



CDC Foundation

Partnering for Vaccine Equity

Playbook for Debunking Misinformation Around COVID-19

Batch 2 – Social Media Assets

December 15, 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_Howabout_1080x1080
C1W_YR3_Howabout_1080x1920
- **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:** 3.92

Sample social media messages:

- **Facebook copy:** Give the gift of good health this holiday season. COVID vaccines help us stay healthy for our family and protect them, too. Visit [vaccines.gov](https://www.vaccines.gov) for more information.
- **Instagram copy:** Give the gift of good health this holiday season. COVID vaccines help us stay healthy for our family and protect them, too. Visit [vaccines.gov](https://www.vaccines.gov) for more information. #COVID #HealthTips #HealthyLife



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SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
C1W_YR3_Thegift_1080x1080
C1W_YR3_Thegift_1080x1920
- **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:** 2.42

Sample social media messages:

- **Facebook copy:** COVID is still out there, but we can take precautions to keep ourselves and our communities as healthy as possible. A COVID vaccine is the gift that keeps on giving. ❤️ Schedule a free COVID vaccine appointment today! Learn more: [vaccines.gov](https://www.vaccines.gov).
- **Instagram copy:** COVID is still out there, but we can take precautions to keep ourselves and our communities as healthy as possible. A COVID vaccine is the gift that keeps on giving. ❤️ Schedule a free COVID vaccine appointment today! Learn more: [vaccines.gov](https://www.vaccines.gov). #COVID #StayHealthy #HealthyFam #COVIDmyths



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

SPECIFICATIONS

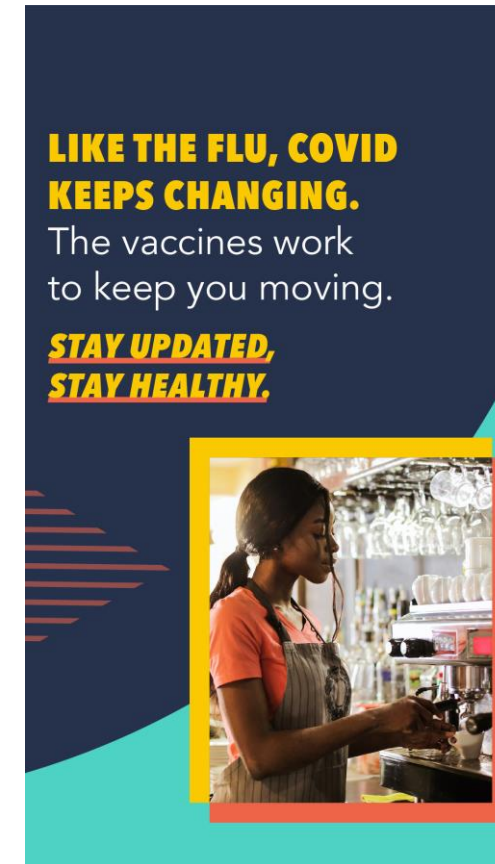


- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
C1W_YR3_Liketheflu_1080x1080
C1W_YR3_Liketheflu_1080x1920
- **Asset Type:** Single Image Ad
- **Length:** 1 image
- **Sizes:** 1080 x 1080 Square-Feed
1080 x 1920 Vertical Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Direction:** The single image asset should be an organic post
- **Reading level:** 2.48

Sample social media messages:

Facebook copy: Missing out on life because of COVID or the flu? Nope! Schedule your flu and COVID vaccines together. Visit [vaccines.gov](https://www.vaccines.gov) to learn more and talk to your doctor today.

Instagram copy: Missing out on life because of COVID or the flu? Nope! Schedule your flu and COVID vaccines together. Visit [vaccines.gov](https://www.vaccines.gov) to learn more and talk to your doctor today. #COVID #HealthyLifestyle #HealthBenefits #InstaHealth



