



CDC Foundation

Partnering for Vaccine Equity

Playbook for Debunking Misinformation

Batch 2 Social Media Assets

December 15, 2021 Release

Misinformation Topic #1

**Natural Immunity (if you've already had COVID)
is more effective than the vaccine.**

A belief that getting infected with COVID-19 is better than receiving a vaccine, because natural immunity 'protects' better than a vaccine.

Misinformation Topic: *Natural Immunity (if you've already had COVID) is more effective than the vaccine.*



Kandice



Martin



SPECIFICATIONS



- **Social Media Platform:** Facebook & Instagram
- **Asset File Name:**
 1. CDCF_Batch2_T1E1_1080x1080
Kandice_final
 2. CDCF_Batch2_T1E1_1080x1920
Kandice_final
 3. CDCF_Batch2_T1E1_1080x1080
Martin_final
 4. CDCF_Batch2_T1E1_1080x1920
Martin_final
- **Asset Type:** Video
- **Length:** 35 Seconds
- **Size:** 1080x1080 & 1080x1920
- **Video Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.



Misinformation Topic: *Natural Immunity (if you've already had COVID)*
is more effective than the vaccine.

SPECIFICATIONS



- **Social Media Platform:** Facebook & Instagram, Snapchat
- **Asset File Name:**
 1. CDCF_Batch 2_T1E2_Static_1080x1080_1
 2. CDCF_Batch 2_T1E2_Static_1080x1080_2
 3. CDCF_Batch 2_T1E2_Static_1080x1080_3
 4. CDCF_Batch 2_T1E2_Static_1080x1080_4
 5. CDCF_Batch 2_T1E2_Static_1080x1920_1
 6. CDCF_Batch 2_T1E2_Static_1080x1920_2
 7. CDCF_Batch 2_T1E2_Static_1080x1920_3
 8. CDCF_Batch 2_T1E2_Static_1080x1920_4
- **Asset Type:** Static Carousel
- **Length:** 4 Images
- **Size:** 1080x1080 & 1080x1920
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.

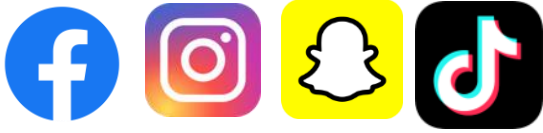
CAROUSEL VERSIONS



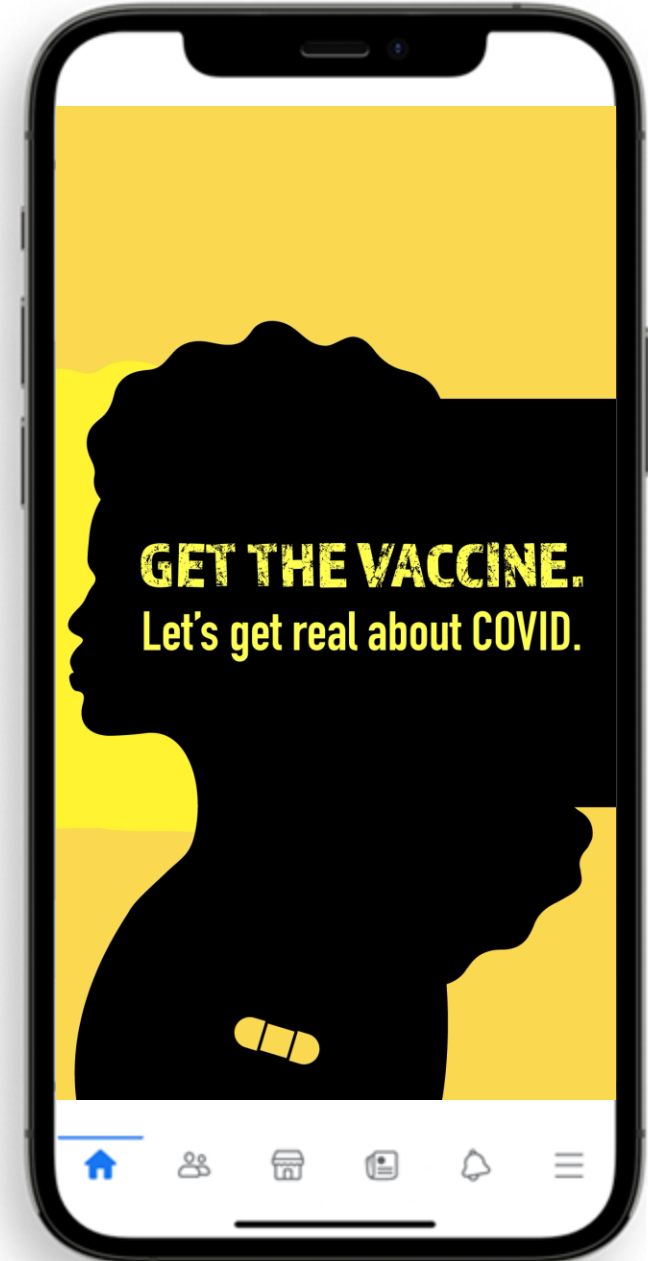
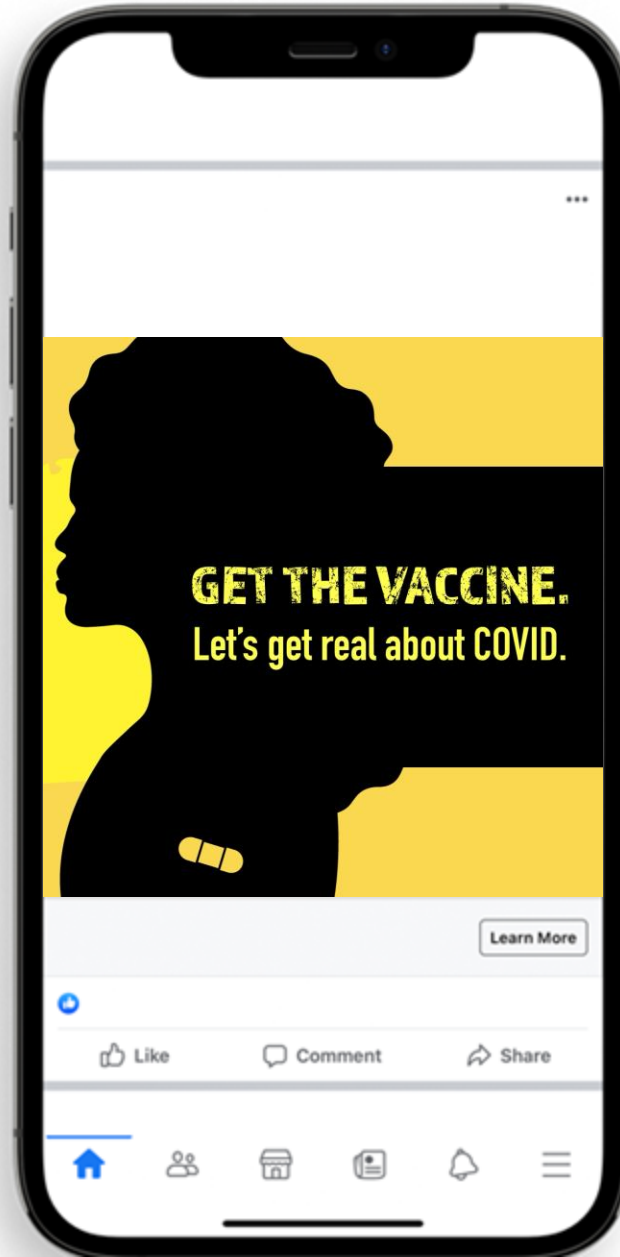
ANIMATED VERSIONS

