



**CDC Foundation**

*Partnering for Vaccine Equity*

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

*Batch 4 – Social Media Assets*

*April 12, 2024 Release*

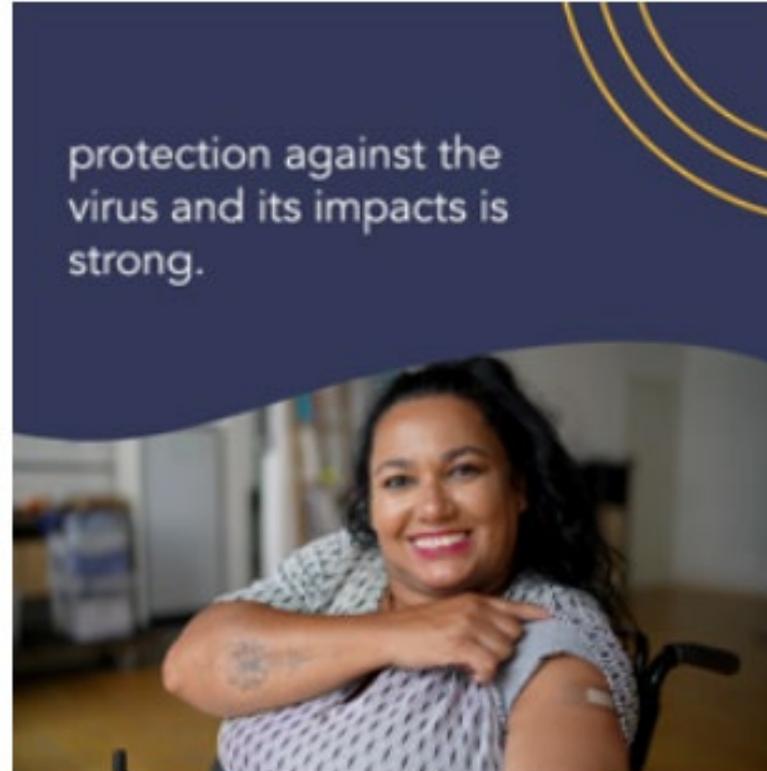
\*CBOs please guide your audience to their local event or community resources for vaccine information

**Videos**

## SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**  
C1W\_YR3\_Conspiracythories1\_video\_1080x1080  
C1W\_YR3\_Conspiracythories1\_video\_1080x1920
- **Asset Type:** Video
- **Length:** 1 video
- **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 video asset should be an organic post



Sample social media messages:

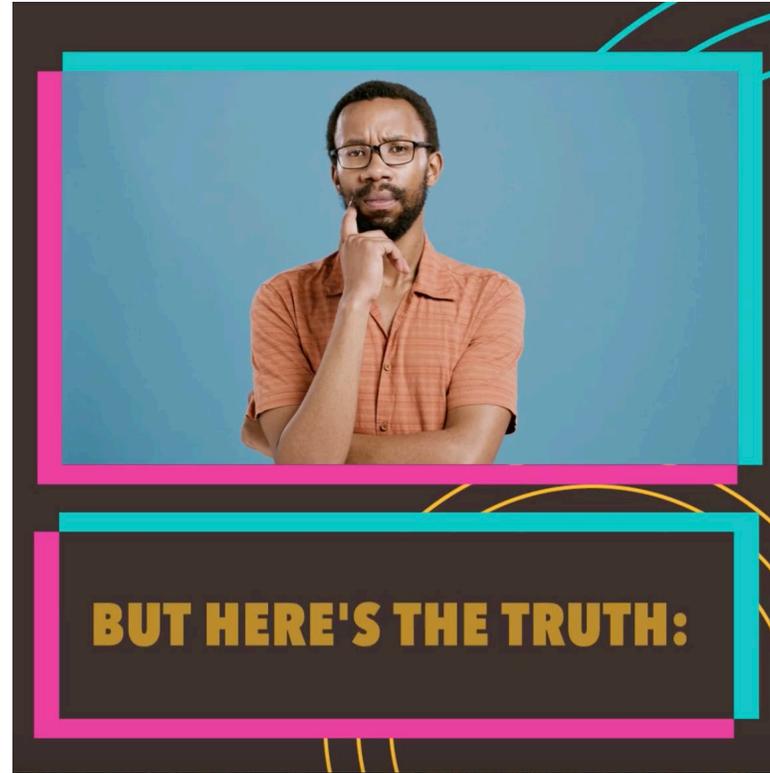
- **Facebook copy:** Looking at the data, it's obvious: an updated COVID vaccine is the right choice. Learn more: <https://vaccines.gov/>.
- **Instagram copy:** Looking at the data, it's obvious: an updated COVID vaccine is the right choice. Learn more: [vaccines.gov](https://vaccines.gov/).

**\*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\_Conspiracythories2\_video\_1080x1080  
C1W\_YR3\_Conspiracythories2\_video\_1080x1920
- **Asset Type:** Video
- **Length:** 1 video
- **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 video asset should be an organic post



Sample social media messages:

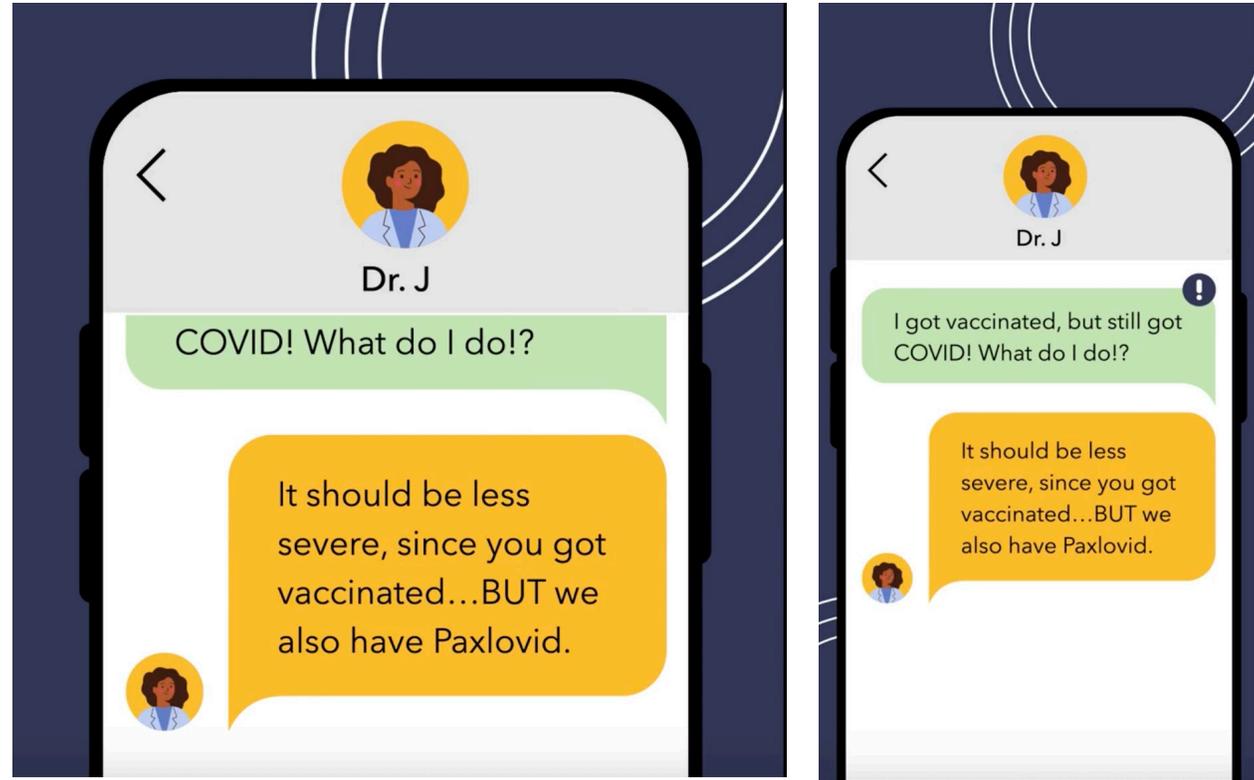
- **Facebook copy:** Who to believe: a myth, or the evidence? It's pretty clear. Visit <https://vaccines.gov/> to schedule your updated vaccine.
- **Instagram copy:** Who to believe: a myth, or the evidence? It's pretty clear. Visit [vaccines.gov](https://vaccines.gov/) to schedule your updated vaccine.

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## SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**  
C1W\_YR3\_Antivirals1\_video\_1080x1080  
C1W\_YR3\_Antivirals1\_video\_1080x1920
- **Asset Type:** Video
- **Length:** 1 video
- **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 video asset should be an organic post



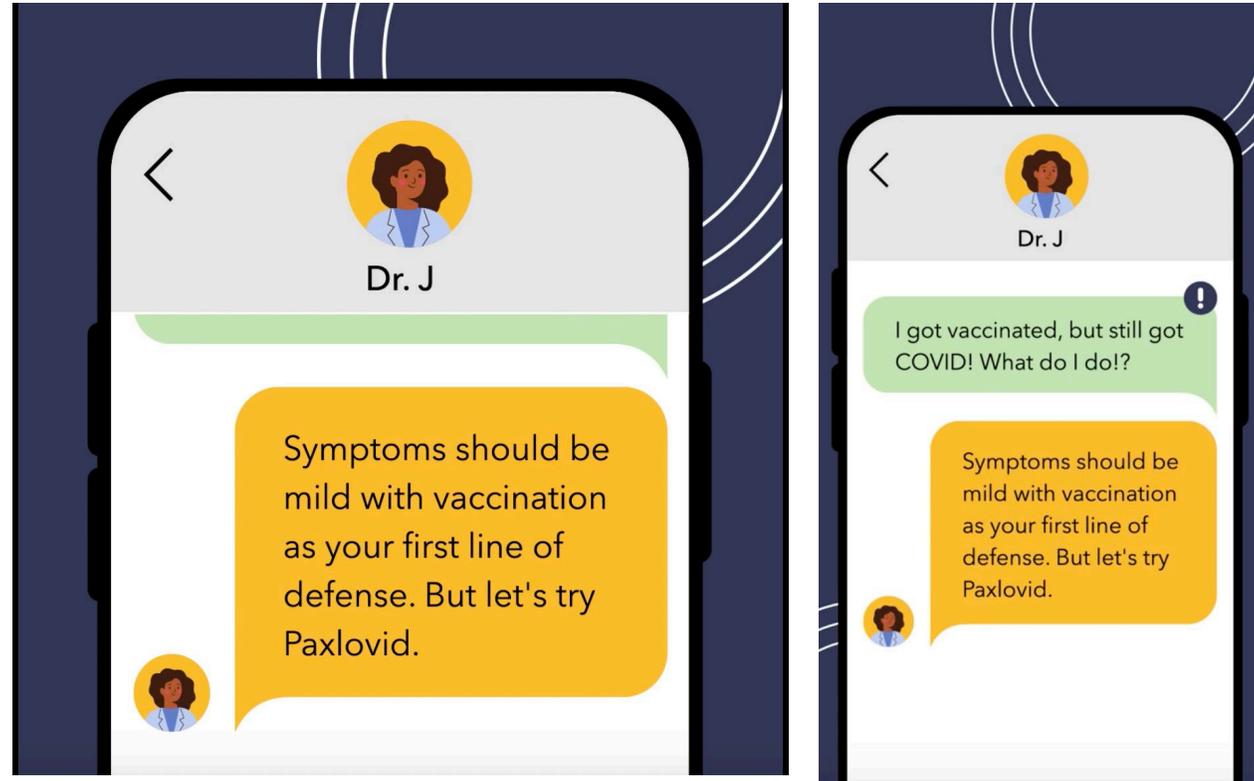
Sample social media messages:

- **Facebook copy:** Caught COVID? Taking an antiviral in the first 5 days can drastically improve symptoms. Talk to your doctor to learn more.
- **Instagram copy:** Caught COVID? Taking an antiviral in the first 5 days can drastically improve symptoms. Talk to your doctor to learn more.

## SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**  
C1W\_YR3\_Antivirals2\_video\_1080x1080  
C1W\_YR3\_Antivirals2\_video\_1080x1920
- **Asset Type:** Video
- **Length:** 1 video
- **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 video asset should be an organic post



Sample social media messages:

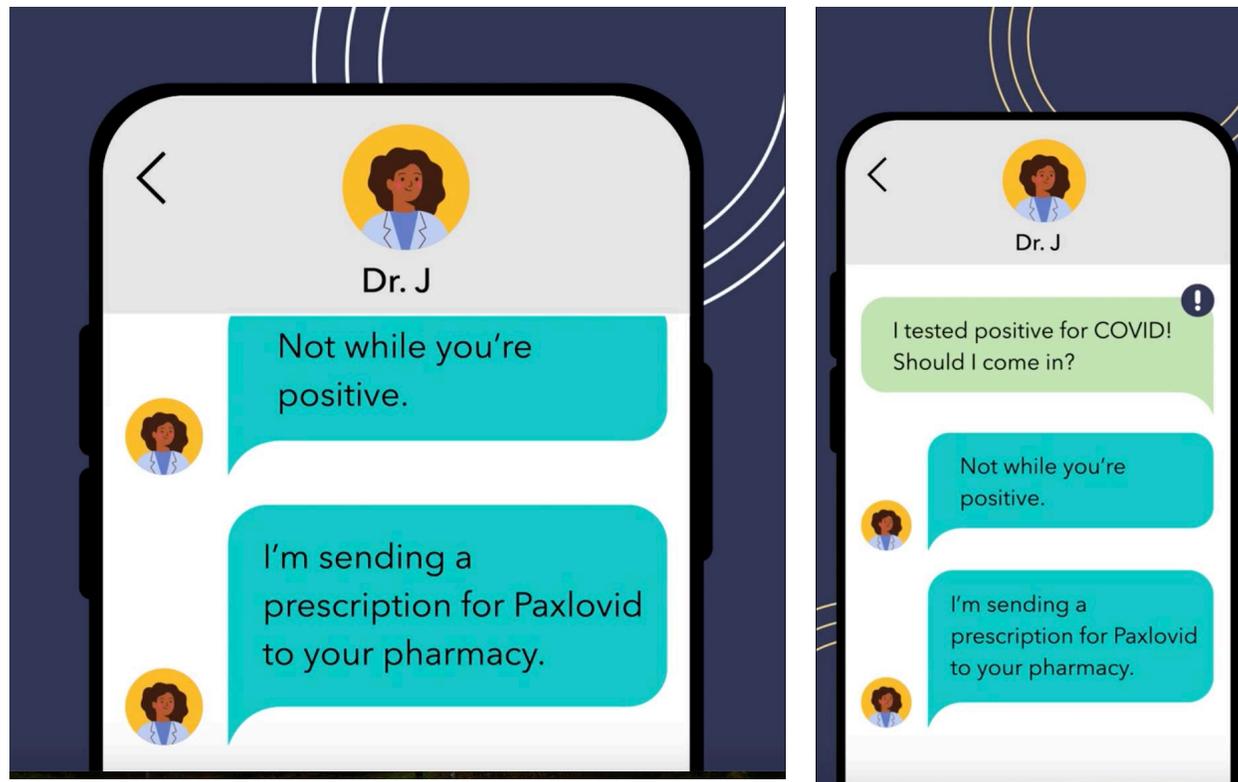
- **Facebook copy:** Caught COVID? Taking an antiviral in the first 5 days can drastically improve symptoms. Talk to your doctor to learn more.
- **Instagram copy:** Caught COVID? Taking an antiviral in the first 5 days can drastically improve symptoms. Talk to your doctor to learn more.

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## SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**  
C1W\_YR3\_Antivirals3\_video\_1080x1080  
C1W\_YR3\_Antivirals3\_video\_1080x1920
- **Asset Type:** Video
- **Length:** 1 video
- **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 video asset should be an organic post



Sample social media messages:

- **Facebook copy:** When taken immediately, an antiviral can make a huge difference in COVID symptoms. Speak with your doctor to learn more.
- **Instagram copy:** When taken immediately, an antiviral can make a huge difference in COVID symptoms. Speak with your doctor to learn more.

**\*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\_Conspiracytheories\_Carousel\_1080x1080\_1
  - C1W\_YR3\_Conspiracytheories\_Carousel\_1080x1080\_2
  - C1W\_YR3\_Conspiracytheories\_Carousel\_1080x1080\_3
  - C1W\_YR3\_Conspiracytheories\_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:** Who to believe: a myth, or the evidence? It's pretty clear. Visit <https://vaccines.gov/> to schedule your updated vaccine.
- **Instagram copy:** Who to believe: a myth, or the evidence? It's pretty clear. Visit [vaccines.gov](https://vaccines.gov/) to schedule your updated vaccine.

# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
  - C1W\_YR3\_Conspiracytheories\_Carousel\_1080x1920\_1
  - C1W\_YR3\_Conspiracytheories\_Carousel\_1080x1920\_2
  - C1W\_YR3\_Conspiracytheories\_Carousel\_1080x1920\_3
  - C1W\_YR3\_Conspiracytheories\_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:** Who to believe: a myth, or the evidence? It's pretty clear. Visit <https://vaccines.gov/> to schedule your updated vaccine.
- **Instagram copy:** Who to believe: a myth, or the evidence? It's pretty clear. Visit [vaccines.gov](https://vaccines.gov/) to schedule your updated vaccine.

# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
  - C1W\_YR3\_Antivirals1\_Carousel\_1080x1080\_1
  - C1W\_YR3\_Antivirals1\_Carousel\_1080x1080\_2
  - C1W\_YR3\_Antivirals1\_Carousel\_1080x1080\_3
  - C1W\_YR3\_Antivirals1\_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.



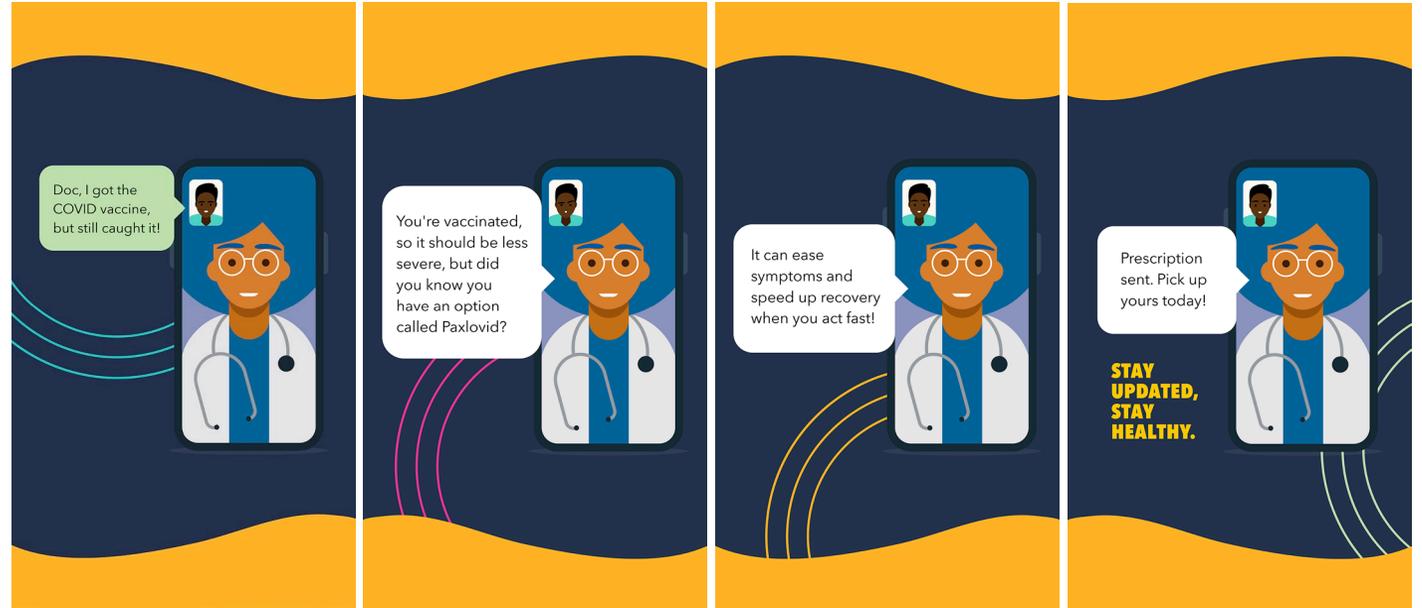
Sample social media messages:

- **Facebook copy:** An antiviral can get you up and running more quickly. Speak with your doctor within the first 5 days of COVID symptoms.
- **Instagram copy:** An antiviral can get you up and running more quickly. Speak with your doctor within the first 5 days of COVID symptoms.

# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
  - C1W\_YR3\_Antivirals1\_Carousel\_1080x1920\_1
  - C1W\_YR3\_Antivirals1\_Carousel\_1080x1920\_2
  - C1W\_YR3\_Antivirals1\_Carousel\_1080x1920\_3
  - C1W\_YR3\_Antivirals1\_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:** An antiviral can get you up and running more quickly. Speak with your doctor within the first 5 days of COVID symptoms.
- **Instagram copy:** An antiviral can get you up and running more quickly. Speak with your doctor within the first 5 days of COVID symptoms.

# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
  - C1W\_YR3\_Antivirals2\_Carousel\_1080x1080\_1
  - C1W\_YR3\_Antivirals2\_Carousel\_1080x1080\_2
  - C1W\_YR3\_Antivirals2\_Carousel\_1080x1080\_3
  - C1W\_YR3\_Antivirals2\_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.