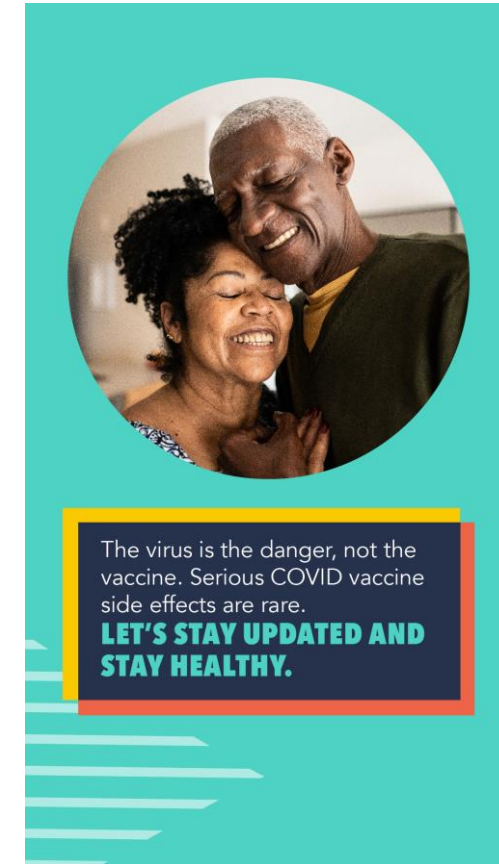
SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
C1W_YR3_Thevirusis_1080x1080
C1W_YR3_Thevirusis_1080x1920
- **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:** 5.12

Sample social media messages:

- **Facebook copy:** A COVID shot from years ago may not be enough to protect you from the newest strains. Stay updated, stay healthy. Visit [vaccines.gov](https://www.vaccines.gov) for more information.
- **Instagram copy:** A COVID shot from years ago may not be enough to protect you from the newest strains. Stay updated, stay healthy. Visit [vaccines.gov](https://www.vaccines.gov) for more information. #HealthyLife #COVIDFacts #HealthyFamily



SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
C1W_YR3_Alreadyprotecting_1080x1080
C1W_YR3_Alreadyprotecting_1080x1920
- **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:** 4.65

Sample social media messages:

Option 1:

Facebook copy: We pass on immunity to babies in the womb, including COVID immunity. Getting an updated vaccine can help protect them. Schedule your updated COVID vaccine today. Visit [vaccines.gov](https://www.vaccines.gov) for more info.

Instagram copy: We pass on immunity to babies in the womb, including COVID immunity. Getting an updated vaccine can help protect them. Schedule your updated COVID vaccine today. Visit [vaccines.gov](https://www.vaccines.gov) for more info.
#COVID #StayHealthy #HealthyFam #COVIDmyths

Option 2:

Facebook copy: Parents pass on immunity to babies in the womb, including COVID immunity. Getting an updated vaccine can help protect them. Schedule your updated COVID vaccine today. Visit [vaccines.gov](https://www.vaccines.gov) for more info.

Instagram copy: Parents pass on immunity to babies in the womb, including COVID immunity. Getting an updated vaccine can help protect them. Schedule your updated COVID vaccine today. Visit [vaccines.gov](https://www.vaccines.gov) for more info.
#COVID #StayHealthy #HealthyFam #COVIDmyths

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SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
C1W_YR3_Justbumped_1080x1080
C1W_YR3_Justbumped_1080x1920
- **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:** 4.45

Option 1:

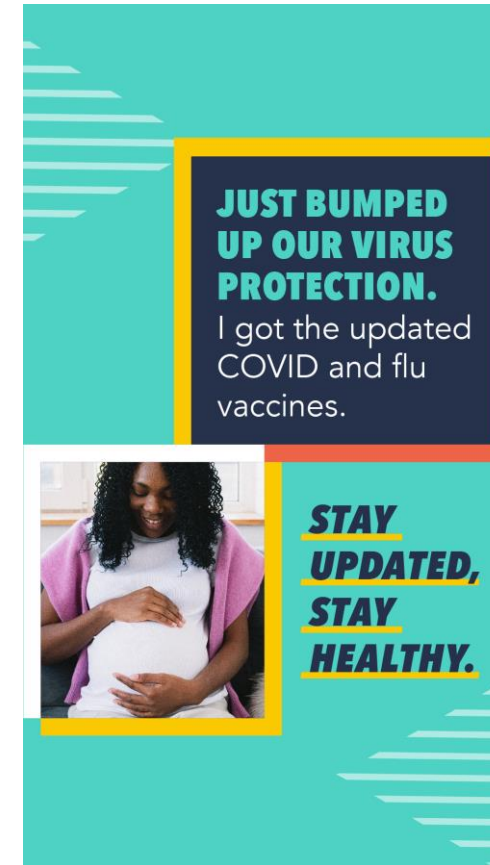
Facebook Copy: The protection we receive, our babies receive too. OB-GYNs recommend getting the COVID and flu vaccine while pregnant. Talk to your doctor for more information or visit [vaccines.gov](https://www.vaccines.gov).