Misinformation Topic: *Natural Immunity (if you've already had COVID) is more effective than the vaccine.*

SPECIFICATIONS



- **Social Media Platform:** Facebook & Instagram, Snapchat, TikTok
- **Asset File Name:**
 1. CDCF_Batch 2_T1E2_1080x1080
 2. CDCF_Batch 2_T1E2_1080x1920
- **Asset Type:** Animation Video
- **Length:** 15 seconds
- **Size:** 1080x1080 & 1080x1920
- **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: *Natural Immunity (if you've already had COVID)* is more effective than the vaccine.

SPECIFICATIONS



- **Social Media Platform:** Facebook & Instagram
- **Asset File Name:**
 1. CDCF_Batch 2_T1E3_Static_1080x1080_1
 2. CDCF_Batch 2_T1E3_Static_1080x1080_2
 3. CDCF_Batch 2_T1E3_Static_1080x1080_3
 4. CDCF_Batch 2_T1E3_Static_1080x1920_1
 5. CDCF_Batch 2_T1E3_Static_1080x1920_2
 6. CDCF_Batch 2_T1E3_Static_1080x1920_3
- **Asset Type:** Static Carousel
- **Length:** 3 Images
- **Size:** 1080x1080 & 1080x1920
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.

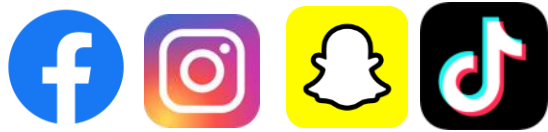
CAROUSEL VERSIONS



Misinformation Topic: *Natural Immunity (if you've already had COVID) is more effective than the vaccine.*



SPECIFICATIONS



- **Social Media Platform:** Facebook, Instagram, & Snapchat, TikTok
- **Asset File Name:**
 1. CDCF_Batch 2_T1E3_1080x1080
 2. CDCF_Batch 2_T1E3_1080x1920
- **Asset Type:** Animation Video
- **Length:** 15 seconds
- **Size:** 1080x1080 & 1080x1920
- **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.

ANIMATED VERSIONS



Misinformation Topic #2

Breakthrough cases prove that the vaccine isn't helping.

Breakthrough reports have left the impression in many communities that the COVID vaccine does not work. However, this isn't the case. A breakthrough means that a vaccinated person has tested positive and not that they will become ill or spread the virus.

Misinformation Topic: Breakthrough cases prove that the vaccine isn't helping.

SPECIFICATIONS



- **Social Media Platform:** YouTube
- **Asset File Name:**
 1. CDCF_Batch2_T2E1_1920x1080_Kandice_final
 2. CDCF_Batch2_T2E1_1920x1080_Martin_final
- **Asset Type:** Horizontal Video
- **Length:** 50 Seconds
- **Size:** 1920x1280
- **Video Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.

Kandice – Voice Over



Martin - Voice Over



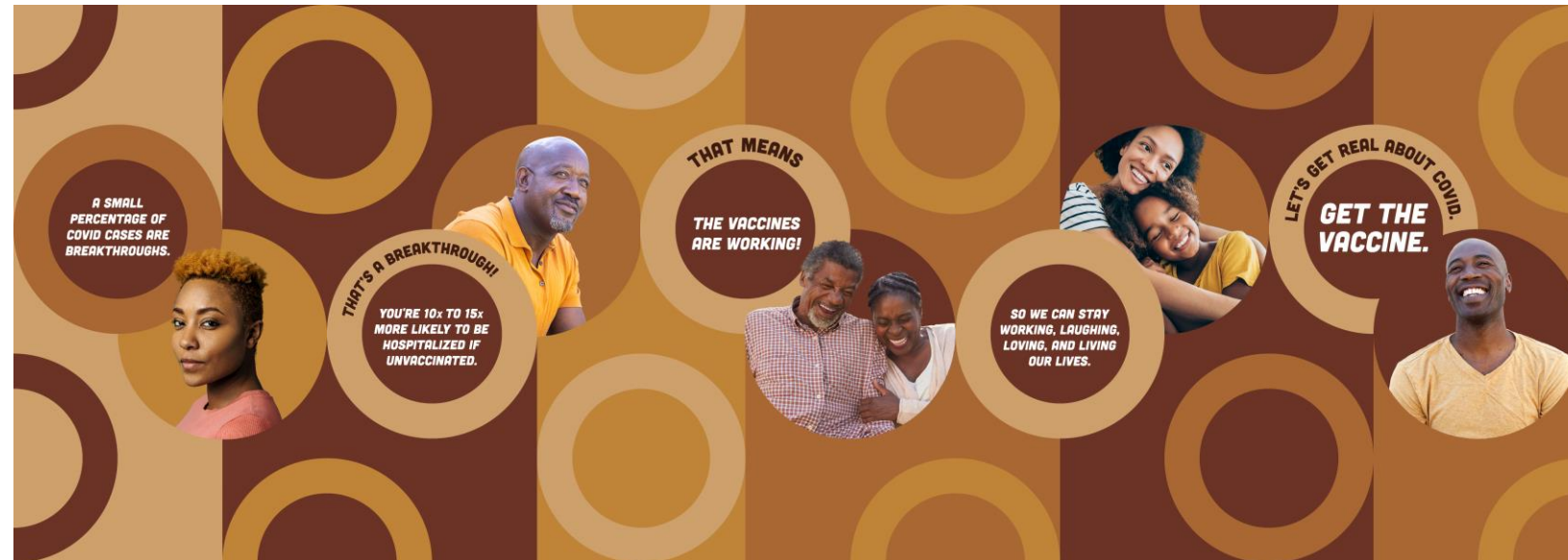
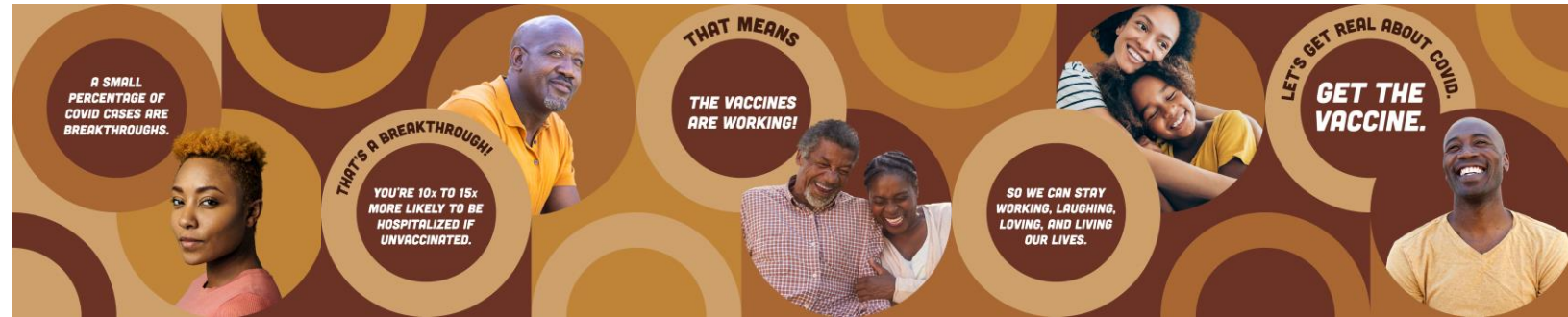
Misinformation Topic: *Breakthrough cases prove that the vaccine isn't helping.*

