



CDC Foundation

Partnering for Vaccine Equity

Playbook for Debunking Misinformation Around COVID-19

Batch 3 – Social Media Assets

January 25, 2024 Release

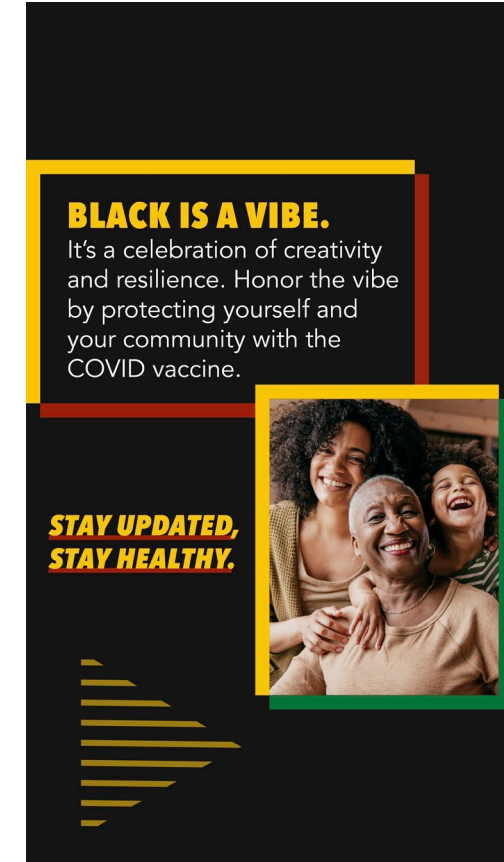
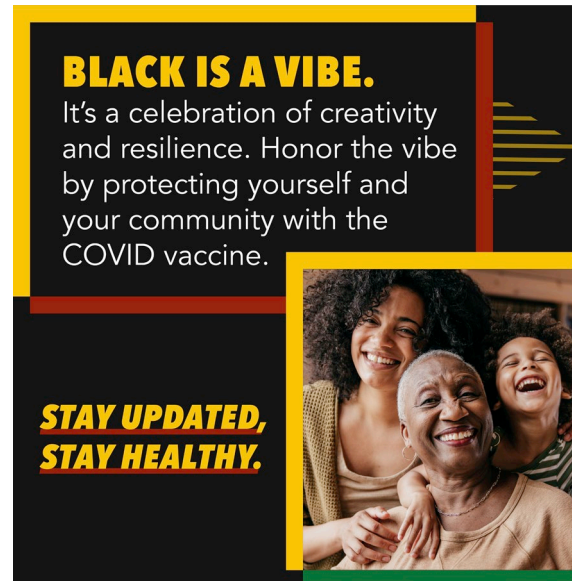
*CBOs please guide your audience to their local event or community resources for vaccine information

Single Static

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
C1W_YR3_Blackisavibe_Static_1_1080x1080
C1W_YR3_Blackisavibe_Static_1_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



Sample social media messages:

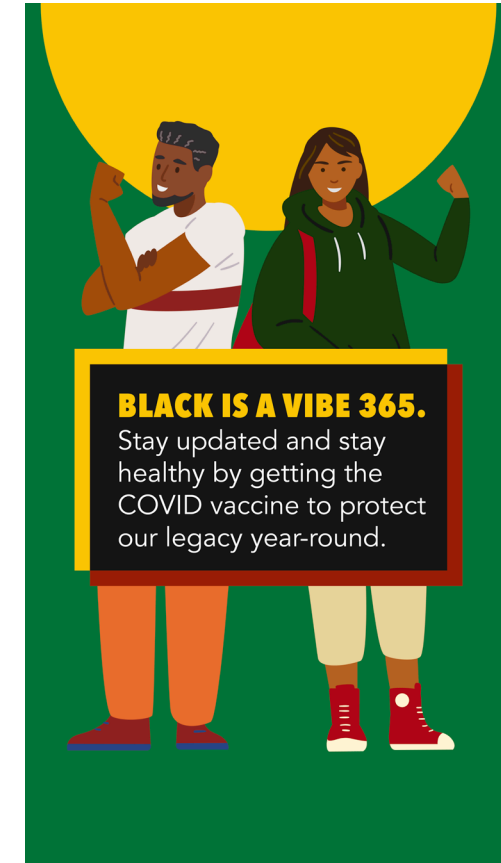
- **Facebook copy:** Protect your legacy. Take the first step by bringing the fam to get an updated COVID vaccine. Visit [vaccines.gov](https://www.vaccines.gov) for more information.
- **Instagram copy:** Protect your legacy. Take the first step by bringing the fam to get an updated COVID vaccine. Visit [vaccines.gov](https://www.vaccines.gov) for more information. #StayHealthy #HealthyFam