Instagram Copy: The protection we receive, our babies receive too. OB-GYNs recommend getting the COVID and flu vaccine while pregnant. Talk to your doctor for more information or visit [vaccines.gov](https://www.vaccines.gov). #COVID #HealthTips #HealthyLife

Option 2:

Facebook Copy: When you're protected, your baby is protected. OB-GYNs recommend getting the COVID and flu vaccine while pregnant. Talk to your doctor for more information or visit [vaccines.gov](https://www.vaccines.gov).

Instagram Copy: When you're protected, your baby is protected. OB-GYNs recommend getting the COVID and flu vaccine while pregnant. Talk to your doctor for more information or visit [vaccines.gov](https://www.vaccines.gov). #COVID #HealthTips #HealthyLife



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Static Carousel

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
 - C1W_YR3_HolidaySeason_1080x1080_01
 - C1W_YR3_HolidaySeason_1080x1080_02
 - C1W_YR3_HolidaySeason_1080x1080_03
 - C1W_YR3_HolidaySeason_1080x1080_04
- **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:** 3.32



Sample social media messages:

Option 1:

Facebook copy: The holidays are a joyous time – take the right health precautions so you can enjoy them! Schedule a free COVID vaccine appointment today. Learn more: [vaccines.gov](https://www.vaccines.gov).

Instagram copy: The holidays are a joyous time – take the right health precautions so you can enjoy them! Schedule a free COVID vaccine appointment today. Learn more: [vaccines.gov](https://www.vaccines.gov). #COVID #FamilyHealth #VaccinesWork

Option 2:

Facebook copy: The holidays are for celebrating, not isolating. Take the right health precautions so you can enjoy them! Schedule a free COVID vaccine appointment today. Learn more: [vaccines.gov](https://www.vaccines.gov).

Instagram copy: The holidays are for celebrating, not isolating. Take the right health precautions so you can enjoy them! 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_HolidaySeason_1080x1920_01
C1W_YR3_HolidaySeason_1080x1920_02
C1W_YR3_HolidaySeason_1080x1920_03
C1W_YR3_HolidaySeason_1080x1920_04
- **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:** 3.32



Sample social media messages:

Option 1:

Facebook copy: The holidays are a joyous time – take the right health precautions so you can enjoy them! Schedule a free COVID vaccine appointment today. Learn more: [vaccines.gov](https://www.vaccines.gov).

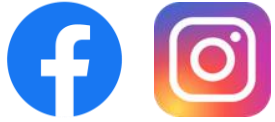
Instagram copy: The holidays are a joyous time – take the right health precautions so you can enjoy them! Schedule a free COVID vaccine appointment today. Learn more: [vaccines.gov](https://www.vaccines.gov). #COVID #FamilyHealth #VaccinesWork

Option 2:

Facebook copy: The holidays are for celebrating, not isolating. Take the right health precautions so you can enjoy them! Schedule a free COVID vaccine appointment today. Learn more: [vaccines.gov](https://www.vaccines.gov).

Instagram copy: The holidays are for celebrating, not isolating. Take the right health precautions so you can enjoy them! Schedule a free COVID vaccine appointment today. Learn more: [vaccines.gov](https://www.vaccines.gov). #COVID #FamilyHealth #VaccinesWork