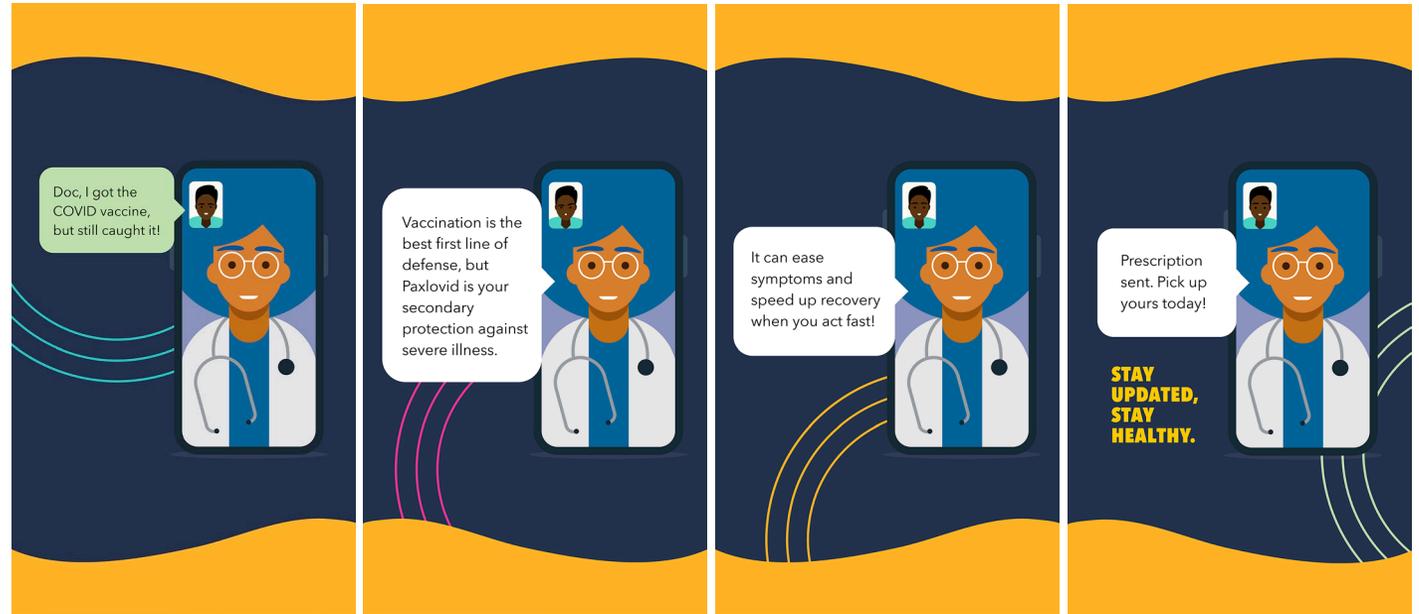
Sample social media messages:

- **Facebook copy:** An antiviral can get you up and running more quickly. Speak with your doctor within the first 5 days of COVID symptoms.
- **Instagram copy:** An antiviral can get you up and running more quickly. Speak with your doctor within the first 5 days of COVID symptoms.

# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Name:**
  - C1W\_YR3\_Antivirals2\_Carousel\_1080x1920\_1
  - C1W\_YR3\_Antivirals2\_Carousel\_1080x1920\_2
  - C1W\_YR3\_Antivirals2\_Carousel\_1080x1920\_3
  - C1W\_YR3\_Antivirals2\_Carousel\_1080x1920\_4
- **Asset Type:** Carousel Static Slideshow
- **Length:** 4 images
- **Size:** 1080 x 1080 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:** An antiviral can get you up and running more quickly. Speak with your doctor within the first 5 days of COVID symptoms.
- **Instagram copy:** An antiviral can get you up and running more quickly. Speak with your doctor within the first 5 days of COVID symptoms.

# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Names:** C1W\_YR3\_SayNope\_Carousel1\_1080x1080
- **Asset Type:** Carousel Static Slideshow
- **Length:** 4 Images
- **Sizes:** 1080 x 1080 Square-Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Direction:** This single image ad should be an organic post



Sample social media messages:

• **Facebook copy:** Long COVID can be a huge pain – help protect yourself. Find free updated COVID vaccines at <https://www.vaccines.gov/>.

• **Instagram copy:** Long COVID can be a huge pain – help protect yourself. Find free updated COVID vaccines at [vaccines.gov](https://www.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 Names:** C1W\_YR3\_SayNope\_Carousel1\_1080x1920
- **Asset Type:** Carousel Static Slideshow
- **Length:** 4 Images
- **Sizes:** 1080 x 1920 Vertical-Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Direction:** This single image ad should be an organic post



Sample social media messages:

•**Facebook copy:** Long COVID can be a huge pain – help protect yourself. Find free updated COVID vaccines at <https://www.vaccines.gov/>.

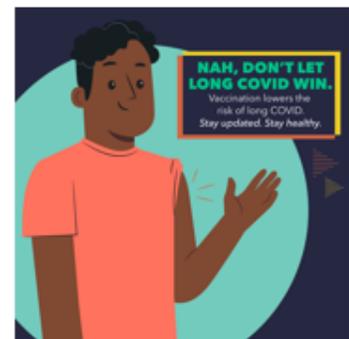
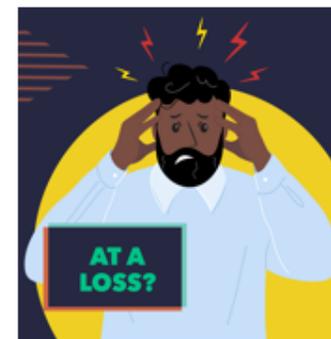
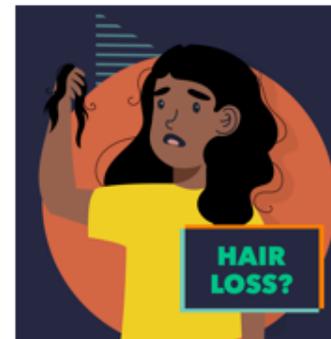
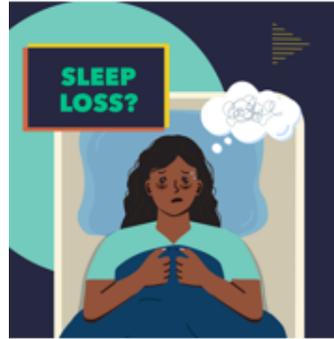
•**Instagram copy:** Long COVID can be a huge pain – help protect yourself. Find free updated COVID vaccines at [vaccines.gov](https://www.vaccines.gov/).

