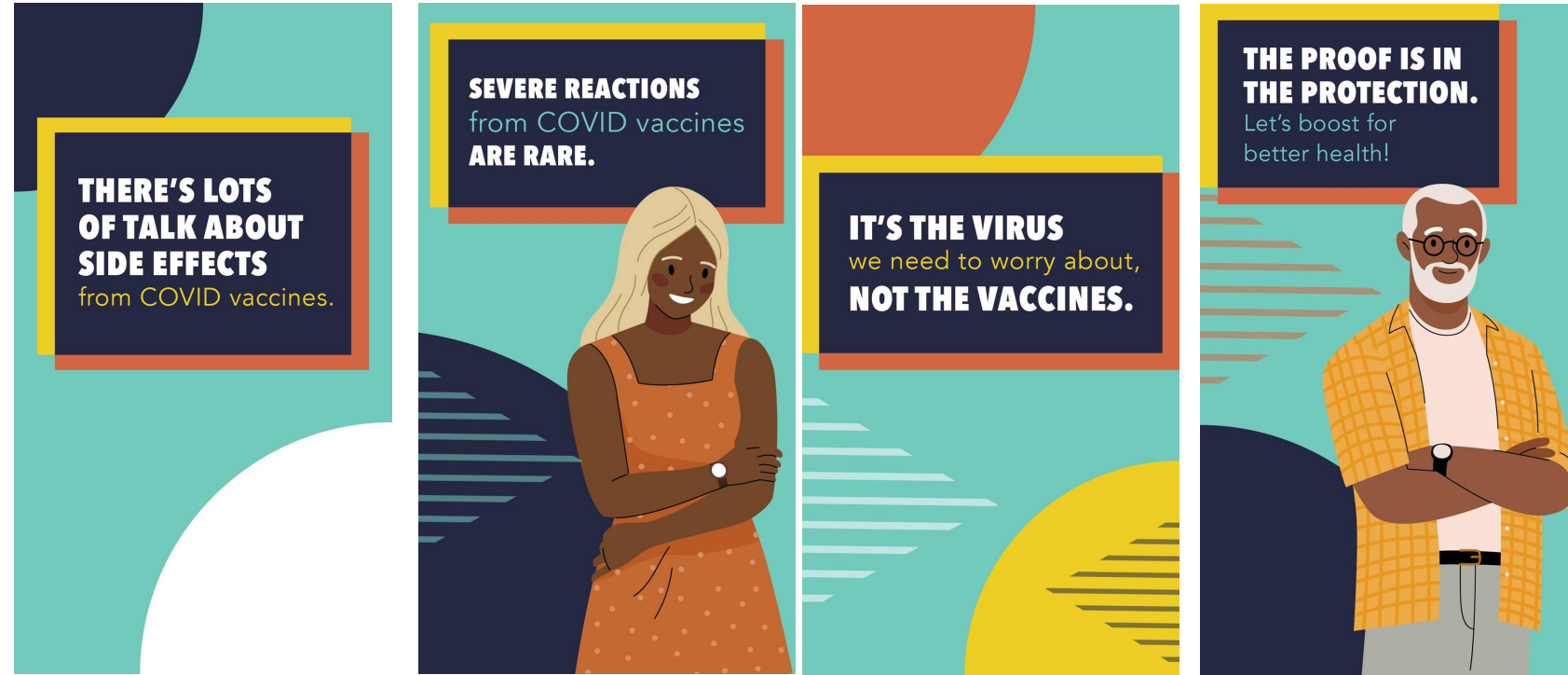
# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
  - C1W\_YR3\_sideeffects2\_1080x1920\_1
  - C1W\_YR3\_sideeffects2\_1080x1920\_2
  - C1W\_YR3\_sideeffects2\_1080x1920\_3
  - C1W\_YR3\_sideeffects2\_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.
- **Reading level:** 1st Grade

Sample social media messages:

- **Facebook copy:** With 270 million Americans vaccinated against COVID, the proof is in the protection: COVID vaccines can save lives, and severe side effects are rare. Learn more: [vaccines.gov](https://www.vaccines.gov).
- **Instagram copy:** With 270 million Americans vaccinated against COVID, the proof is in the protection: COVID vaccines can save lives, and severe side effects are rare. Learn more: [vaccines.gov](https://www.vaccines.gov). #HealthMatters #HealthGoals #WellnessTips