SPECIFICATIONS

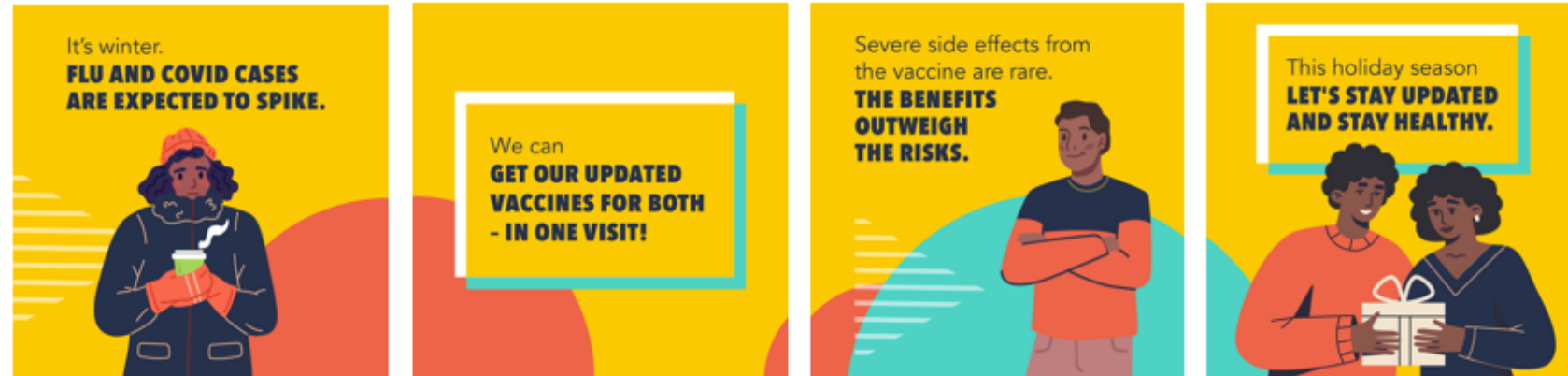


- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
C1W_YR3_FluandCOVID_1080x1080_01
C1W_YR3_FluandCOVID_1080x1080_02
C1W_YR3_FluandCOVID_1080x1080_03
C1W_YR3_FluandCOVID_1080x1080_04
- **Asset Type:** Carousel Static Slideshow
- **Length:** 4 images
- **Size:** 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:** 4.77

Sample social media messages:

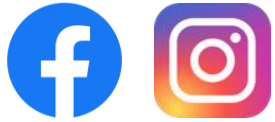
Facebook copy: Stay one step ahead of sickness. Schedule your flu and COVID vaccines today so your immune system can stay strong. 📌 Stay updated. Stay healthy. Visit [vaccines.gov](https://www.vaccines.gov) for more info.

Instagram copy: Stay one step ahead of sickness. Schedule your flu and COVID vaccines today so your immune system can stay strong. 📌 Stay updated. Stay healthy. Visit [vaccines.gov](https://www.vaccines.gov) for more info. #HealthMatters #HealthGoals #WellnessTips