SPECIFICATIONS



- **Social Media Platform:**
Facebook/Instagram/Snapchat
- **Asset File Name:**
 1. CDCF_Batch 2_T2E2_Static_1080x1080_1
 2. CDCF_Batch 2_T2E2_Static_1080x1080_2
 3. CDCF_Batch 2_T2E2_Static_1080x1080_3
 4. CDCF_Batch 2_T2E2_Static_1080x1080_4
 5. CDCF_Batch 2_T2E2_Static_1080x1080_5
 6. CDCF_Batch 2_T2E2_Static_1080x1920_1
 7. CDCF_Batch 2_T2E2_Static_1080x1920_2
 8. CDCF_Batch 2_T2E2_Static_1080x1920_3
 9. CDCF_Batch 2_T2E2_Static_1080x1920_4
 10. CDCF_Batch 2_T2E2_Static_1080x1920_5
- **Asset Type:** Static Carousel
- **Length:** 5 Images
- **Size:** 1080x1080 & 1080x1920
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.

CAROUSEL VERSIONS



Misinformation Topic: *Breakthrough cases prove that the vaccine isn't helping.*

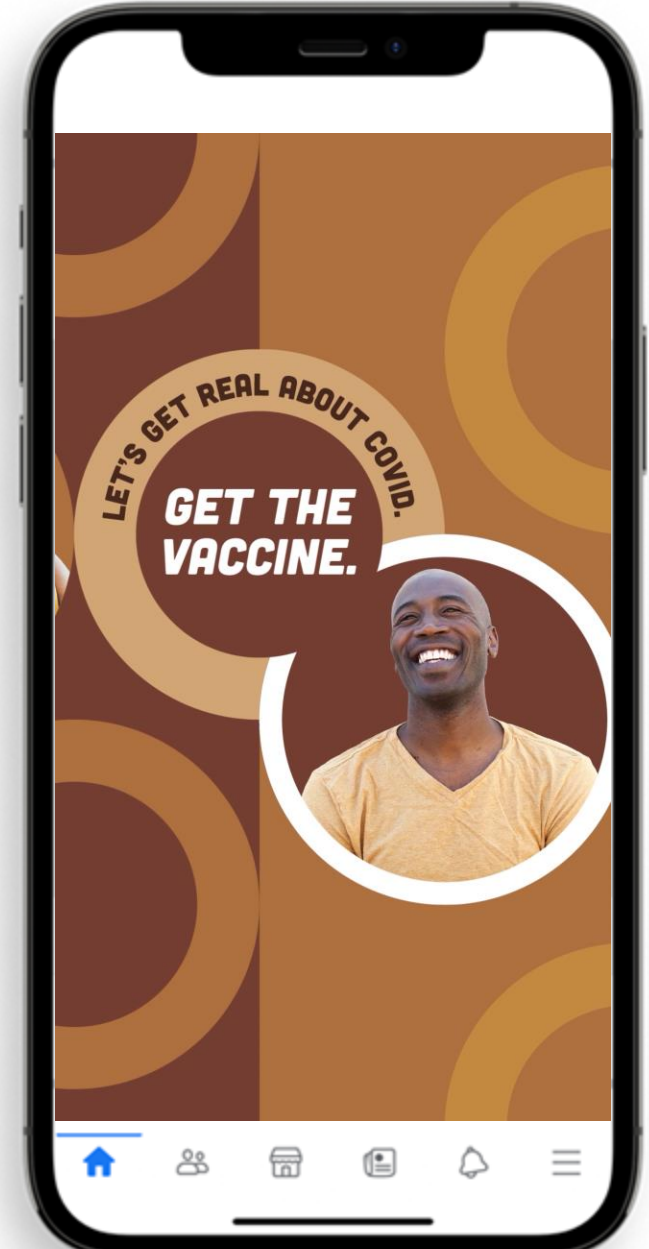
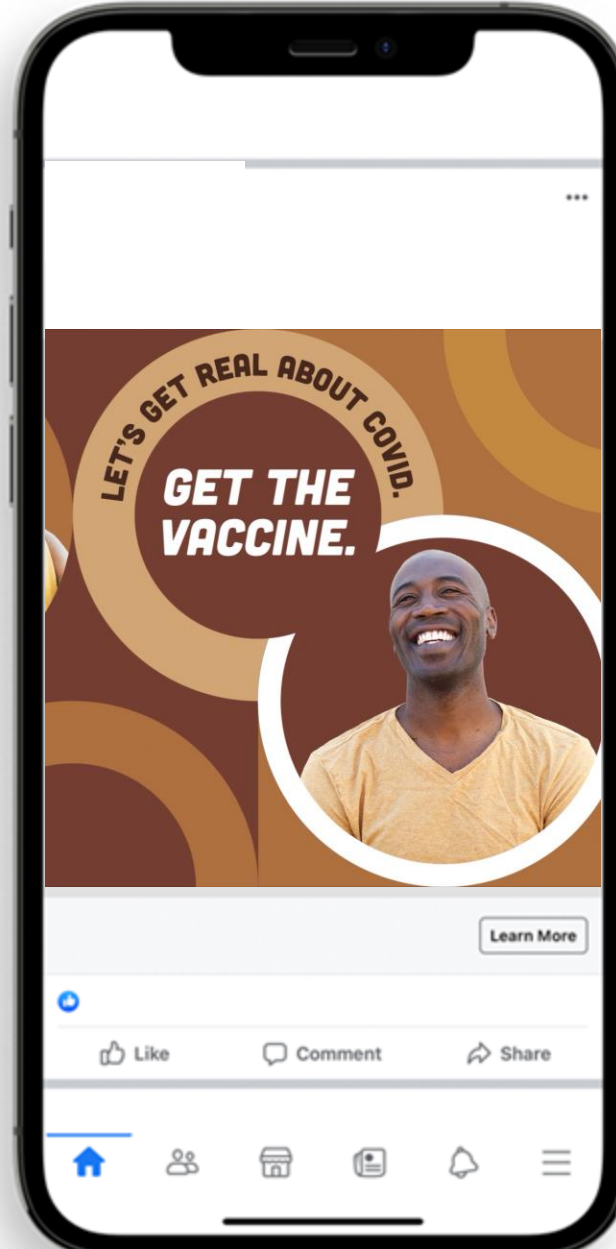
ANIMATED VERSIONS



