



**CDC Foundation**

*Partnering for Vaccine Equity*

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

*Batch 3.5 – Social Media Assets*

*March 1, 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\_GuardUp\_Static\_1\_1080x1080  
C1W\_YR3\_GuardUp\_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:** Stay on your game with an annual updated COVID vaccine. Visit <https://vaccines.gov/> to find where you can get yours for free.
- **Instagram copy:** Stay on your game with an annual updated COVID vaccine. Visit [vaccines.gov](https://vaccines.gov/) to find where you can get yours for free.

**\*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\_ScoreBig\_Static\_2\_1080x1080  
C1W\_YR3\_ScoreBig\_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:** Don't let your guard down! Get an updated COVID vaccine today. Learn where you can get yours for free: <https://vaccines.gov/>.
- **Instagram copy:** Don't let your guard down! Get an updated COVID vaccine today. Learn where you can get yours for free: [vaccines.gov](https://vaccines.gov/).

**\*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\_RightPrice\_Static\_1080x1080\_1  
C1W\_YR3\_RightPrice\_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:

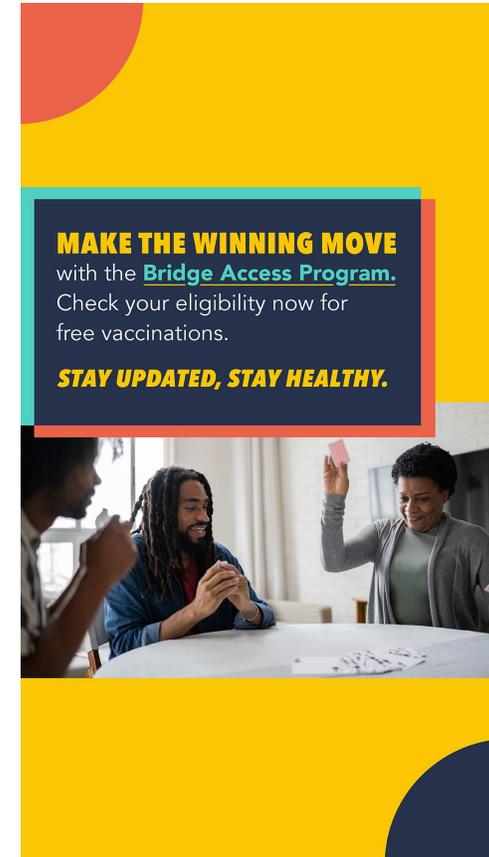
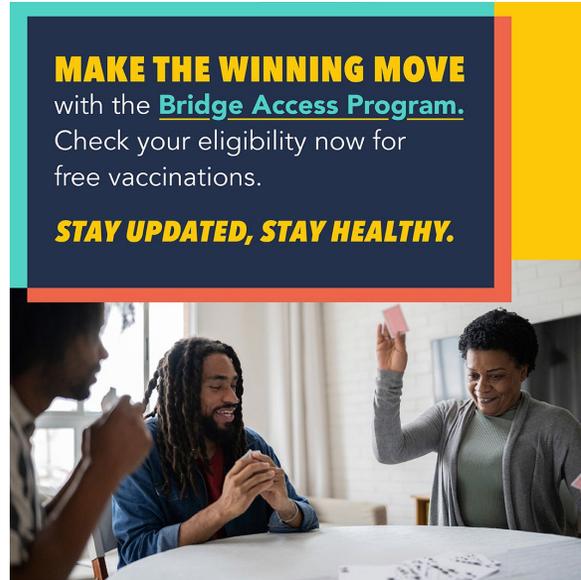
- **Facebook copy:** The best strategy? Staying healthy. Find where you can get a free COVID vaccine near you at <https://vaccines.gov/>.
- **Instagram copy:** The best strategy? Staying healthy. Find where you can get a free COVID vaccine near you at [vaccines.gov](https://vaccines.gov/).

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# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**  
C1W\_YR3\_WinningMove\_Static\_1080x1080\_2  
C1W\_YR3\_WinningMove\_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:** Become an instant winner with a free COVID vaccine through the Bridge Access Program. Learn more: <https://vaccines.gov/>.
- **Instagram copy:** Become an instant winner with a free COVID vaccine through the Bridge Access Program. Learn more: [vaccines.gov](https://vaccines.gov/).