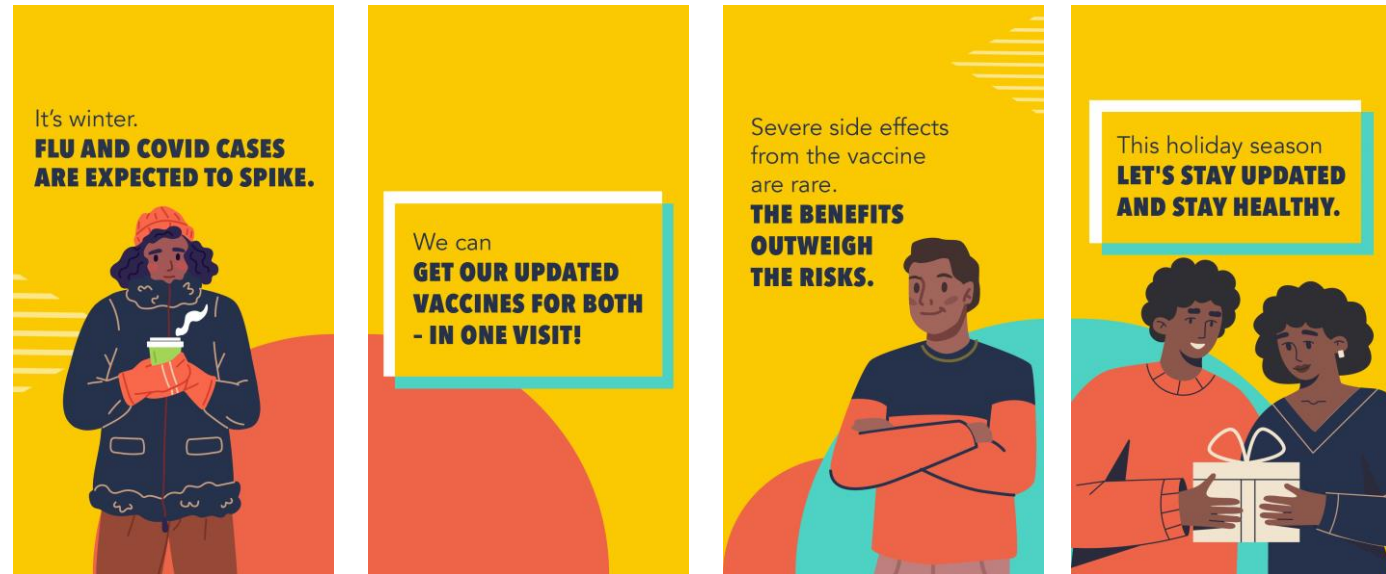


***CBOs please guide your audience to their local event or community resources for vaccine information.**

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
C1W_YR3_FluandCOVID_1080x1920_01
C1W_YR3_FluandCOVID_1080x1920_02
C1W_YR3_FluandCOVID_1080x1920_03
C1W_YR3_FluandCOVID_1080x1920_04
- **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:** 4.77



Option 1:

Facebook copy: The holidays are a joyous time – take the right health precautions so you can enjoy them! Schedule a free COVID vaccine appointment today. Learn more: [vaccines.gov](https://www.vaccines.gov).

Instagram copy: The holidays are a joyous time – take the right health precautions so you can enjoy them! Schedule a free COVID vaccine appointment today. Learn more: [vaccines.gov](https://www.vaccines.gov). #COVID #FamilyHealth #VaccinesWork

Option 2:

Facebook copy: The holidays are for celebrating, not isolating. Take the right health precautions so you can enjoy them! Schedule a free COVID vaccine appointment today. Learn more: [vaccines.gov](https://www.vaccines.gov).

Instagram copy: The holidays are for celebrating, not isolating. Take the right health precautions so you can enjoy them! Schedule a free COVID vaccine appointment today. Learn more: [vaccines.gov](https://www.vaccines.gov). #COVID #FamilyHealth #VaccinesWork

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SPECIFICATIONS



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

- **Asset File Name:**

C1W_YR3_MostDecisions_1080x1080_01
C1W_YR3_MostDecisions_1080x1080_02
C1W_YR3_MostDecisions_1080x1080_03
C1W_YR3_MostDecisions_1080x1080_04

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:** 5

Sample social media messages:

- **Facebook Copy:** Getting COVID and flu vaccines can not only protect us, but they can help protect our little ones, too. Talk to your OB-GYN or pediatrician to learn more or visit [vaccines.gov](https://www.vaccines.gov).
- **Instagram Copy:** Getting COVID and flu vaccines can not only protect us, but they can help protect our little ones, too. Talk to your OB-GYN or pediatrician to learn more or visit [vaccines.gov](https://www.vaccines.gov). #COVID19 #HealthyLifestyle #HealthBenefits #InstaHealth



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SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
 - C1W_YR3_MostDecisions_1080x1920_01
 - C1W_YR3_MostDecisions_1080x1920_02
 - C1W_YR3_MostDecisions_1080x1920_03
 - C1W_YR3_MostDecisions_1080x1920_04
- **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:** 5

Sample social media messages:

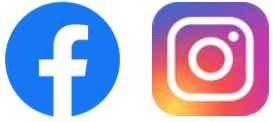
- **Facebook Copy:** Getting COVID and flu vaccines can not only protect us, but they can help protect our little ones, too. Talk to your OB-GYN or pediatrician to learn more or visit [vaccines.gov](https://www.vaccines.gov).
- **Instagram Copy:** Getting COVID and flu vaccines can not only protect us, but they can help protect our little ones, too. Talk to your OB-GYN or pediatrician to learn more or visit [vaccines.gov](https://www.vaccines.gov). #COVID19 #HealthyLifestyle #HealthBenefits #InstaHealth



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GIFs

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Names:** C1W_YR3_Holidaytradition_1080x1080
C1W_YR3_Holidaytradition_1080x1920
- **Asset Type:** GIF
- **Length:** 16 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:** 4.18

Sample social media messages:

Option 1:

Facebook copy: Enjoying the holidays with family is the best gift of all. Get updated COVID & flu vaccines so you can give your best. Stay updated; stay healthy. Learn more: [vaccines.gov](https://www.vaccines.gov).

