



CDC Foundation

Partnering for Vaccine Equity

Playbook for Debunking Misinformation

Batch 1 Social Media Video and Animation Assets

November 2, 2021 Release

SOCIAL MEDIA ANIMATIONS/VIDEOS

Misinformation Topic: *The COVID-19 vaccines are completely new.*

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram
- **Asset File Name:** T1E1 Master v1 (2).mp4
- **Asset Type:** Video Animation, mp4 h264
- **Length:** 15 seconds
- **Size:** 1080 x 1080 Square-Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Music Licensing:** Limited, non-exclusive, non-transferable, worldwide right and license, in perpetuity to modify (subject to related restrictions) and use a Recording in accordance with the terms and conditions of the Agreement, and the Standard License.

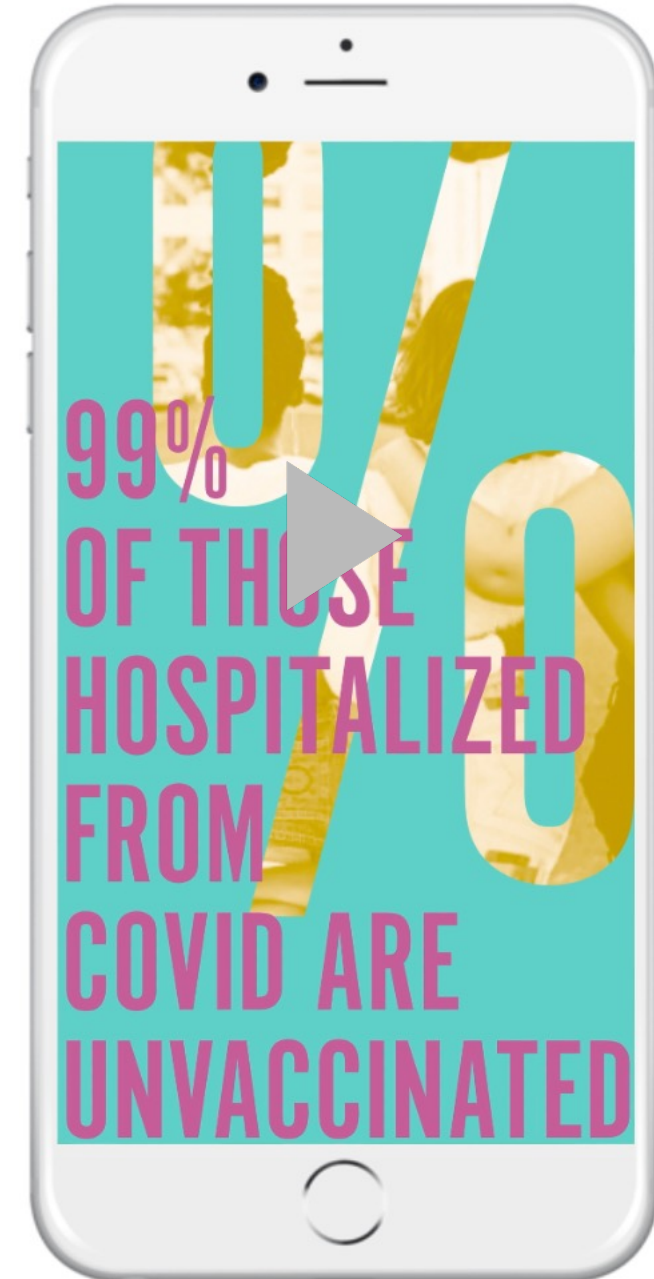


Misinformation Topic: *The COVID-19 vaccines are completely new.*

SPECIFICATIONS



- **Social Media Platform:** Instagram
- **Asset File Name:** T1E2 Master v2 (2).mp4
- **Asset Type:** Video Animation, mp4 h264
- **Length:** 15 seconds
- **Size:** 1080 x 1920 Vertical-Video
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Music Licensing:** Limited, non-exclusive, non-transferable, worldwide right and license, in perpetuity to modify (subject to related restrictions) and use a Recording in accordance with the terms and conditions of the Agreement, and the Standard License.