***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_Blackisavibe365_Static_2_1080x1080
C1W_YR3_Blackisavibe365_Static_2_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



Sample social media messages:

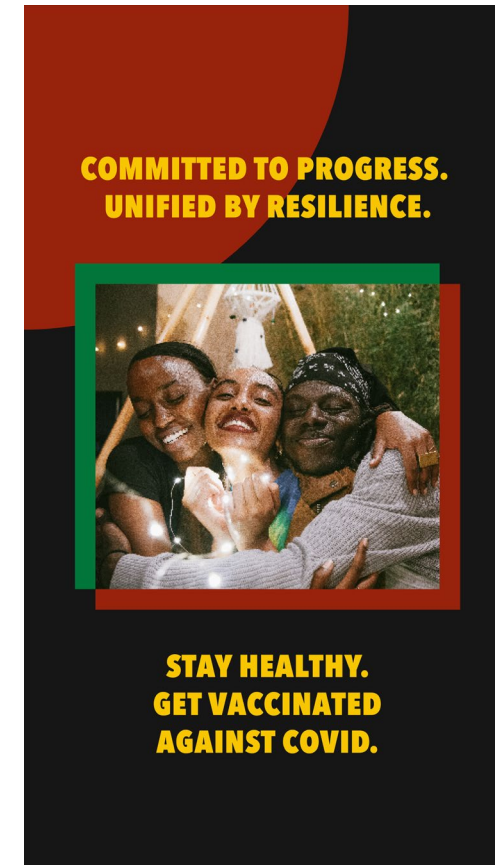
- **Facebook copy:** Stay updated and stay healthy – all year round. Schedule an updated COVID vaccine appointment today. Learn more: [vaccines.gov](https://www.vaccines.gov).
- **Instagram copy:** Stay updated and stay healthy – all year round. Schedule an updated COVID vaccine appointment today. Learn more: [vaccines.gov](https://www.vaccines.gov). #HealthTips #HealthyLife

***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_Committedtoprogress_Static_1080x1080_1
C1W_YR3_Committedtoprogress_Static_1080x1920_1
- **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



Sample social media messages:

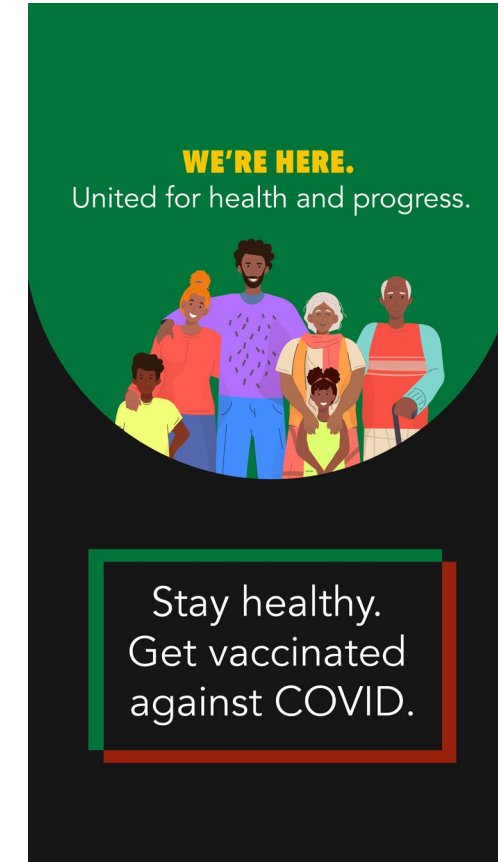
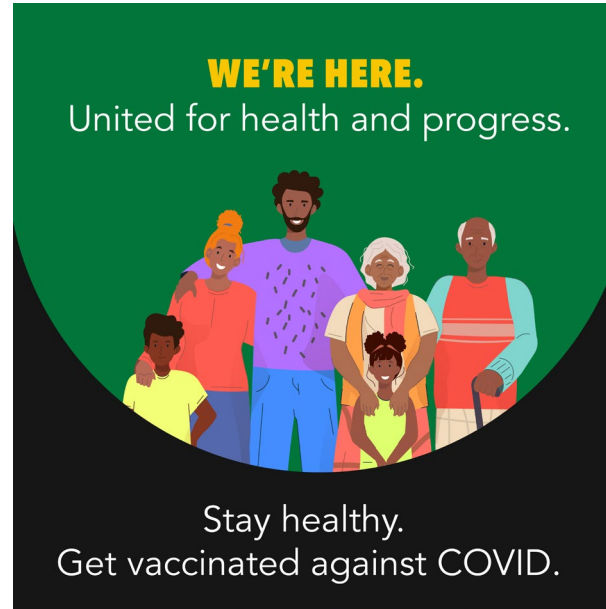
- **Facebook copy:** Together, we can honor our past and protect our future. Schedule an updated COVID vaccine today. Visit [vaccines.gov](https://www.vaccines.gov) to learn more and talk to your doctor today.
- **Instagram copy:** Together, we can honor our past and protect our future. Schedule an updated COVID vaccine today. Visit [vaccines.gov](https://www.vaccines.gov) to learn more and talk to your doctor today. #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_Unitedforhealth_Static_1080x1080_2
C1W_YR3_Unitedforhealth_Static_1080x1920_2
- **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



Sample social media messages:

- **Facebook copy:** Committed to the fight for equality in our communities and our health. Stay updated; stay healthy. Learn more: [vaccines.gov](https://www.vaccines.gov).
- **Instagram copy:** Committed to the fight for equality in our communities and our health. Stay updated; stay healthy. Learn more: [vaccines.gov](https://www.vaccines.gov). #HealthyFam

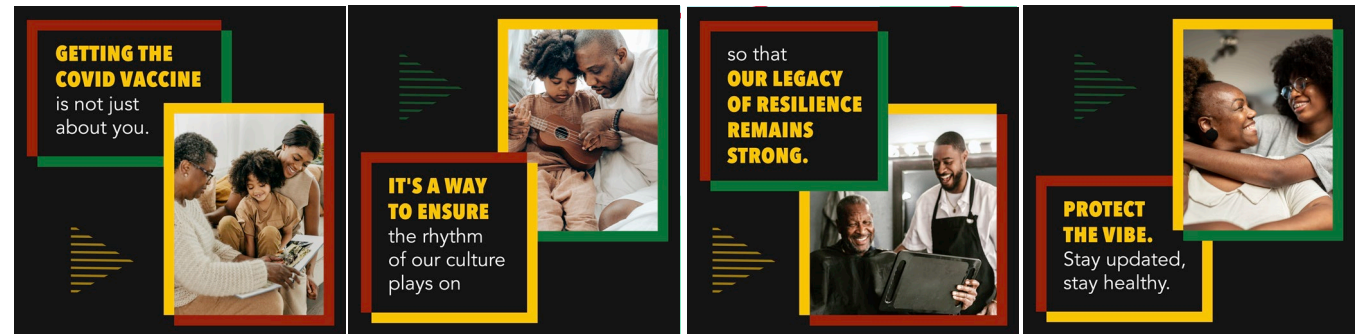
***CBOs please guide your audience to their local event or community resources for vaccine information.**

Static Carousel

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
 - C1W_YR3_Ourlegacy_Carousel_1080x1080_1
 - C1W_YR3_Ourlegacy_Carousel_1080x1080_2
 - C1W_YR3_Ourlegacy_Carousel_1080x1080_3
 - C1W_YR3_Ourlegacy_Carousel_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.



