



CDC Foundation

Partnering for Vaccine Equity

Playbook for Debunking Misinformation

Batch 1 Social Media Assets

October 18, 2021 Release

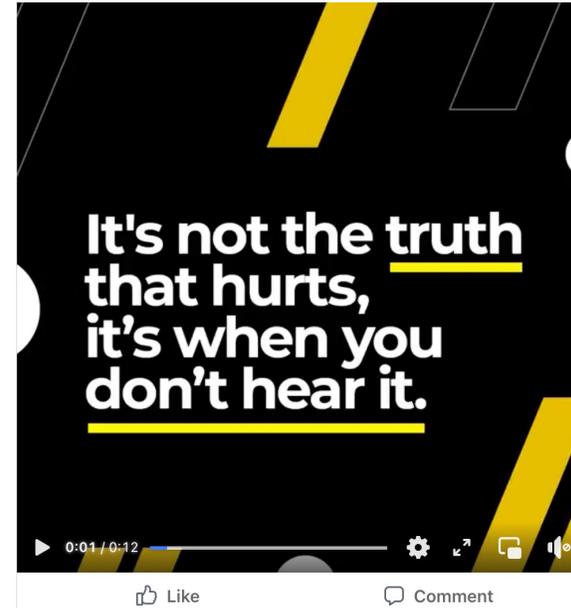
SOCIAL MEDIA IMAGES/ VIDEO AND CAPTIONS

Misinformation Topic: *The vaccine is another deceptive medical experiment.*

SPECIFICATIONS



- **Social Media Platform:** Facebook
- **Asset File Name:**
 1. C1W CDCF-T4E3-1080x1080_FACEBOOK VIDEO.MOV
- **Asset Type:** Video, MOV File
- **Length:** 12 seconds
- **Size:** 1080 x 1080 (Square)



SOCIAL MEDIA POST

We all hear the misinformation every day. There's a lot of talk. Don't give in to it.



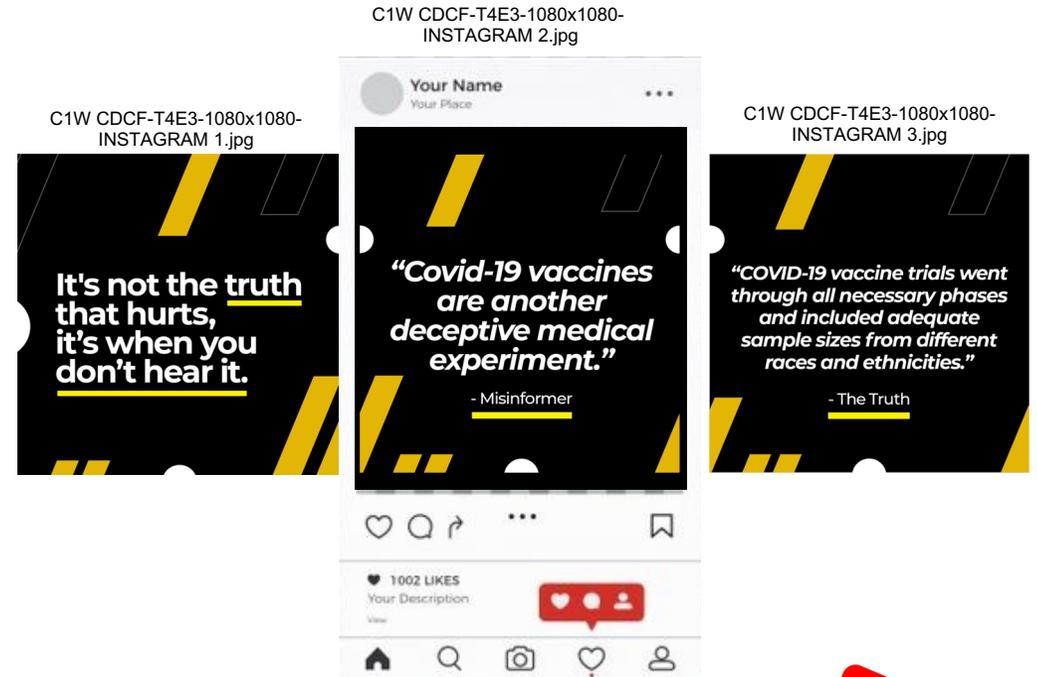
Misinformation Topic: *The vaccine is another deceptive medical experiment.*