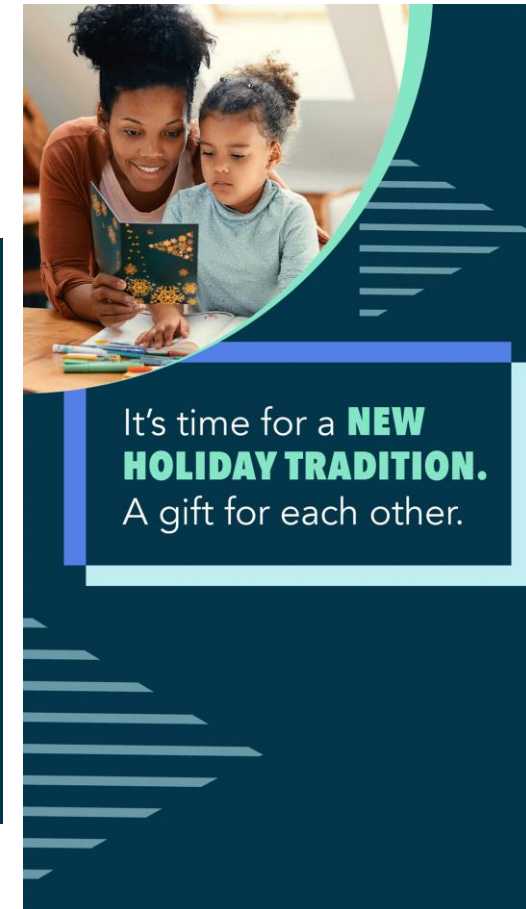
Instagram copy: Enjoying the holidays with family is the best gift of all. Get updated COVID & flu vaccines so you can give your best. Stay updated; stay healthy. Learn more: [vaccines.gov](https://www.vaccines.gov). #HealthyLifestyle #COVID #CommunityHealth

Option 2:

Facebook copy: Enjoying the holidays without worries is the best gift of all. Get updated COVID & flu vaccines so you can give your best. Stay updated; stay healthy. Learn more: [vaccines.gov](https://www.vaccines.gov).

Instagram copy: Enjoying the holidays without worries is the best gift of all. Get updated COVID & flu vaccines so you can give your best. Stay updated; stay healthy. 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 Names:** C1W_YR3_FamilyandFriends_1080x1080
C1W_YR3_FamilyandFriends_1080x1920
- **Asset Type:** GIF
- **Length:** 16 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:** 3.24

Option 1:

Facebook copy: Just like putting on a seat belt, getting your updated COVID vaccine is the obvious and easy way to protect yourself and get where you're going. It's quick and easy. Get yours soon and stay healthy this winter. Visit [vaccines.gov](https://www.vaccines.gov) for more information.

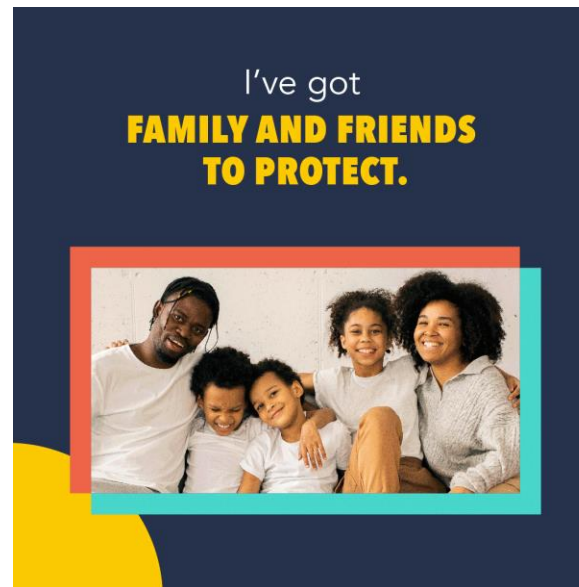
Instagram copy: Just like putting on a seat belt, getting your updated COVID vaccine is the obvious and easy way to protect yourself and get where you're going. It's quick and easy. Get yours soon and stay healthy this winter. Visit [vaccines.gov](https://www.vaccines.gov) for more information. #HealthTips #HealthFacts #COVID

Option 2:

Facebook Copy: Like putting on a seat belt, getting an updated COVID vaccine is the obvious way to protect yourself. It's quick and easy. Visit [vaccines.gov](https://www.vaccines.gov) for more information.