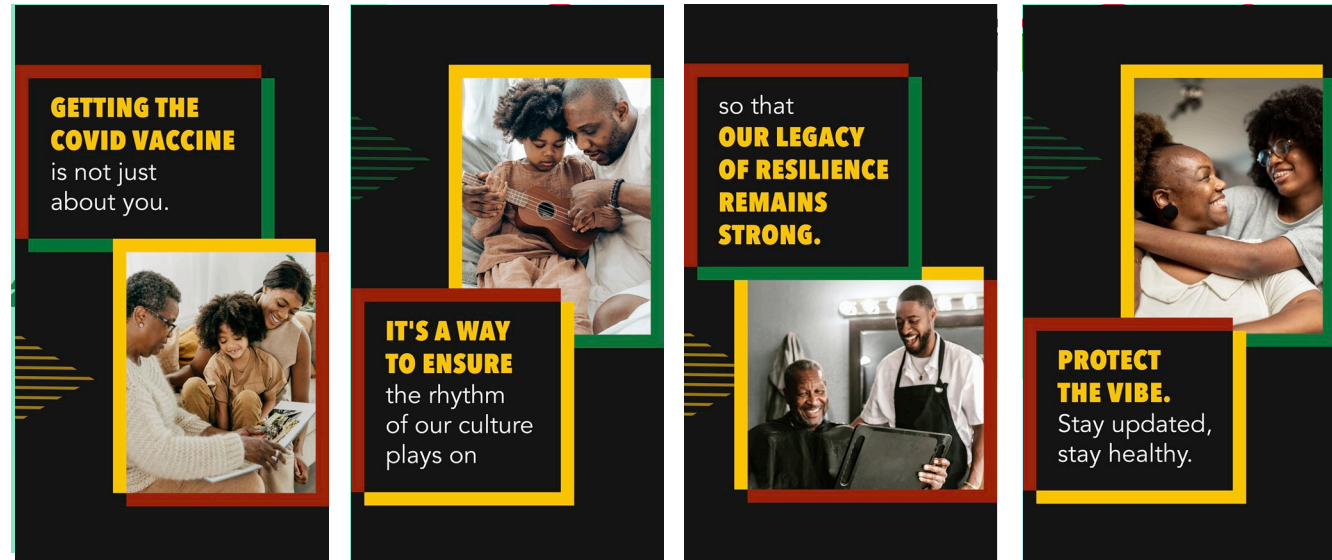
Sample social media messages:

- **Facebook copy:** Our legacy lives on through our little ones – help protect them by getting an updated COVID vaccine today. Visit [vaccines.gov](https://www.vaccines.gov) for more info.
- **Instagram copy:** Our legacy lives on through our little ones – help protect them by getting an updated COVID vaccine today. Visit [vaccines.gov](https://www.vaccines.gov) for more info. #HealthyFam

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
C1W_YR3_Ourlegacy_Carousel_1080x1920_1
C1W_YR3_Ourlegacy_Carousel_1080x1920_2
C1W_YR3_Ourlegacy_Carousel_1080x1920_3
C1W_YR3_Ourlegacy_Carousel_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.