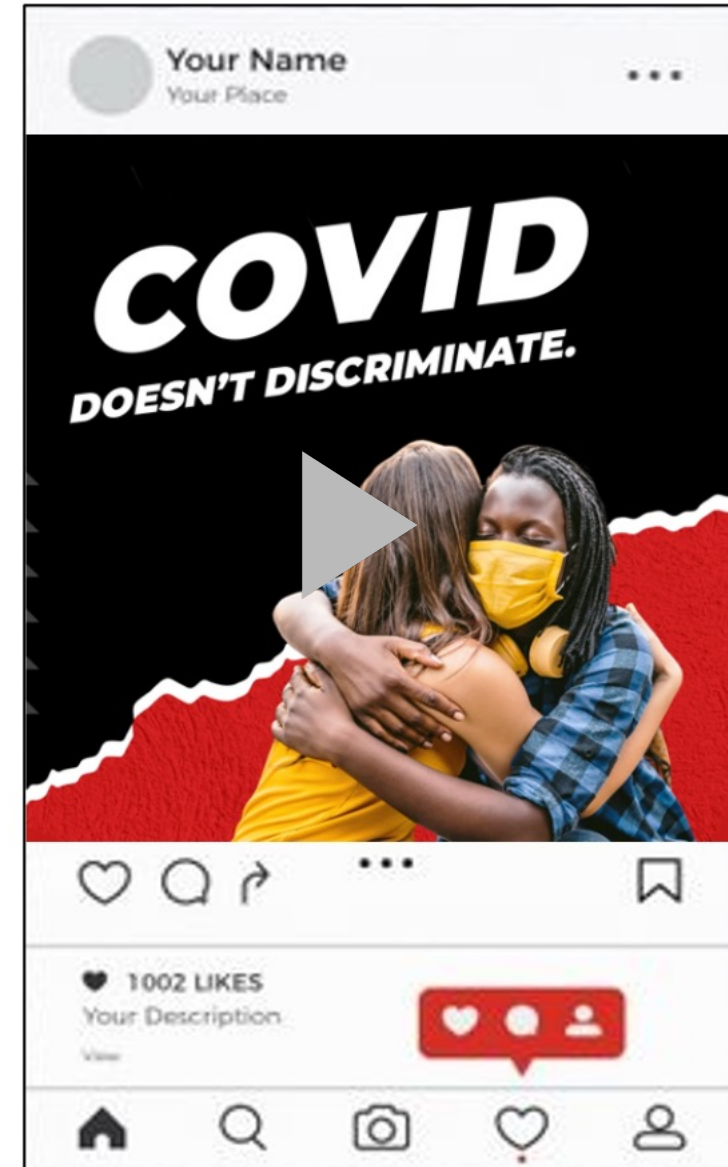


Misinformation Topic: *The COVID-19 vaccines are what caused the Delta variant.*

SPECIFICATIONS



- **Social Media Platform:** Facebook/Instagram
- **Asset File Name:** T2E2 Master (2).mp4
- **Asset Type:** Video Animation, mp4 h264
- **Size:** 1080 x 1080 Square-Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Music Licensing:** Limited, non-exclusive, non-transferable, worldwide right and license, in perpetuity to modify (subject to related restrictions) and use in accordance with the terms and conditions of the Agreement, and the Standard License.