Instagram Copy: Like putting on a seat belt, getting an updated COVID vaccine is the obvious way to protect yourself. It's quick and easy. Visit [vaccines.gov](https://www.vaccines.gov) for more information. #HealthTips #HealthFacts #COVID

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SPECIFICATIONS

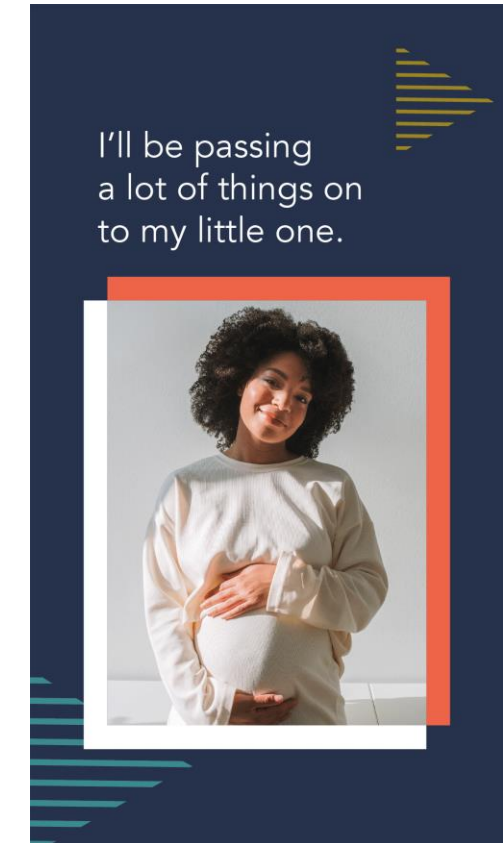
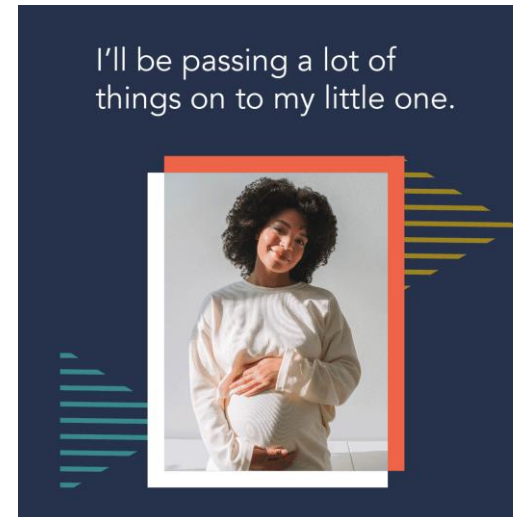


- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Names:** C1W_YR3_ButICanDo_1080x1080
C1W_YR3_ButICanDo_1080x1920
- **Asset Type:** GIF
- **Length:** 16 seconds
- **Sizes:** 1080 x 1080 Square-Feed
1080 x 1920 Vertical Feed
- **Photo Licensing:** Standard royalty free 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:** 4.33

Sample social media messages:

Facebook Copy: Let's pass on wisdom to our little ones, not illness. Getting a COVID vaccine while pregnant can strengthen their immunity. OB-GYNs and pediatricians recommend it – talk to yours today.

Instagram Copy: Let's pass on wisdom to our little ones, not illness. Getting a COVID vaccine while pregnant can strengthen their immunity. OB-GYNs and pediatricians recommend it – talk to yours today.
#COVID19 #HealthyLifestyle #HealthBenefits #InstaHealth





Do You Have Questions About The Playbook for Debunking Misinformation?

Kristina Brown-Watts

KBrownWatts@CultureOneWorld.com