SPECIFICATIONS



- **Social Media Platform:**
Facebook/Instagram/Snapchat/TikTok
- **Asset File Name:**
 1. CDCF_Batch2_T2E2_1080x1080_final
 2. CDCF_Batch2_T2E2_1080x1920_final
- **Asset Type:** Animation Video
- **Length:** 18 seconds
- **Size:** 1080x1080 & 1080x1920
- **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: *Breakthrough cases prove that the vaccine isn't helping.*

SPECIFICATIONS



- **Social Media Platform:** Instagram/Facebook/Instagram
- **Asset File Name:**
 1. CDCF_Batch 2_T2E3_Static_1080x1080_1
 2. CDCF_Batch 2_T2E3_Static_1080x1080_2
 3. CDCF_Batch 2_T2E3_Static_1080x1080_3
 4. CDCF_Batch 2_T2E3_Static_1080x1920_1
 5. CDCF_Batch 2_T2E3_Static_1080x1920_2
 6. CDCF_Batch 2_T2E3_Static_1080x1920_3
- **Asset Type:** Static Carousel
- **Length:** 3 Images
- **Size:** 1080x1080 & 1080x1920
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.

CAROUSEL VERSIONS

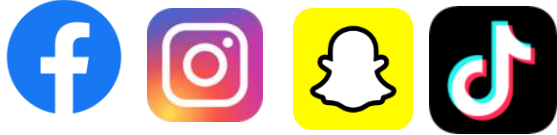


Misinformation Topic: *Breakthrough cases prove that the vaccine isn't helping.*

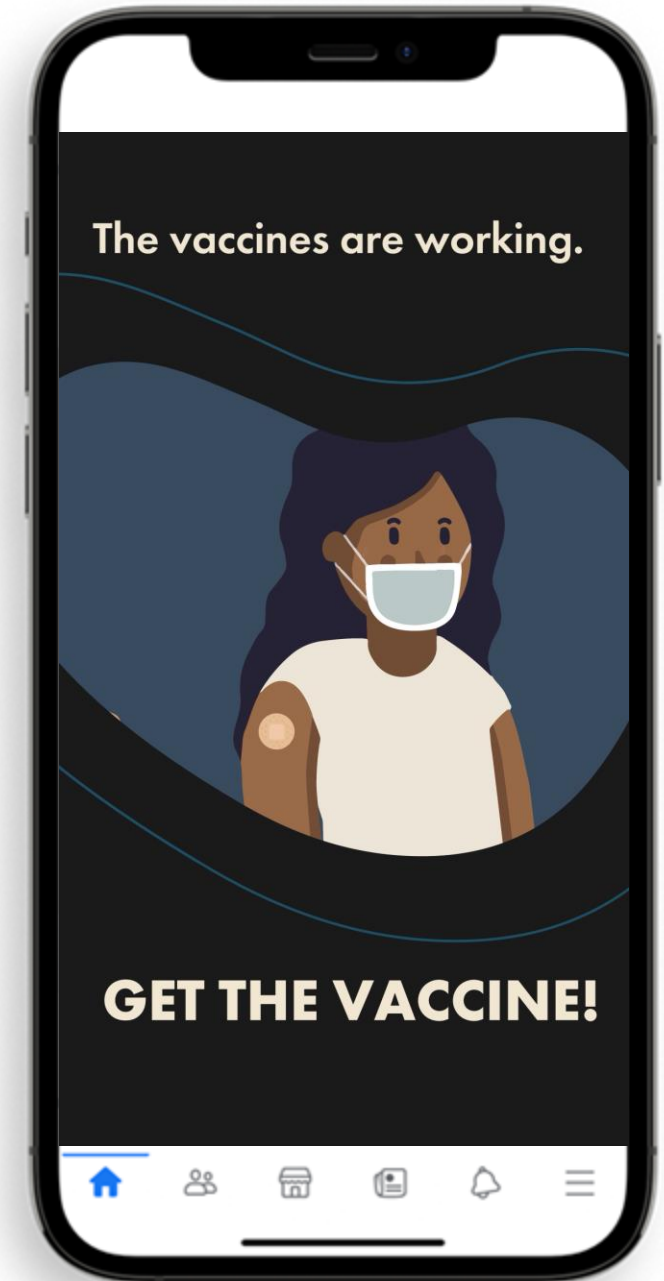
ANIMATED VERSIONS



SPECIFICATIONS



- **Social Media Platform:** Instagram, Facebook, Snapchat, TikTok
- **Asset File Name:**
 1. CDCF_Batch 2_T2E3_1080x1080
 2. CDCF_Batch 2_T2E3_1080x1920
- **Asset Type:** Animation Video
- **Length:** 15 seconds
- **Size:** 1080x1080 & 1080x1920
- **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 #3

Higher standards of hygiene will protect Black people from COVID.

Many people, including the Black American community, believe that the vaccine is not necessary if we have higher standards of hygiene.