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# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Names:** C1W\_YR3\_SayNope\_Carousel2\_v1\_1080x1080
- **Asset Type:** Carousel Static Slideshow
- **Length:** 4 Images
- **Sizes:** 1080 x 1080 Square-Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Direction:** This single image ad should be an organic post



Sample social media messages:

• **Facebook copy:** Don't let COVID win – protect yourself for the future. Find free updated COVID vaccines at <https://www.vaccines.gov/>.

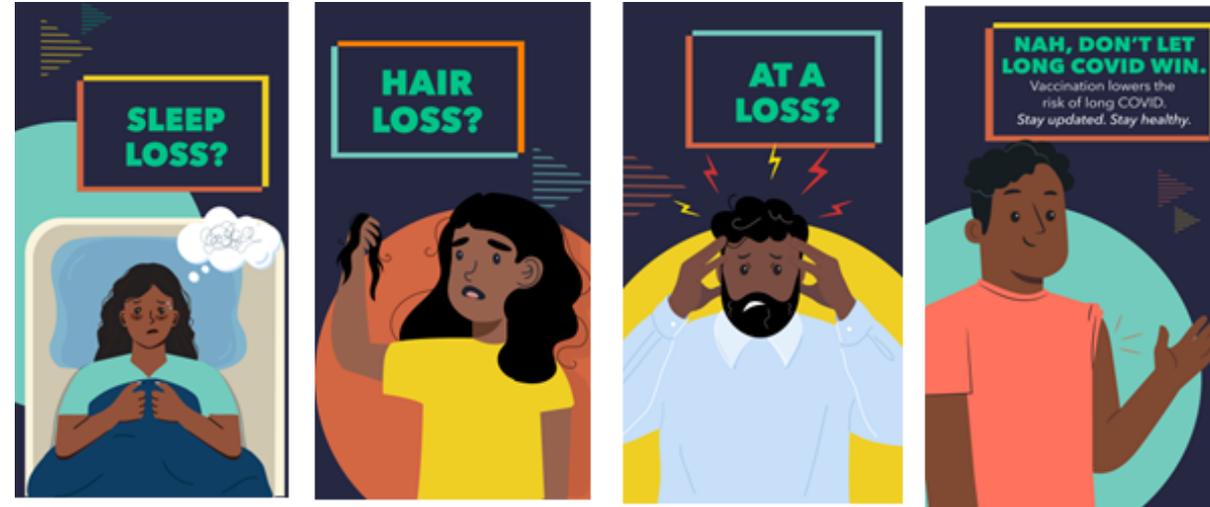
• **Instagram copy:** Don't let COVID win – protect yourself for the future. Find free updated COVID vaccines at [vaccines.gov](https://www.vaccines.gov/).

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# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Names:** C1W\_YR3\_SayNope\_Carousel2\_v1\_1080x1920
- **Asset Type:** Carousel Static Slideshow
- **Length:** 4 Images
- **Sizes:** 1080 x 1920 Vertical-Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Direction:** This single image ad should be an organic post



Sample social media messages:

- **Facebook copy:** Don't let COVID win – protect yourself for the future. 🤝 Find free updated COVID vaccines at <https://www.vaccines.gov/>.
- **Instagram copy:** Don't let COVID win – protect yourself for the future. 🤝 Find free updated COVID vaccines at [vaccines.gov](https://www.vaccines.gov/).

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# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Names:** C1W\_YR3\_SayNope\_Carousel2\_v2\_1080x1080
- **Asset Type:** Carousel Static Slideshow
- **Length:** 4 Images
- **Sizes:** 1080 x 1920 Square-Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Direction:** This single image ad should be an organic post



Sample social media messages:

- **Facebook copy:** Take steps to avoid the pain and frustration of long COVID. Find free updated COVID vaccines at <https://www.vaccines.gov/>.
- **Instagram copy:** Take steps to avoid the pain and frustration of long COVID. Find free updated COVID vaccines at [vaccines.gov](https://www.vaccines.gov/).

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# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Names:** C1W\_YR3\_SayNope\_Carousel2\_v2\_1080x1920
- **Asset Type:** Carousel Static Slideshow
- **Length:** 4 Images
- **Sizes:** 1080 x 1080 Vertical-Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Direction:** This single image ad should be an organic post



Sample social media messages:

- **Facebook copy:** Take steps to avoid the pain and frustration of long COVID. Find free updated COVID vaccines at <https://www.vaccines.gov/>.
- **Instagram copy:** Take steps to avoid the pain and frustration of long COVID. Find free updated COVID vaccines at [vaccines.gov](https://www.vaccines.gov/).

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**Single Static**

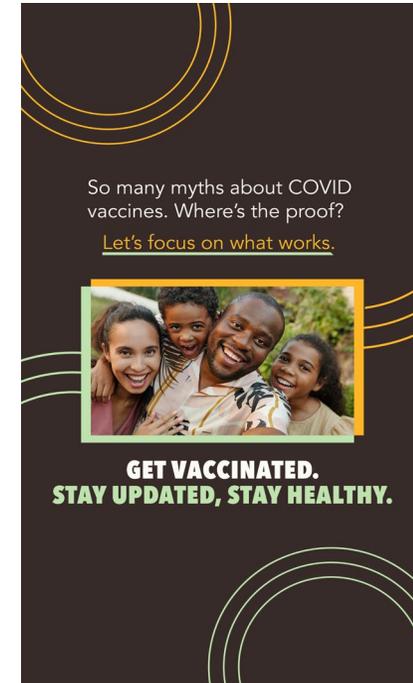
# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File**  
**Names:** C1W\_YR3\_Conspiracytheories\_Single\_1080x1080  
 C1W\_YR3\_Conspiracytheories\_Single\_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:** This single image ad should be an organic post

Sample social media messages:

- **Facebook copy:** Let's focus on what works: the COVID vaccines. Visit <https://vaccines.gov/> to find where you can get an updated one for free.
- **Instagram copy:** Let's focus on what works: the COVID vaccines. Visit [vaccines.gov](https://vaccines.gov/) to find where you can get an updated one for free.



