



**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:

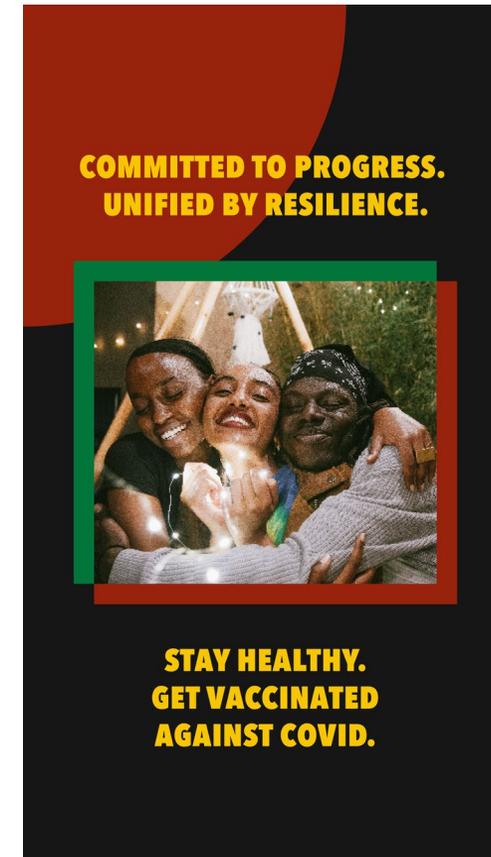
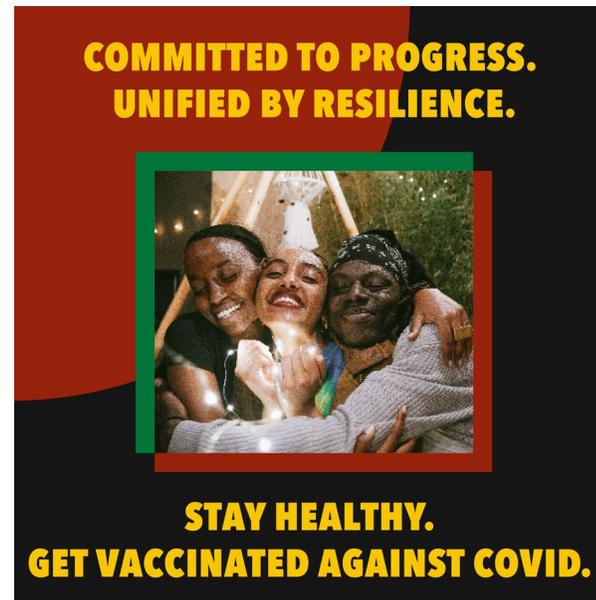
- **Facebook copy:** Stay updated and stay healthy – all year round. Schedule an updated COVID vaccine appointment today. Learn more: [vaccines.gov](https://www.vaccines.gov).
- **Instagram copy:** Stay updated and stay healthy – all year round. Schedule an updated COVID vaccine appointment today. Learn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

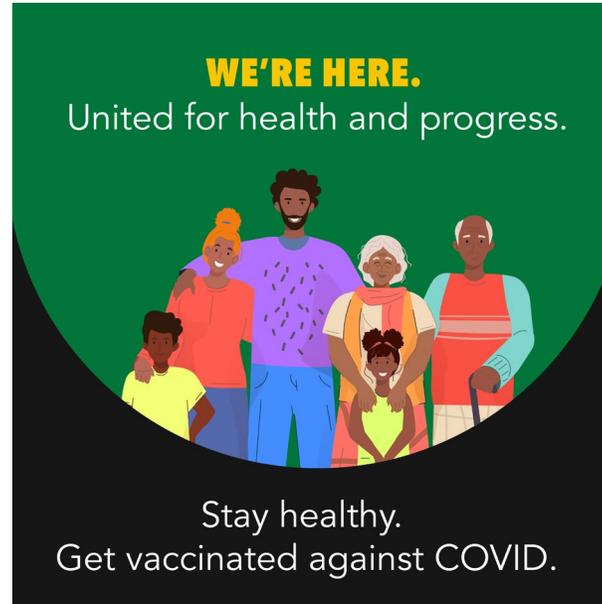
- **Facebook copy:** Together, we can honor our past and protect our future. Schedule an updated COVID vaccine today. Visit [vaccines.gov](https://www.vaccines.gov) to learn more and talk to your doctor today.
- **Instagram copy:** Together, we can honor our past and protect our future. Schedule an updated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