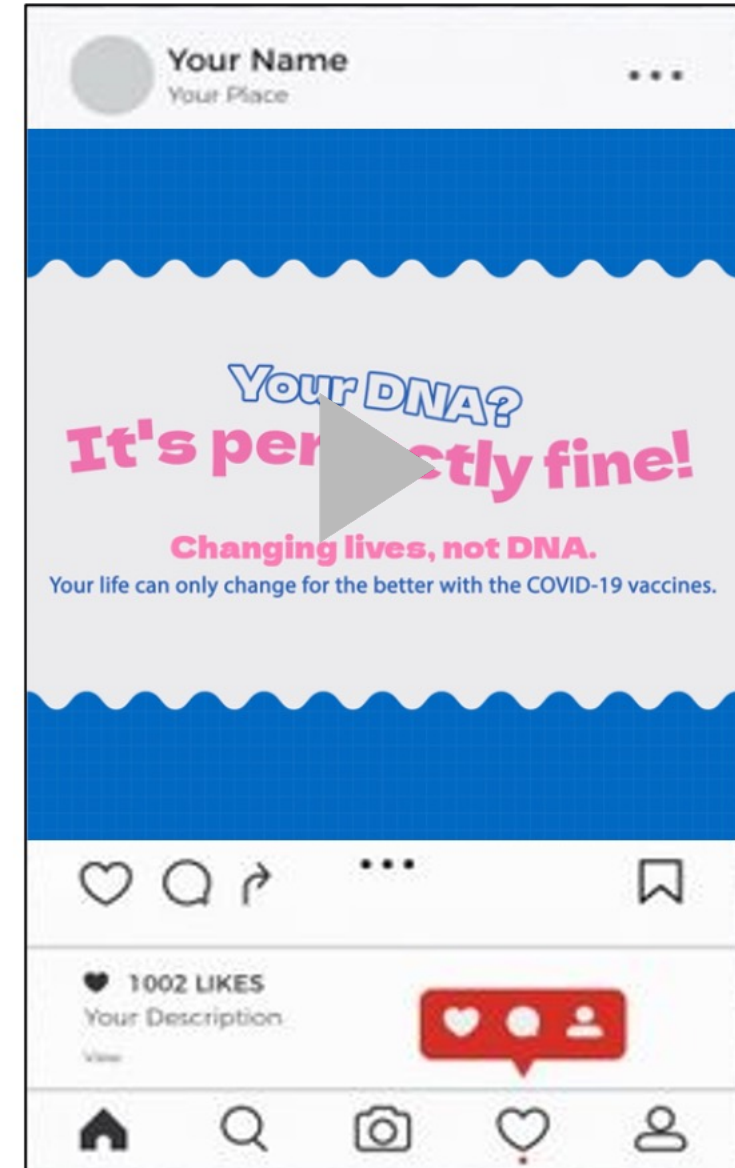


Misinformation Topic: *mRNA was designed to change human DNA.*

SPECIFICATIONS



- **Social Media Platform:** Instagram
- **Asset File Name:** T3E2 Master (2).mp4
- **Asset Type:** Video Animation, mp4 h264
- **Size:** 1080 x 1080 Square-Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Music Licensing:** Limited, non-exclusive, non-transferable, worldwide right and license, in perpetuity to modify (subject to related restrictions) and use a Recording in accordance with the terms and conditions of the Agreement, and the Standard License.



Misinformation Topic: *mRNA was designed to change human DNA.*

SPECIFICATIONS



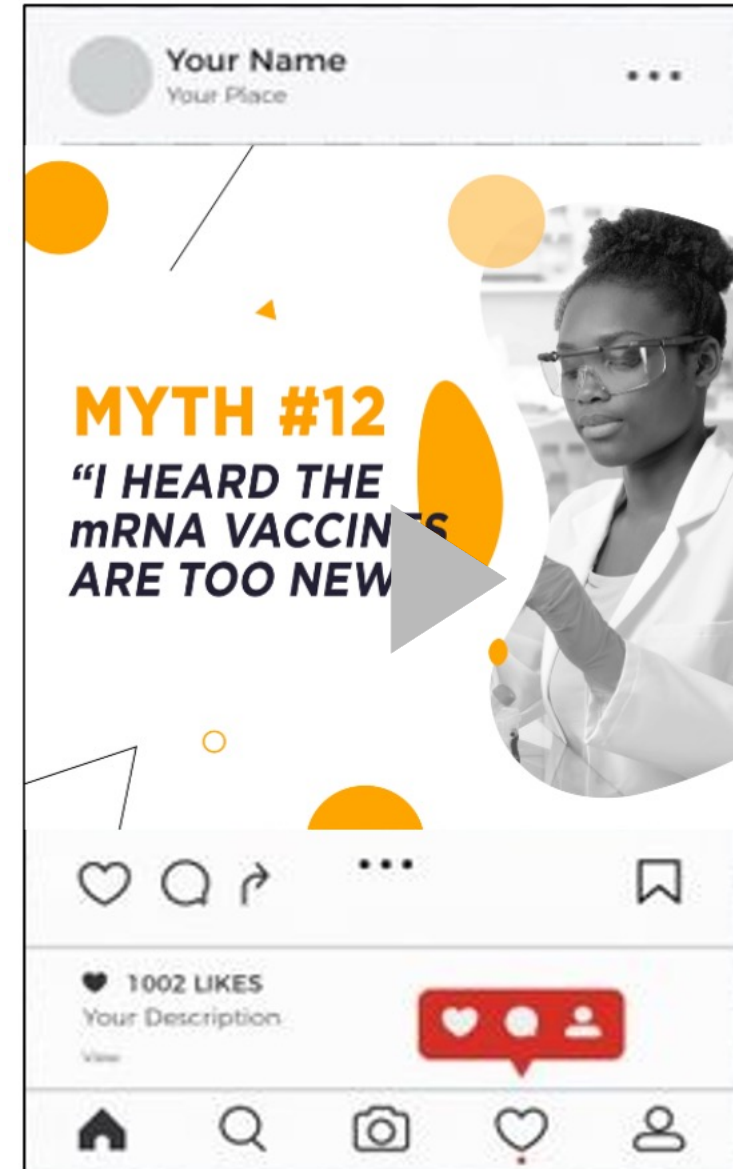
- **Social Media Platform:** Facebook/Instagram
- **Asset File Name:** T3E3 Master (2).mp4
- **Asset Type:** Video Animation, mp4 h264
- **Size:** 1080 x 1080 Square-Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Music Licensing:** Limited, non-exclusive, non-transferable, worldwide right and license, in perpetuity to modify (subject to related restrictions) and use a Recording in accordance with the terms and conditions of the Agreement, and the Standard License.