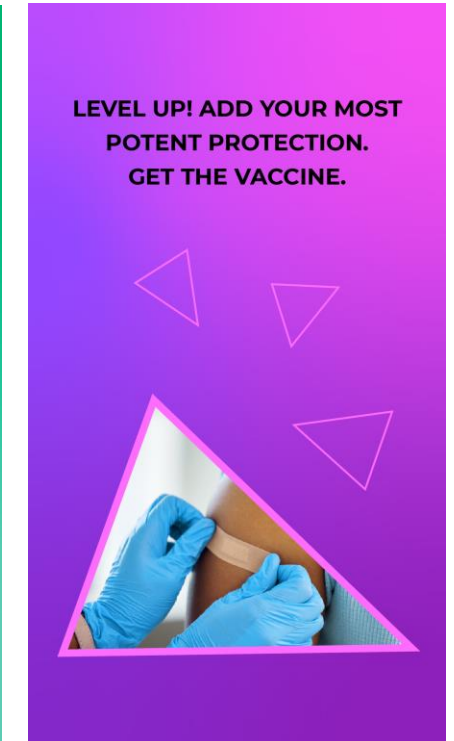
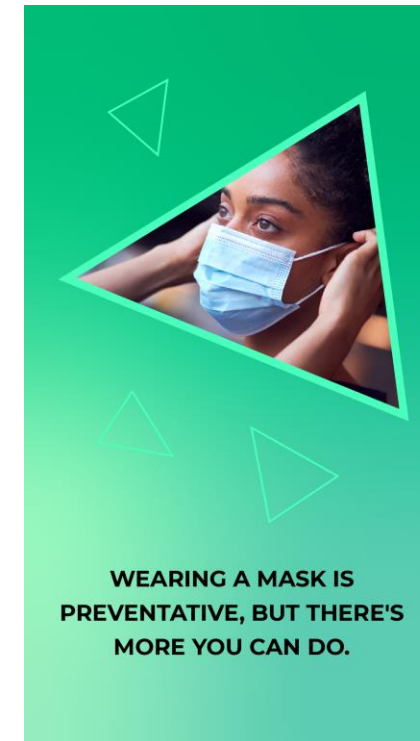
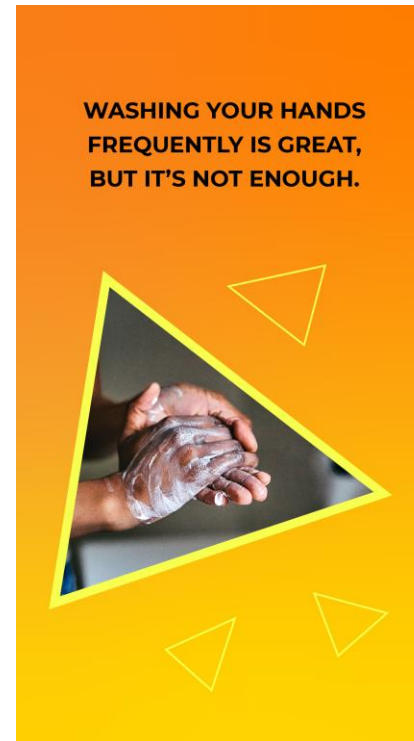
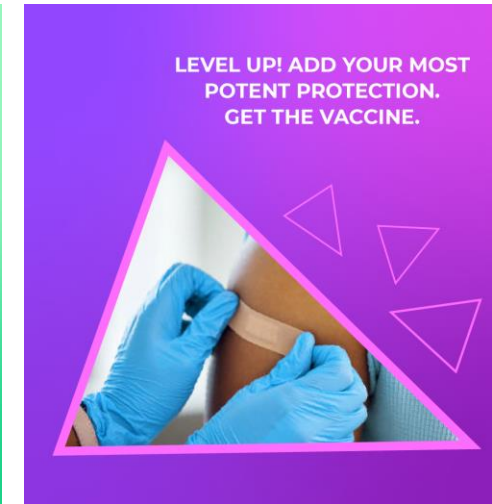
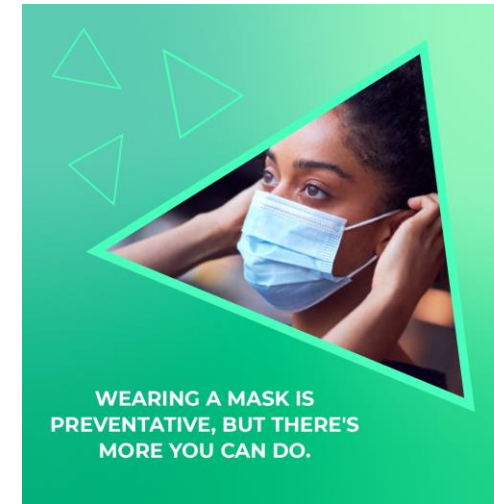
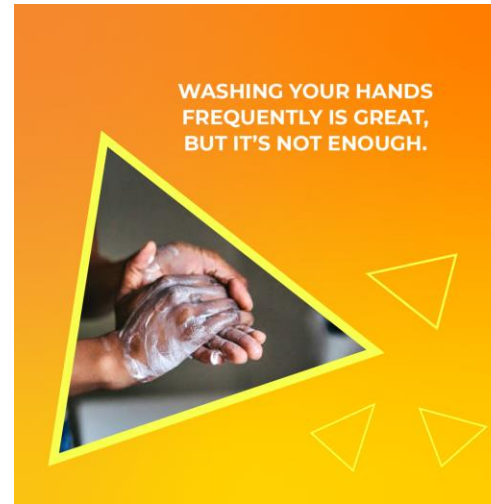
Misinformation Topic: *Higher standards of hygiene will protect Black people from COVID.*

SPECIFICATIONS



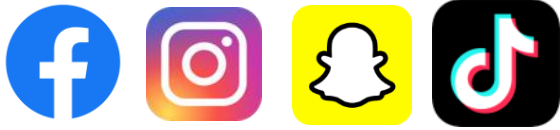
- **Social Media Platform:**
Instagram/Facebook/Snapchat
- **Asset File Name:**
 1. CDCF_Batch 2_T3E1_Static_1080x1080_1
 2. CDCF_Batch 2_T3E1_Static_1080x1080_2
 3. CDCF_Batch 2_T3E1_Static_1080x1080_3
 4. CDCF_Batch 2_T3E1_Static_1080x1920_1
 5. CDCF_Batch 2_T3E1_Static_1080x1920_2
 6. CDCF_Batch 2_T3E1_Static_1080x1920_3
- **Asset Type:** Static Carousel
- **Length:** 3 Images
- **Size:** 1080x1080 & 1080x1920
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.