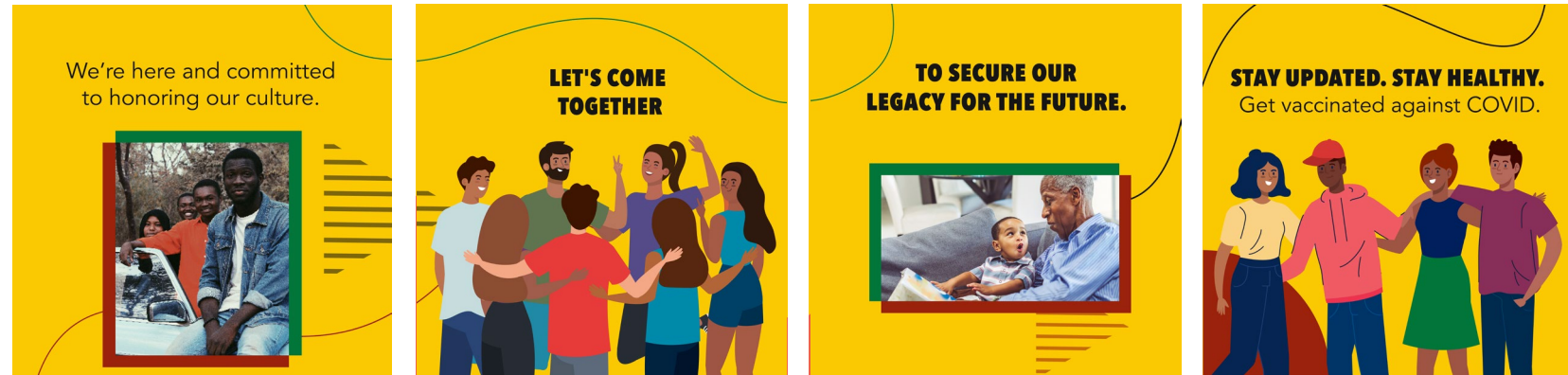
Sample social media messages:

- **Facebook copy:** Our legacy lives on through our little ones – help protect them by getting an updated COVID vaccine today. Learn more: [vaccines.gov](https://www.vaccines.gov).
- **Instagram copy:** Our legacy lives on through our little ones – help protect them by getting an updated COVID vaccine today. Learn more: [vaccines.gov](https://www.vaccines.gov). #HealthyFam #VaccinesWork

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
C1W_YR3_Cometogether_Carousel_1_1080x1080_1
C1W_YR3_Cometogether_Carousel_1_1080x1080_2
C1W_YR3_Cometogether_Carousel_1_1080x1080_3
C1W_YR3_Cometogether_Carousel_1_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.



Sample social media messages:

- **Facebook copy:** We can do more together than we can alone. By getting an updated COVID vaccine, we can protect & strengthen our community. Visit [vaccines.gov](https://www.vaccines.gov) for more info.
- **Instagram copy:** We can do more together than we can alone. By getting an updated COVID vaccine, we can protect & strengthen our community. Visit [vaccines.gov](https://www.vaccines.gov) for more info.

***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_Cometogether_Carousel_1_1080x1920_1
C1W_YR3_Cometogether_Carousel_1_1080x1920_2
C1W_YR3_Cometogether_Carousel_1_1080x1920_3
C1W_YR3_Cometogether_Carousel_1_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.

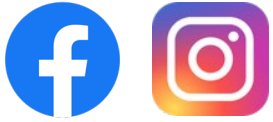


Sample social media messages:

- **Facebook copy:** We can do more together than we can alone. By getting an updated COVID vaccine, we can protect & strengthen our community. Learn more: [vaccines.gov](https://www.vaccines.gov).
- **Instagram copy:** We can do more together than we can alone. By getting an updated COVID vaccine, we can protect & strengthen our community. Learn more: [vaccines.gov](https://www.vaccines.gov).

GIFs

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Names:** C1W_YR3_Blackculture_Gif_1080x1080
C1W_YR3_Blackculture_Gif_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.”