SPECIFICATIONS



- **Social Media Platform:** Instagram
- **Asset File Names:**
 1. C1W CDCF-T4E3-1080x1080- INSTAGRAM 1.jpg
 2. C1W CDCF-T4E3-1080x1080- INSTAGRAM 2.jpg
 3. C1WCDCF-T4E3-1080x1080- INSTAGRAM 3.jpg
- **Asset Type:** Static Jpeg Images (Numbered 1, 2, 3)
- **Size/ Orientation:** 1080 x 1080 / Square
- **Direction:** Should be used as a multi-image post in sequential order.



Copy and paste me!

Social Media Post

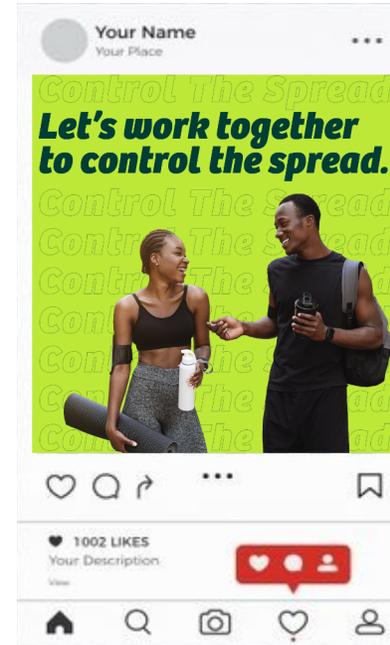
We all hear the misinformation every day. There's a lot of talk. Don't give in to it. Discover the truth behind this common myth. 🙌

OPTION A SPECIFICATIONS



- **Social Media Platform:** Instagram
- **Asset File Names:**
 1. C1W CDCF-T5E2-1080x1080- INSTAGRAM 1A SQR.png
 2. C1W CDCF-T5E2-1080x1080- INSTAGRAM 2A SQR.png
- **Asset Type:** Static PNG Images (Group A Square)
- **Size/ Orientation:** 1080 x 1080/ Square
- **Directions:** Can be used in an IG post together or individually
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.

C1W CDCF-T5E2-1080x1080-
INSTAGRAM 1A Sqr.png



C1W CDCF-T5E2-1080x1080-
INSTAGRAM 2A Sqr.png



Social Media Post

Vaccine passports add another layer of protection to help control the spread of COVID-19. Let's work together so we never again have to miss the activities we enjoy—gym workouts, sporting events, entertainment, and more. Let's make a difference and get vaccinated.

Copy and
paste me!

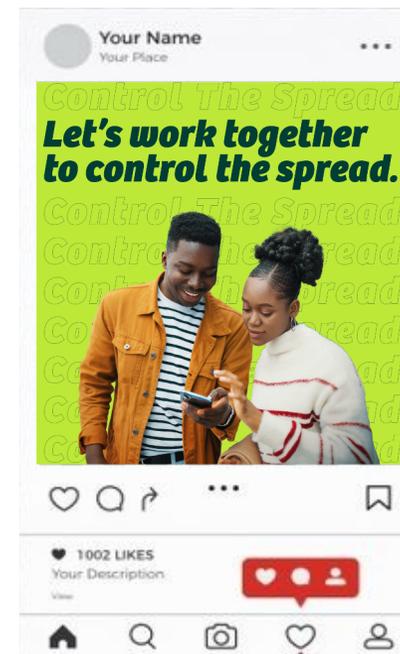
Misinformation Topic: *Vaccine "passports" will lead to government overreach.*

OPTION B SPECIFICATIONS



- **Social Media Platform:** Instagram
- **Asset File Names:**
 1. C1W CDCF-T5E2-1080x1080- INSTAGRAM 1B SQR.png
 2. C1W CDCF-T5E2-1080x1080- INSTAGRAM 2B SQR.png
- **Asset Type:** Static PNG Images (Group B Square)
- **Size/ Orientation:** 1080 x 1080/ Square
- **Directions:** Can be used in an IG post together or individually
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.