CAROUSEL VERSIONS



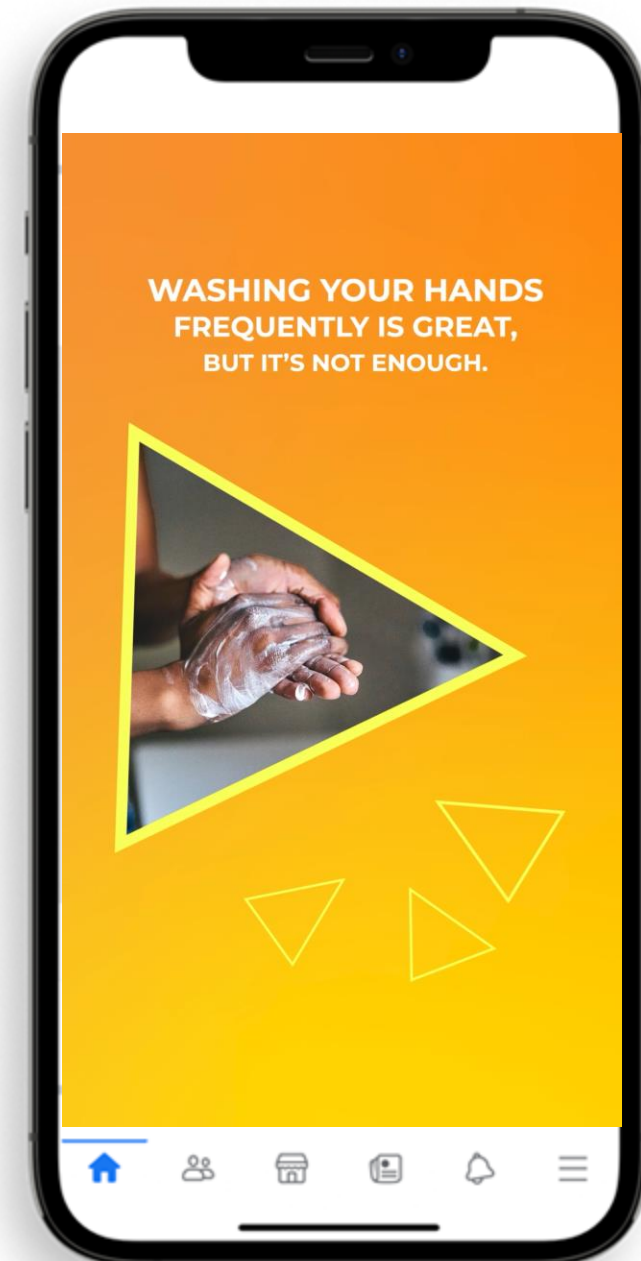
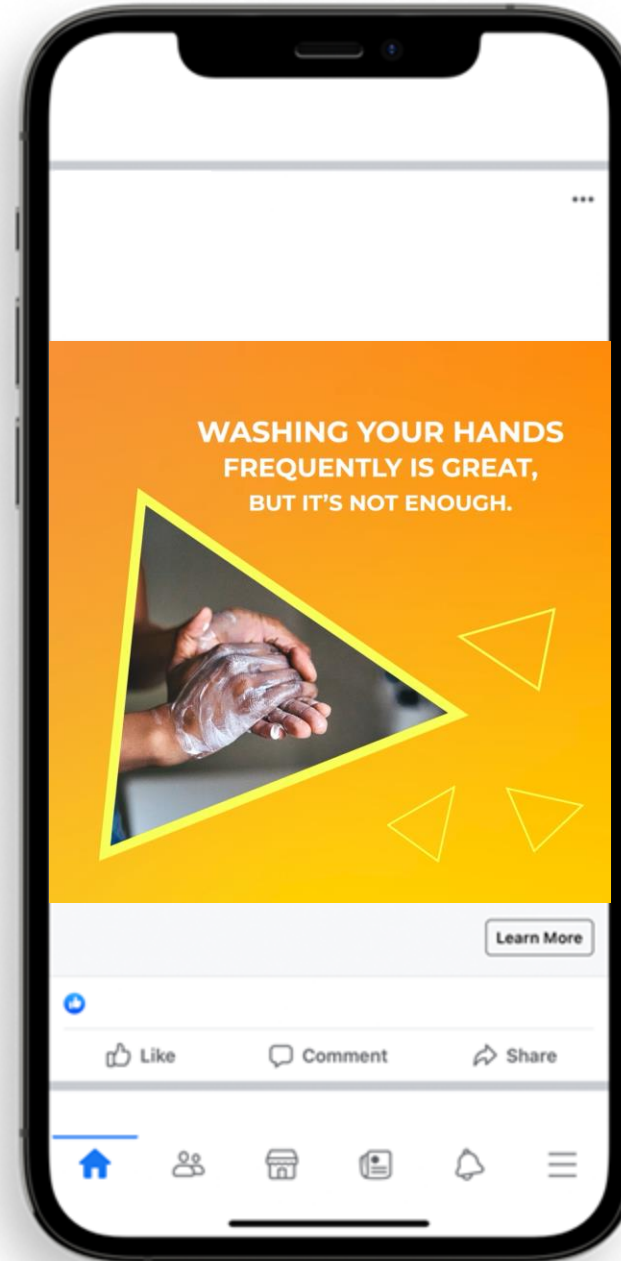
Misinformation Topic: *Higher standards of hygiene will protect Black people from COVID.*

SPECIFICATIONS



- **Social Media Platform:** Instagram/Facebook/Snapchat/TikTok
- **Asset File Name:**
 1. CDCF_Batch2_T3E1_1080x1080_final
 2. CDCF_Batch2_T3E1_1080x1920_final
- **Asset Type:** Animation Video
- **Length:** 15 seconds
- **Size:** 1080x1080 & 1080x1920
- **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.

ANIMATED VERSIONS



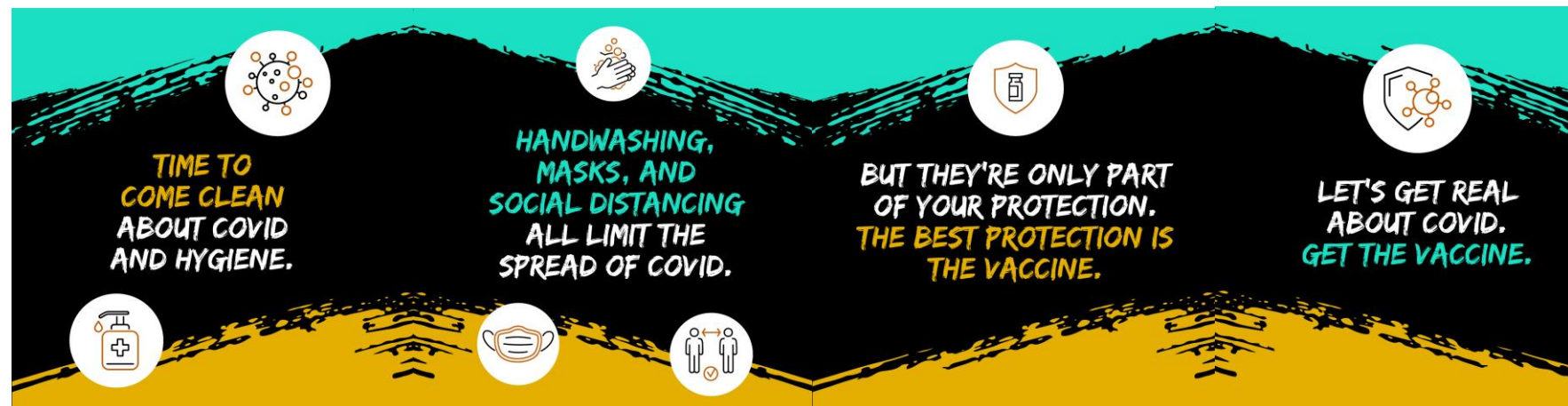
Misinformation Topic: *Higher standards of hygiene will protect Black people from COVID.*