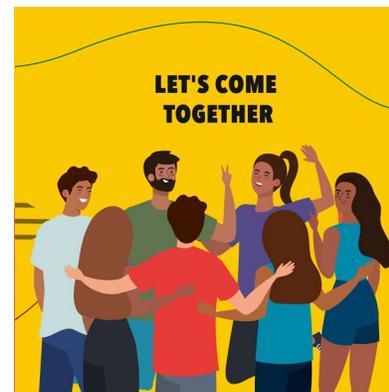
Sample social media messages:

- **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.

# 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

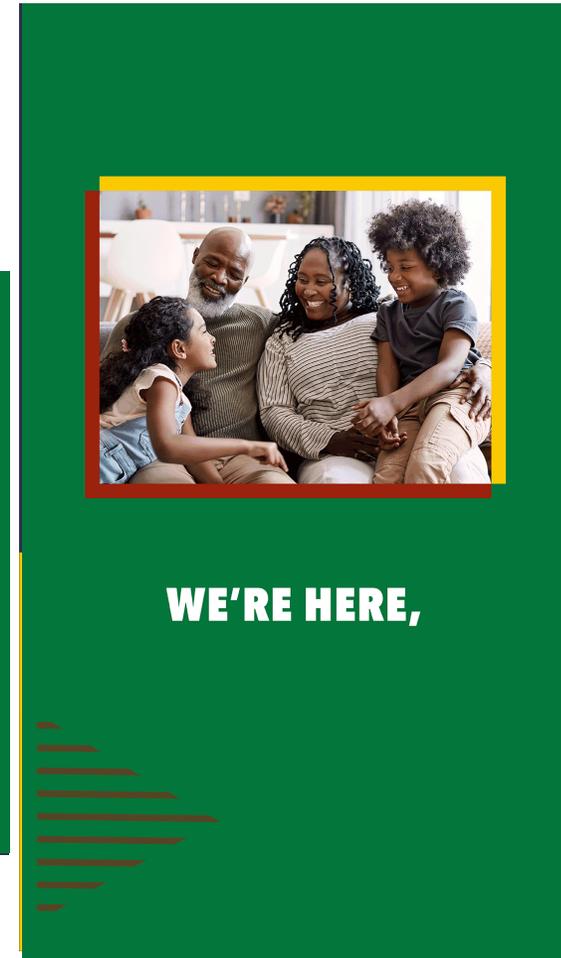
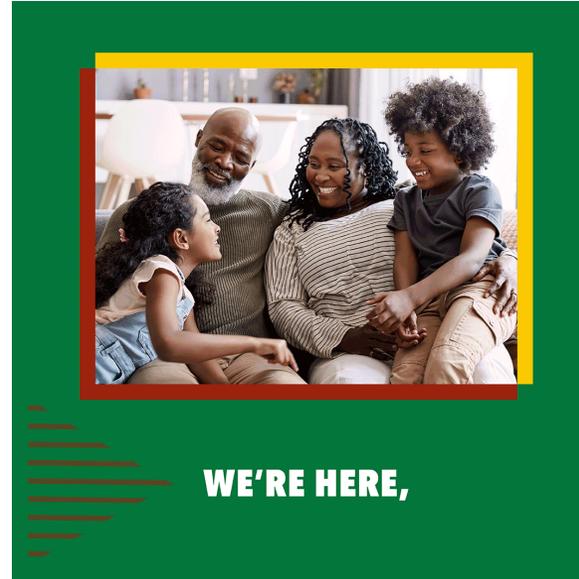


\*CBOs please guide your audience to their local event or community resources for vaccine information.

## 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



CULTURE  
ONE  
WORLD

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

Kristina Brown-Watts

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