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# Static Carousel

# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
  - C1W\_YR3\_StrengthenDefense\_Carousel\_1080x1080\_1
  - C1W\_YR3\_StrengthenDefense\_Carousel\_1080x1080\_2
  - C1W\_YR3\_StrengthenDefense\_Carousel\_1080x1080\_3
  - C1W\_YR3\_StrengthenDefense\_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:** When your health is on the line, every move you make is crucial. Get your updated COVID vaccine. More: <https://vaccines.gov/>.
- **Instagram copy:** When your health is on the line, every move you make is crucial. Get your updated COVID vaccine. More: [vaccines.gov](https://vaccines.gov/)

# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**  
C1W\_YR3\_StrengthenDefense\_Carousel\_1080x1920\_1  
C1W\_YR3\_StrengthenDefense\_Carousel\_1080x1920\_2  
C1W\_YR3\_StrengthenDefense\_Carousel\_1080x1920\_3  
C1W\_YR3\_StrengthenDefense\_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:** When your health is on the line, every move you make is crucial. Get your updated COVID vaccine. More: <https://vaccines.gov/>.
- **Instagram copy:** When your health is on the line, every move you make is crucial. Get your updated COVID vaccine. More: [vaccines.gov](https://vaccines.gov/)

# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**  
 C1W\_YR3\_BridgeAccess\_Carousel\_1\_1080x1080\_1  
 C1W\_YR3\_BridgeAccess\_Carousel\_1\_1080x1080\_2  
 C1W\_YR3\_BridgeAccess\_Carousel\_1\_1080x1080\_3  
 C1W\_YR3\_BridgeAccess\_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.



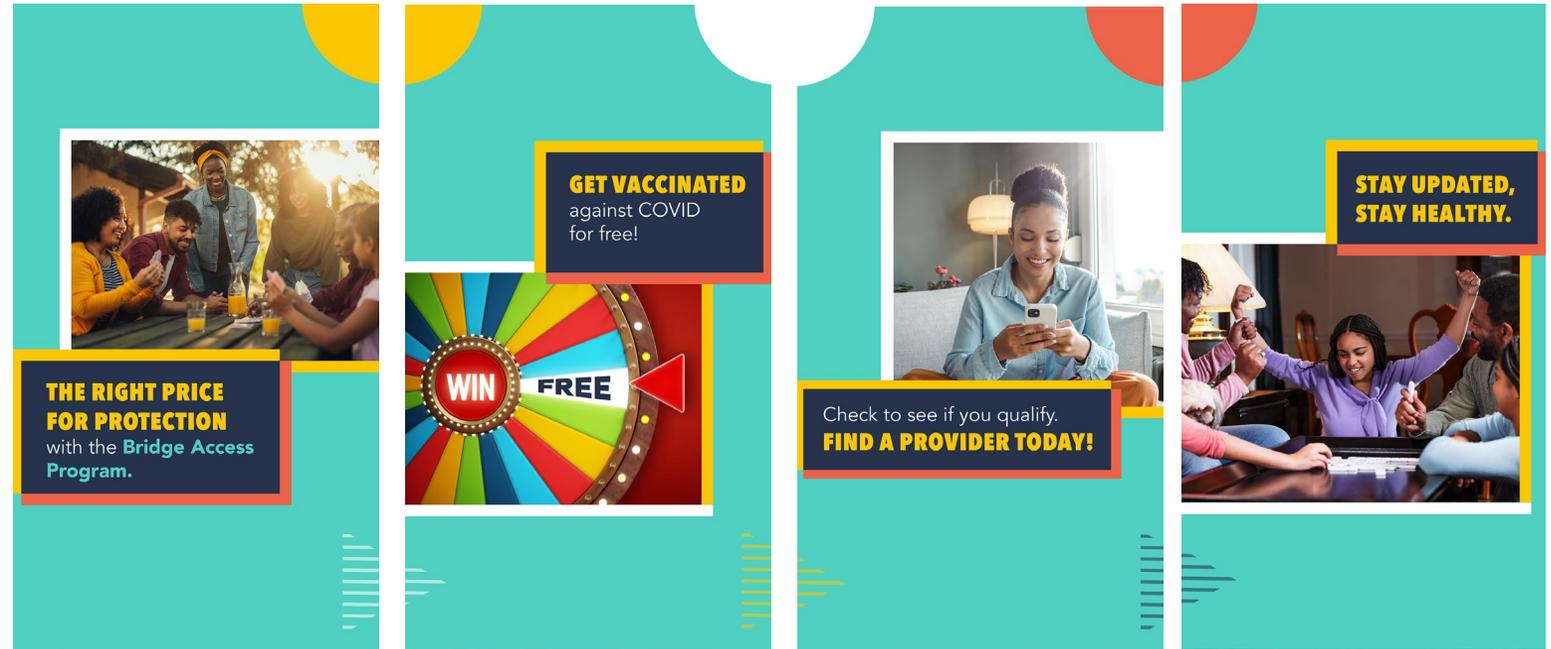
Sample social media messages:

- **Facebook copy:** The best prize is staying healthy for our family. Visit <https://vaccines.gov/> to find free COVID vaccines near you.
- **Instagram copy:** The best prize is staying healthy for our family. Visit [vaccines.gov](https://vaccines.gov/) to find free COVID vaccines near you.

# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**  
 C1W\_YR3\_BridgeAccess\_Carousel\_1\_1080x1920\_1  
 C1W\_YR3\_BridgeAccess\_Carousel\_1\_1080x1920\_2  
 C1W\_YR3\_BridgeAccess\_Carousel\_1\_1080x1920\_3  
 C1W\_YR3\_BridgeAccess\_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:** The best prize is staying healthy for our family. Visit <https://vaccines.gov/> to find free COVID vaccines near you.
- **Instagram copy:** The best prize is staying healthy for our family. Visit [vaccines.gov](https://vaccines.gov/) to find free COVID vaccines near you.

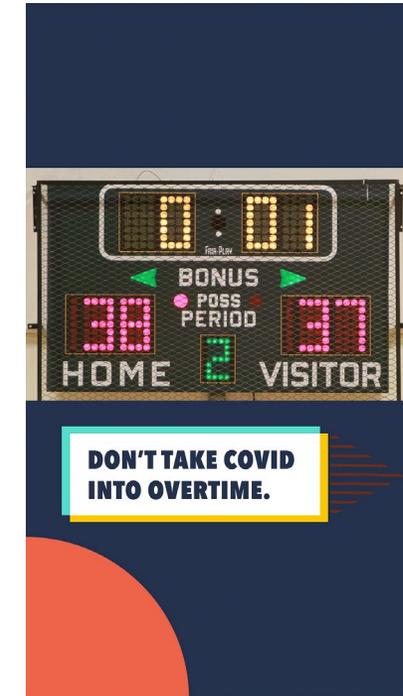
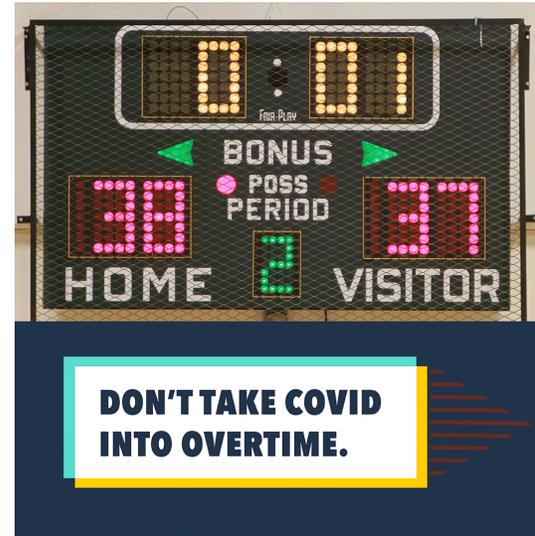


**GIFs**

# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Names:** C1W\_YR3\_Overtime\_Gif\_1080x1080  
C1W\_YR3\_Overtime\_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:** Strengthen your defense by getting an updated COVID vaccine. Visit <https://vaccines.gov/> for more info on how to find free vaccines.
- **Instagram copy:** Strengthen your defense by getting an updated COVID vaccine. Visit [vaccines.gov](https://vaccines.gov/) for more info on how to find free vaccines.

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## SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Names:** C1W\_YR3\_BridgeEligibility\_GIF\_1080x1080  
C1W\_YR3\_BridgeEligibility\_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:** Become an instant winner with a free COVID vaccine through the Bridge Access Program. Learn more: <https://vaccines.gov/>.
- **Instagram copy:** Become an instant winner with a free COVID vaccine through the Bridge Access Program. Learn more: [vaccines.gov](https://vaccines.gov/)



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

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