SPECIFICATIONS



- **Social Media Platform:** Facebook
- **Asset File Name:** T4E2 MASTER (2).mp4
- **Asset Type:** Video Animation, mp4 h264
- **Size:** 1080 x 1080 Square-Feed
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Music Licensing:** Limited, non-exclusive, non-transferable, worldwide right and license, in perpetuity to modify (subject to related restrictions) and use a Recording in accordance with the terms and conditions of the Agreement, and the Standard License.

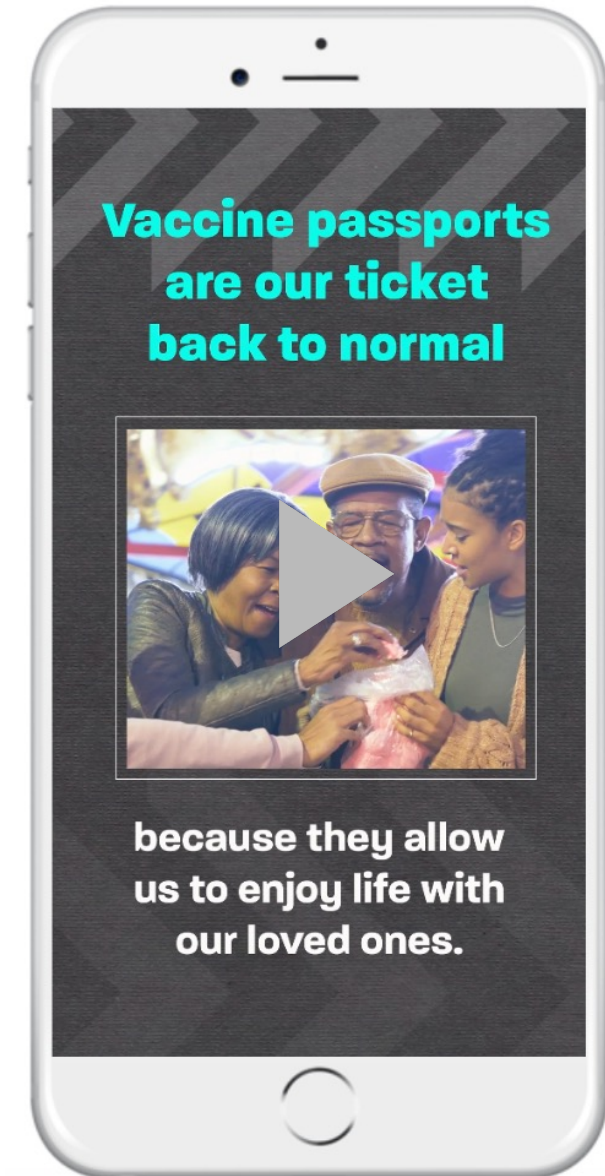


Misinformation Topic: T5 E1 *Vaccine passports will lead to government overreach.*

SPECIFICATIONS OPTION A



- **Social Media Platform:** Snapchat/TikTok
- **Asset File Name:** T5E1 Master (2).mp4
- **Asset Type:** Video Animation, mp4 h264
- **Size:** 1080 x 1920 Vertical-Stories
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Music Licensing:** Limited, non-exclusive, non-transferable, worldwide right and license, in perpetuity to modify (subject to related restrictions) and use a Recording in accordance with the terms and conditions of the Agreement, and the Standard License.