Sample social media messages:

- **Facebook copy:** Let’s protect ourselves, our community, and our future. Get an updated COVID vaccine today. Visit [vaccines.gov](https://www.vaccines.gov) for more info.
- **Instagram copy:** Let’s protect ourselves, our community, and our future. Get an updated COVID vaccine today. Visit [vaccines.gov](https://www.vaccines.gov) for more info. #StayHealthy #HealthyFam

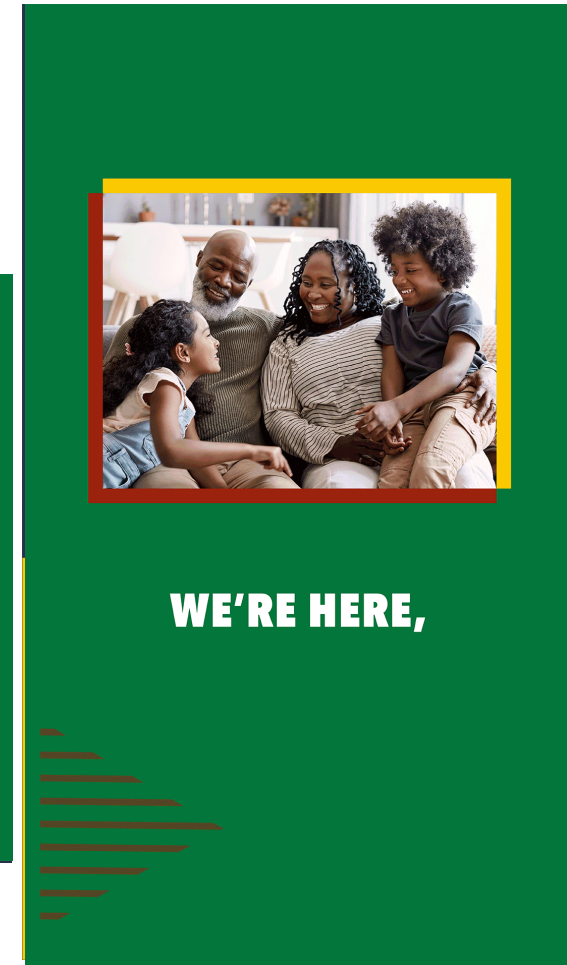
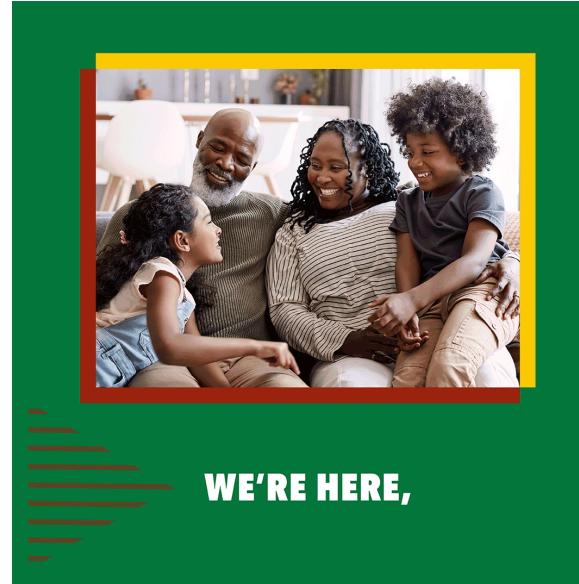
***CBOs please guide your audience to their local event or community resources for vaccine information.**



SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Names:** C1W_YR3_Letsunite_GIF_1080x1080
C1W_YR3_Letsunite_GIF_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.”



Sample social media messages:

- **Facebook copy:** A healthier, stronger future is on the horizon. Let’s unite and get vaccinated against COVID – for all of us. Learn more: [vaccines.gov](https://www.vaccines.gov).
- **Instagram copy:** A healthier, stronger future is on the horizon. Let’s unite and get vaccinated against COVID – for all of us. Learn more: [vaccines.gov](https://www.vaccines.gov). #StayHealthy



Do You Have Questions About The Playbook for Debunking Misinformation?

Kristina Brown-Watts

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