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# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Names:** C1W\_YR3\_Antivirals\_Single\_1080x1080  
C1W\_YR3\_Antivirals\_Single\_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:** This single image ad should be an organic post



Sample social media messages:

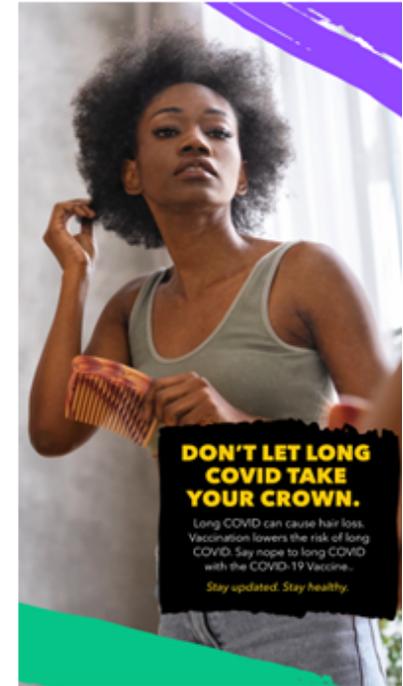
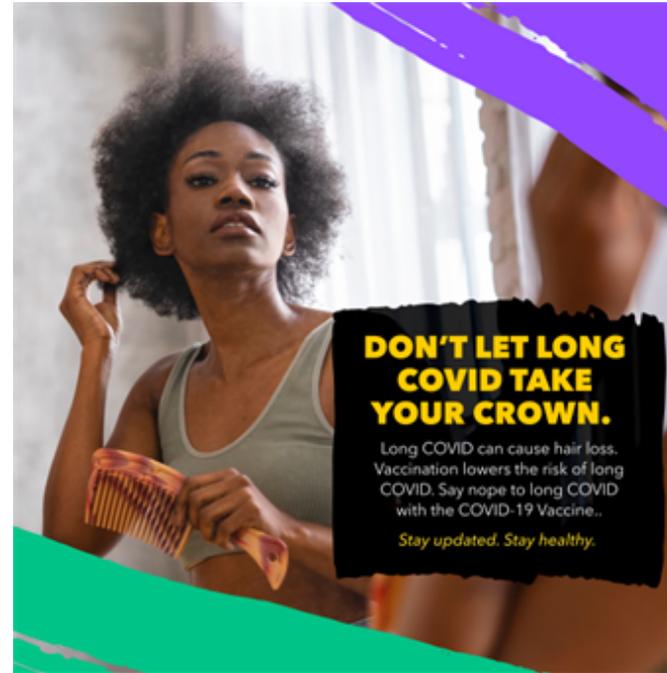
- **Facebook copy:** Enjoy the special moments – recover from COVID more quickly by taking an antiviral within the first 5 days of symptoms.
- **Instagram copy:** Enjoy the special moments – recover from COVID more quickly by taking an antiviral within the first 5 days of symptoms.

\*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\_SayNope\_Single1\_v1\_1080x1080  
C1W\_YR3\_SayNope\_Single1\_v1\_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:** This single image ad should be an organic post



Sample social media messages:

- **Facebook copy:** We can take care of our bodies by getting an updated COVID vaccine ❤️ Visit [vaccines.gov](https://www.vaccines.gov) to learn more.
- **Instagram copy:** We can take care of our bodies by getting an updated COVID vaccine ❤️ Visit [vaccines.gov](https://www.vaccines.gov) to learn more.

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# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Names:** C1W\_YR3\_SayNope\_Single1\_v2\_1080x1080  
C1W\_YR3\_SayNope\_Single1\_v2\_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:** This single image ad should be an organic post



Sample social media messages:

- **Facebook copy:** We can take care of our bodies by getting an updated COVID vaccine ❤️ Visit [vaccines.gov](https://www.vaccines.gov) to learn more.
- **Instagram copy:** We can take care of our bodies by getting an updated COVID vaccine ❤️ Visit [vaccines.gov](https://www.vaccines.gov) to learn more.

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# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Names:** C1W\_YR3\_SayNope\_Single2\_v1\_1080x1080  
C1W\_YR3\_SayNope\_Single2\_v1\_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:** This single image ad should be an organic post



Sample social media messages:

• **Facebook copy:** Say NOPE to long COVID. An updated COVID vaccine can help protect your health and hair. More: <https://www.vaccines.gov/>.