CAROUSEL VERSIONS

SPECIFICATIONS

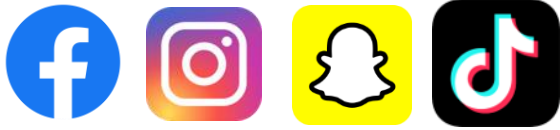


- **Social Media Platform:** Instagram & Facebook
- **Asset File Name:**
 1. CDCF_Batch 2_T3E2_Static_1080x1080_1
 2. CDCF_Batch 2_T3E2_Static_1080x1080_2
 3. CDCF_Batch 2_T3E2_Static_1080x1080_3
 4. CDCF_Batch 2_T3E2_Static_1080x1080_4
 5. CDCF_Batch 2_T3E2_Static_1080x1920_1
 6. CDCF_Batch 2_T3E2_Static_1080x1920_2
 7. CDCF_Batch 2_T3E2_Static_1080x1920_3
 8. CDCF_Batch 2_T3E2_Static_1080x1920_4
- **Asset Type:** Static Carousel
- **Length:** 4 Images
- **Size:** 1080x1080 & 1080x1920
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.



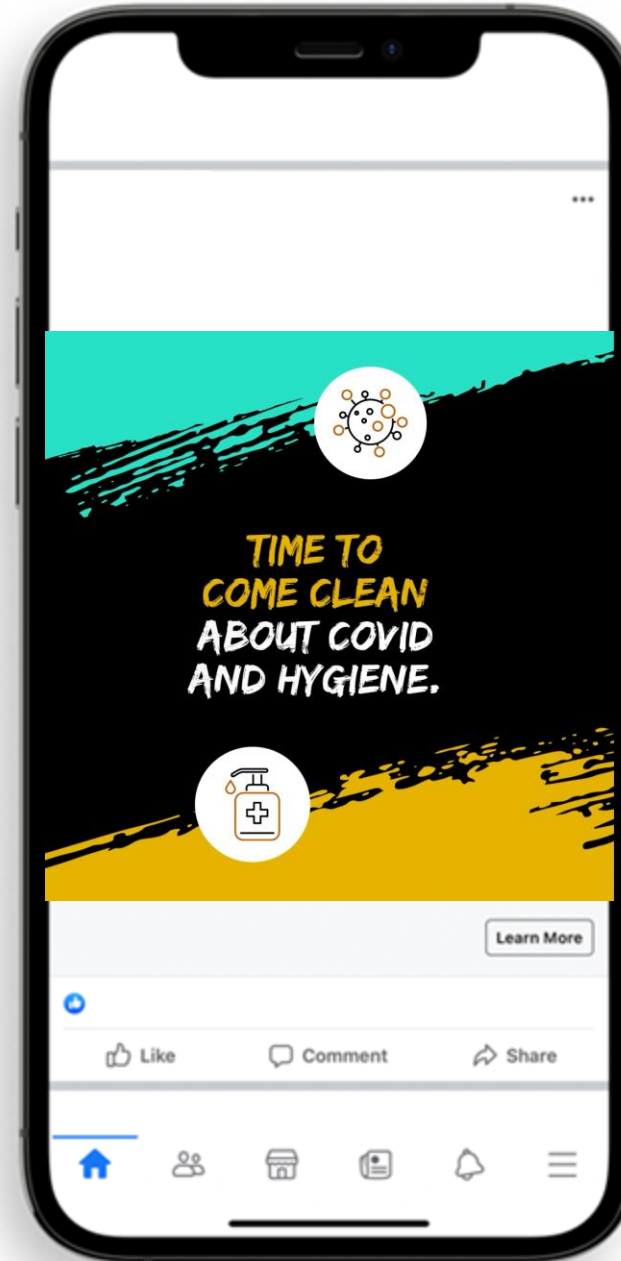
Misinformation Topic: *Higher standards of hygiene will protect Black people from COVID.*

SPECIFICATIONS



- **Social Media Platform:**
Instagram/Facebook/Snapchat/TikTok
- **Asset File Name:**
 1. CDCF_Batch2_T3E2_1080x1080_final
 2. CDCF_Batch2_T3E2_1080x1920_final
- **Asset Type:** Animation Video
- **Length:** 15 seconds
- **Size:** 1080x1080 & 1080x1920
- **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.

ANIMATED VERSIONS



Misinformation Topic: *Higher standards of hygiene will protect Black people from COVID.*

CAROUSEL VERSIONS

SPECIFICATIONS



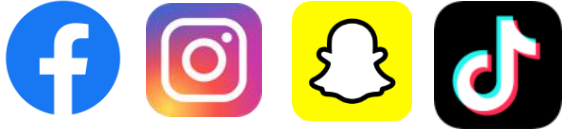
- **Social Media Platform:** Instagram/Facebook/Snapchat
- **Asset File Name:**
 1. CDCF_Batch 2_T3E3_Static_1080x1080_1
 2. CDCF_Batch 2_T3E3_Static_1080x1080_2
 3. CDCF_Batch 2_T3E3_Static_1080x1080_3
 4. CDCF_Batch 2_T3E3_Static_1080x1920_1
 5. CDCF_Batch 2_T3E3_Static_1080x1920_2
 6. CDCF_Batch 2_T3E3_Static_1080x1920_3
- **Asset Type:** Static Carousel
- **Length:** 3 Images
- **Size:** 1080x1080 & 1080x1920
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.