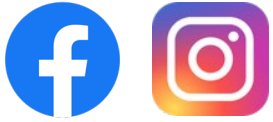


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**GIFs**



# SPECIFICATIONS

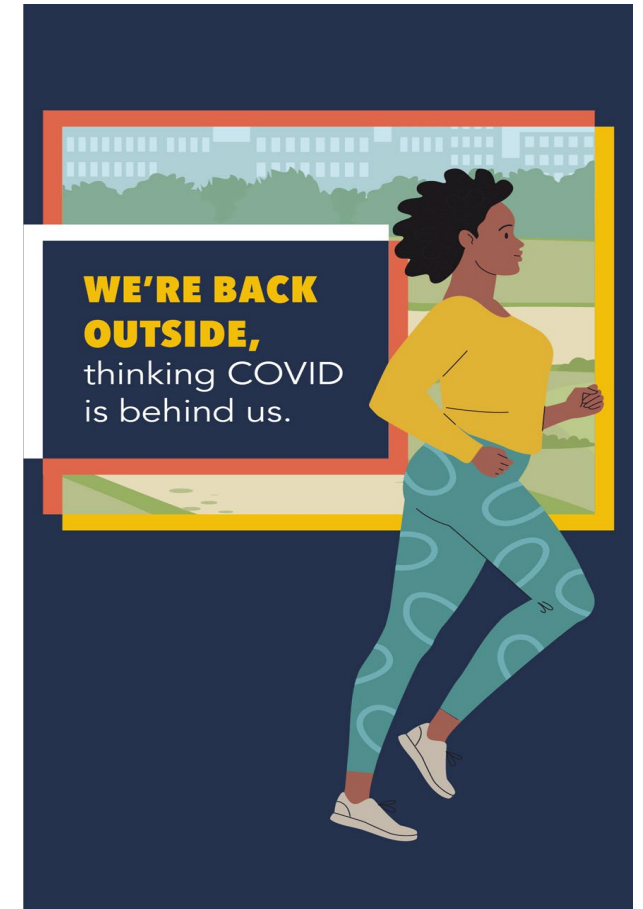
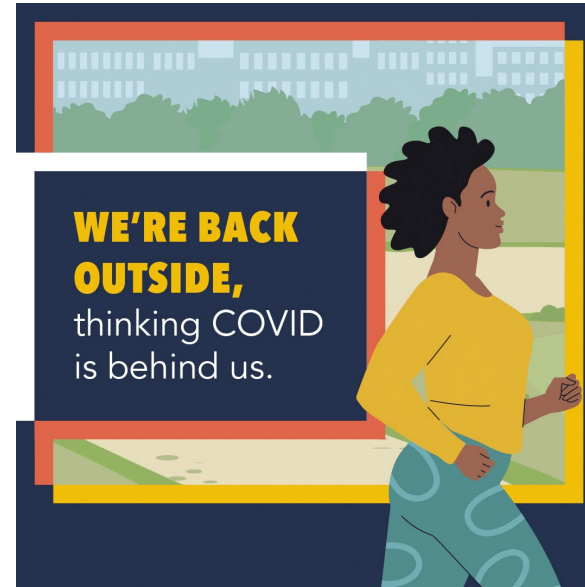


- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Names:** C1W\_YR3\_backout\_1080x1080  
C1W\_YR3\_backout\_1080x1920
- **Asset Type:** GIF
- **Length:** 20 seconds
- **Sizes:** 1080 x 1080 Square-Feed  
1080 x 1920 Vertical Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Direction:** The GIF asset 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.”
- **Reading level:** 1st Grade

Sample social media messages:

- **Facebook copy:** It's not completely gone. The COVID virus keeps changing, but scientists have made updated vaccines to defeat the newest variants. Schedule your updated COVID vaccine today. Visit [vaccines.gov](https://www.vaccines.gov) for more info.
- **Instagram copy:** It's not completely gone. The COVID virus keeps changing, but scientists have made updated vaccines to defeat the newest variants. Schedule your updated COVID vaccine today. Visit [vaccines.gov](https://www.vaccines.gov) for more info. #COVID #StayHealthy #HealthyFam #COVIDmyths

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



## SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Names:** C1W\_YR3\_viruschanging\_1080x1080  
C1W\_YR3\_viruschanging\_1080x1920
- **Asset Type:** GIF
- **Length:** 20 seconds
- **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 GIF asset 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.”
- **Reading level:** Kindergarten

Sample social media messages:

- **Facebook copy:** This Fall, we have the upper hand against COVID with the updated vaccines. The virus still affects our communities, but we can be one step ahead by getting an annual vaccine, which targets new variants. Visit [vaccines.gov](https://www.vaccines.gov) for more information.
- **Instagram copy:** This Fall, we have the upper hand against COVID with the updated vaccines. The virus still affects our communities, but we can be one step ahead by getting an annual vaccine, which targets new variants. Visit [vaccines.gov](https://www.vaccines.gov) for more information. #COVID #HealthTips #HealthyLife



## SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Names:** C1W\_YR3\_askedmydoctor\_1080x1080  
C1W\_YR3\_askedmydoctor\_1080x1920
- **Asset Type:** GIF
- **Length:** 20 seconds
- **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 GIF asset should be an organic feed post.
- In your social copy, we recommend adding a message that guides your community to the right resources.
- **Reading level:** 1st Grade

Sample social media messages:

- **Facebook copy:** Here's the truth: catching COVID is much riskier for our health than getting a COVID vaccine. We can work together to keep our families and communities healthy by scheduling our annual COVID vaccine appointment today. Visit [vaccines.gov](https://www.vaccines.gov) to learn more and talk to your doctor today.
- **Instagram copy:** Here's the truth: catching COVID is much riskier for our health than getting a COVID vaccine. We can work together to keep our families and communities healthy by scheduling our annual COVID vaccine appointment today. Visit [vaccines.gov](https://www.vaccines.gov) to learn more and talk to your doctor today. #COVID #HealthyLifestyle #HealthBenefits #InstaHealth





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

Kristina Brown-Watts

[KBrownWatts@CultureOneWorld.com](mailto:KBrownWatts@CultureOneWorld.com)