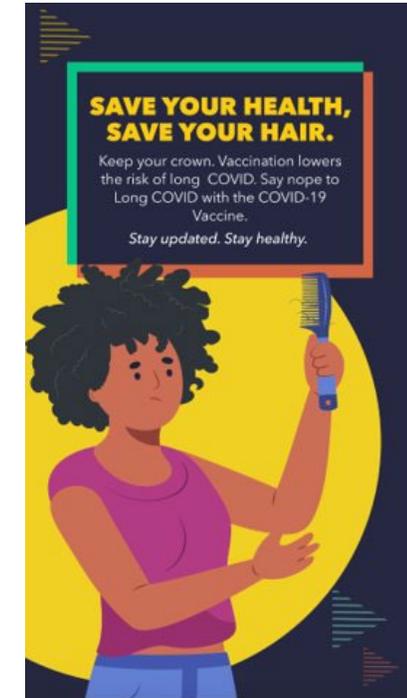
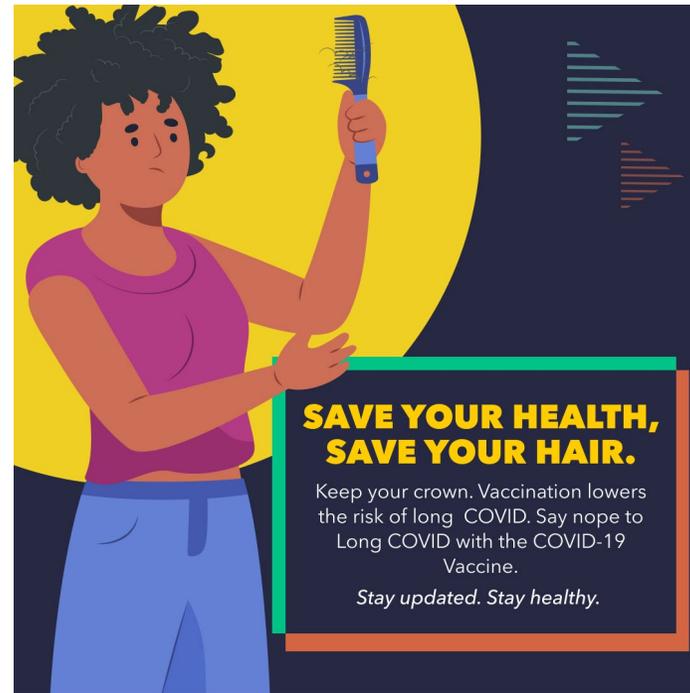
• **Instagram copy:** Say NOPE to long COVID. An updated COVID vaccine can help protect your health and hair. More: [vaccines.gov](https://www.vaccines.gov/).

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# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Names:** C1W\_YR3\_SayNope\_Single2\_v2\_1080x1080  
C1W\_YR3\_SayNope\_Single2\_V2\_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:** This single image ad should be an organic post



Sample social media messages:

•**Facebook copy:** Say NOPE to long COVID. An updated COVID vaccine can help protect your health and hair. More: <https://www.vaccines.gov/>.

•**Instagram copy:** Say NOPE to long COVID. An updated COVID vaccine can help protect your health and hair. More: vaccines.gov.

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# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Names:** C1W\_YR3\_SayNope\_Single3\_v1\_1080x1080  
C1W\_YR3\_SayNope\_Single3\_v1\_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:** This single image ad should be an organic post



Sample social media messages:

•**Facebook copy:** Clear the fog – brain fog, that is. Get your updated COVID vaccine today. Find free clinics at <https://www.vaccines.gov/>.

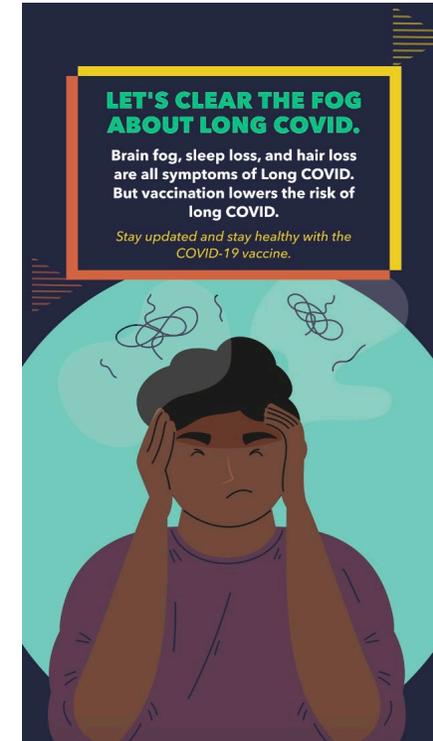
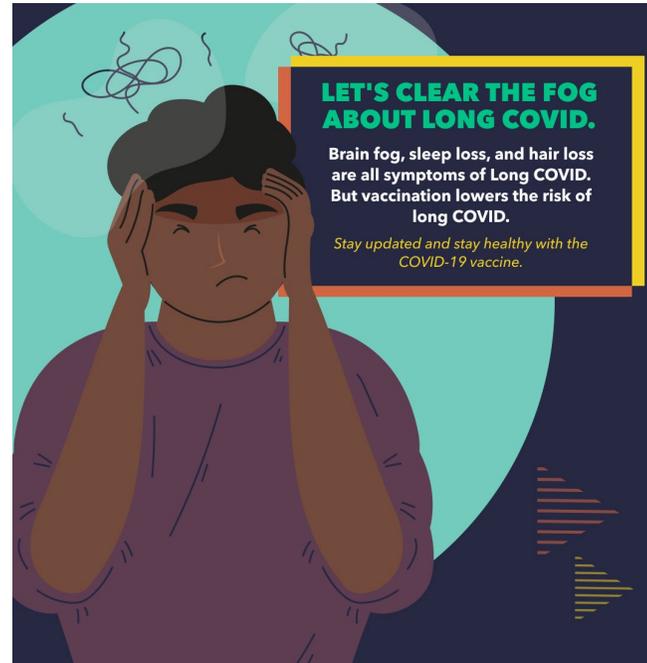
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# SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram, in feed or stories
- **Asset File Names:** C1W\_YR3\_SayNope\_Single3\_v2\_1080x1080  
C1W\_YR3\_SayNope\_Single3\_v2\_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.
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•**Instagram copy:** Clear the fog – brain fog, that is. Get your updated COVID vaccine today. Find free clinics at [vaccines.gov](https://www.vaccines.gov/).

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



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

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