C1W CDCF-T5E2-1080x1080-
INSTAGRAM 1B SQR.png



C1W CDCF-T5E2-1080x1080-
INSTAGRAM 2B SQR.png



Social Media Post

Vaccine passports add another layer of protection to help control the spread of COVID-19. Let's work together so we never again have to miss the activities we enjoy—gym workouts, sporting events, entertainment, and more. Let's make a difference and get vaccinated.

Copy and paste me!

Misinformation Topic: *Vaccine "passports" will lead to government overreach.*

OPTION A SPECIFICATIONS



- **Social Media Platform:** Facebook
- **Asset File Names:**
 1. C1W CDCF-T5E2-1200x628- FACEBOOK 1A Horiz.png
 2. C1W CDCF-T5E2-1200x628- FACEBOOK 2A Horiz.png
- **Asset Type:** Static Jpeg Images (Group A Horiz.)
- **Size/ Orientation:** 1200 x 628/ Horizontal
- **Directions:** Can be used in a FB post or as a cover image, together or individually
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.

C1W CDCF-T5E2-1200x628- FACEBOOK 1A Horiz.png



C1W CDCF-T5E2-1200x628- FACEBOOK 2A Horiz.png



Copy and paste me!

Social Media Post

Vaccine passports add another layer of protection to help control the spread of COVID-19. Let's work together so we never again have to miss the activities we enjoy—gym workouts, sporting events, entertainment, and more. Let's make a difference and get vaccinated.

Misinformation Topic: *Vaccine "passports" will lead to government overreach.*

OPTION B SPECIFICATIONS

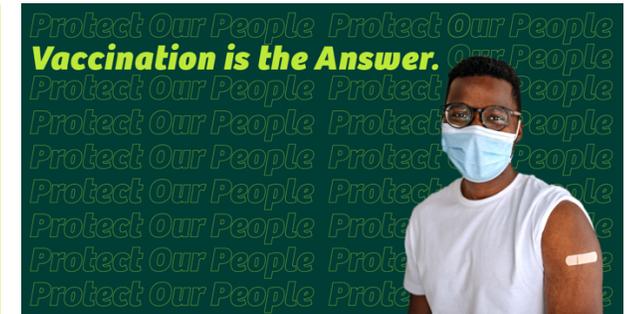


- **Social Media Platform:** Facebook
- **Asset File Names:**
 1. C1W CDCF-T5E2-1200x628- FACEBOOK 1B Horiz.png
 2. C1W CDCF-T5E2-1200x628- FACEBOOK 2B Horiz.png
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C1W CDCF-T5E2-1200x628- FACEBOOK 1B Horiz.png



C1W CDCF-T5E2-1200x628- FACEBOOK 2B Horiz.png



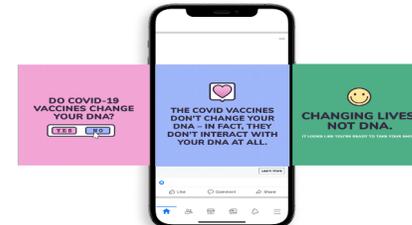
Social Media Post

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STAY TUNED!

The Culture ONE World and CDC Foundation Social Team will be uploading more animations and videos next week! Please check back for more creative to be added to the Playbook for Debunking Misinformation.





Do You Have Questions About The Playbook for Debunking Misinformation?

Kristina Brown-Watts

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