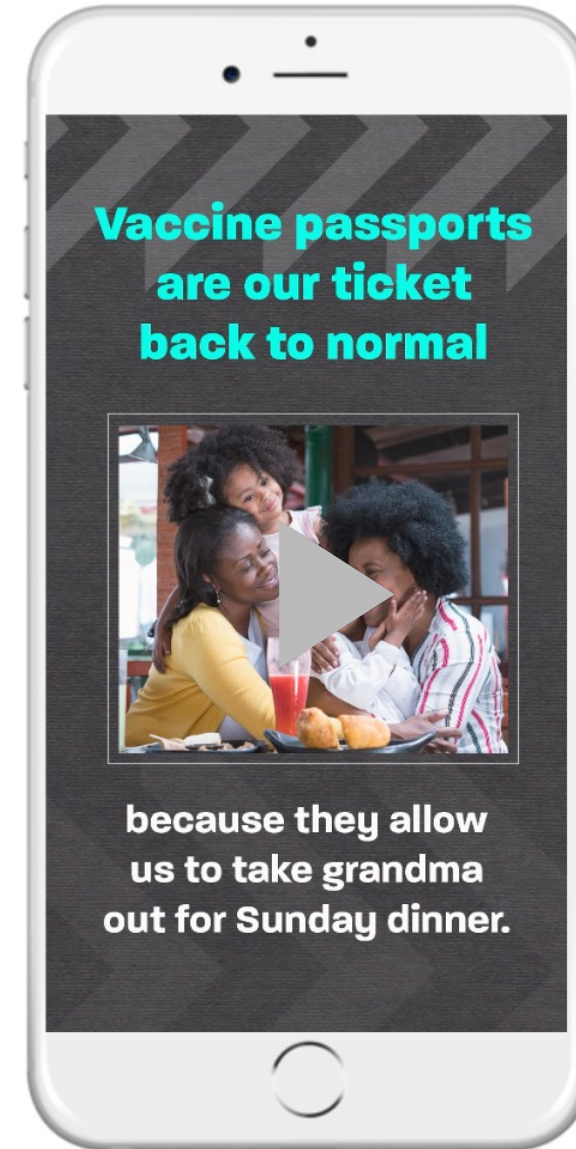


Misinformation Topic: T5 E1 *Vaccine passports will lead to government overreach.*

SPECIFICATIONS OPTION B



- **Social Media Platform:** Snapchat/TikTok
- **Asset File Name:** T5E1 MasterALT (2).mp4
- **Asset Type:** Video Animation, mp4 h264
- **Size:** 1080 x 1920 Vertical-Stories
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Music Licensing:** Limited, non-exclusive, non-transferable, worldwide right and license, in perpetuity to modify (subject to related restrictions) and use a Recording in accordance with the terms and conditions of the Agreement, and the Standard License.



Misinformation Topic: *The COVID-19 vaccines are what caused the Delta variant.*

SPECIFICATIONS



- **Social Media Platform:** YouTube
- **Asset File Name:**
Variants_Delivery_110221.mp4
- **Asset Type:** Video
- **Length:** 30 seconds
- **Size:** 9 x 16 Wide-Video
- **Video Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Music Licensing:** Limited, non-exclusive, non-transferable, worldwide right and license, in perpetuity to modify (subject to related restrictions) and use a recording in accordance with the terms and conditions of the Agreement, and the Standard License.
- **VO Usage:** 1 year of Paid Web



Misinformation Topic: *mRNA was designed to change human DNA.*

SPECIFICATIONS



- **Social Media Platform:** YouTube
- **Asset File Name:** Changing Lives_Delivery_110221.mp4
- **Asset Type:** Video
- **Length:** 30 seconds
- **Size:** 9 x 16 Wide-Video
- **Video Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Music Licensing:** Limited, non-exclusive, non-transferable, worldwide right and license, in perpetuity to modify (subject to related restrictions) and use a recording in accordance with the terms and conditions of the Agreement, and the Standard License.
- **VO Usage:** 1 year of Paid Web



Misinformation Topic: *The vaccines are another deceptive medical experiment.*

SPECIFICATIONS



- **Social Media Platform:** YouTube
- **Asset File Name:** Vaccine Safety_Delivery_110221.mp4
- **Asset Type:** Video
- **Length:** 30 seconds
- **Size:** 9 x 16 Wide-Video
- **Video Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.
- **Music Licensing:** Limited, non-exclusive, non-transferable, worldwide right and license, in perpetuity to modify (subject to related restrictions) and use a recording in accordance with the terms and conditions of the Agreement, and the Standard License.
- **VO Usage:** 1 year of Paid Web





Do You Have Questions About The Playbook for Debunking Misinformation?

Kristina Brown-Watts

KBrownWatts@CultureOneWorld.com