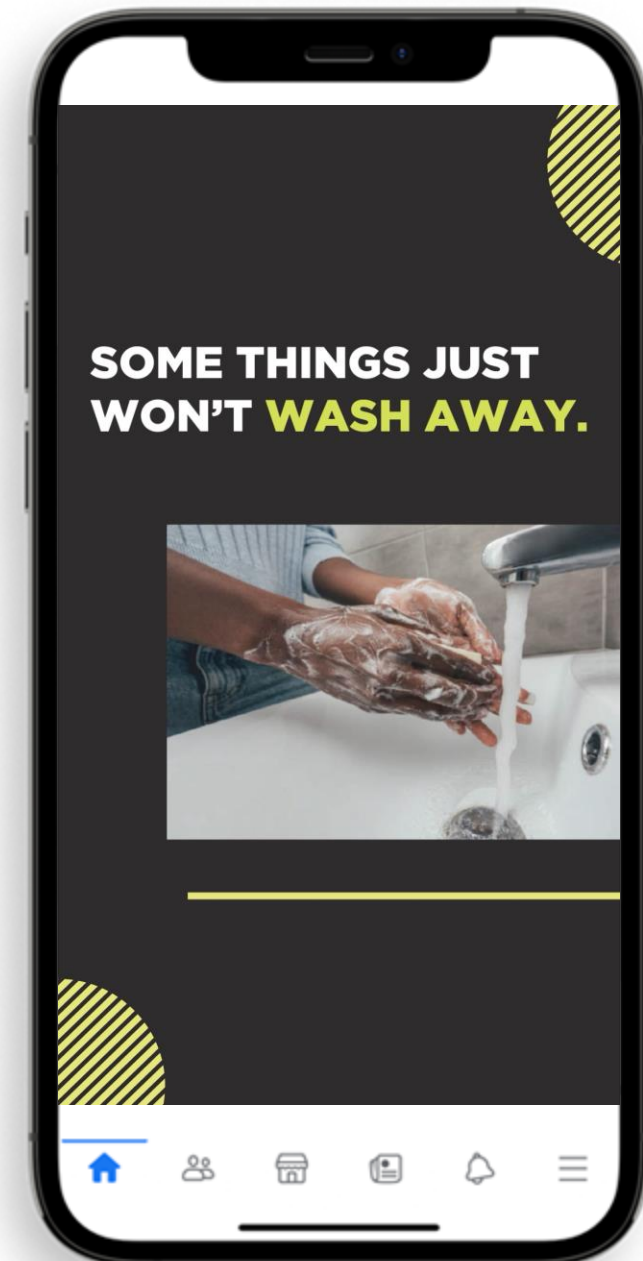
Misinformation Topic: *Higher standards of hygiene will protect Black people from COVID.*

ANIMATED VERSIONS

SPECIFICATIONS

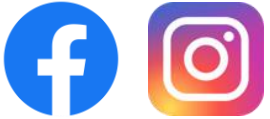


- **Social Media Platform:** Instagram/Facebook/Snapchat/TikTok
- **Asset File Name:**
 1. CDCF_Batch2_T3E3_1080x1080_final
 2. CDCF_Batch2_T3E3_1080x1920_final
- **Asset Type:** Animation Video
- **Length:** 12 seconds
- **Size:** 1080x1080 & 1080x1920
- **Photo Licensing:** Standard royalty free stock 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.

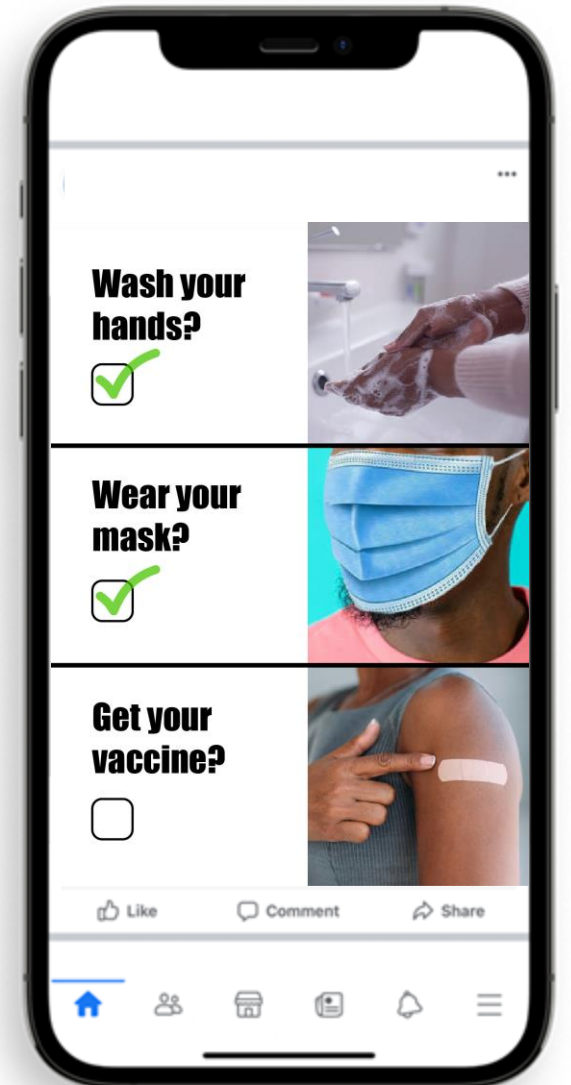
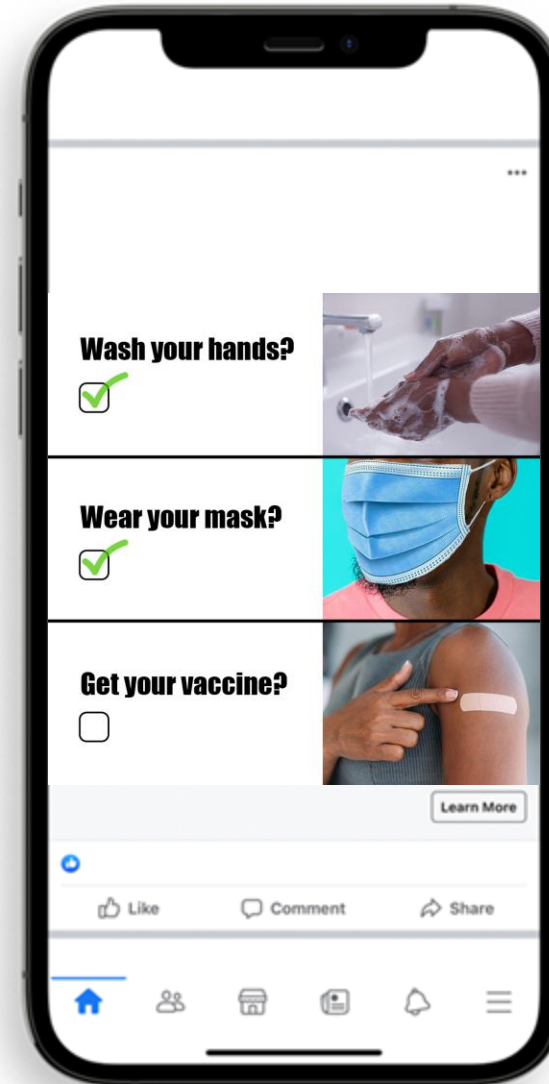


Misinformation Topic: *Higher standards of hygiene will protect Black people from COVID.*

SPECIFICATIONS



- **Social Media Platform:** Instagram & Facebook
- **Asset File Name:**
 1. CDCF_Batch 2_T3E4_Static_1080x1080
 2. CDCF_Batch 2_T3E4_Static_1080x1920
- **Asset Type:** Static JPEG Image
- **Length:** 1 Image
- **Size:** 1080x1080 & 1080x1920
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.



Misinformation Topic #4

The vaccine isn't necessary if we rely on cultural knowledge and remedies.

A belief that cultural knowledge and remedies replace getting the COVID vaccine.

Misinformation Topic: *The vaccine isn't necessary if we rely on cultural knowledge and remedies.*

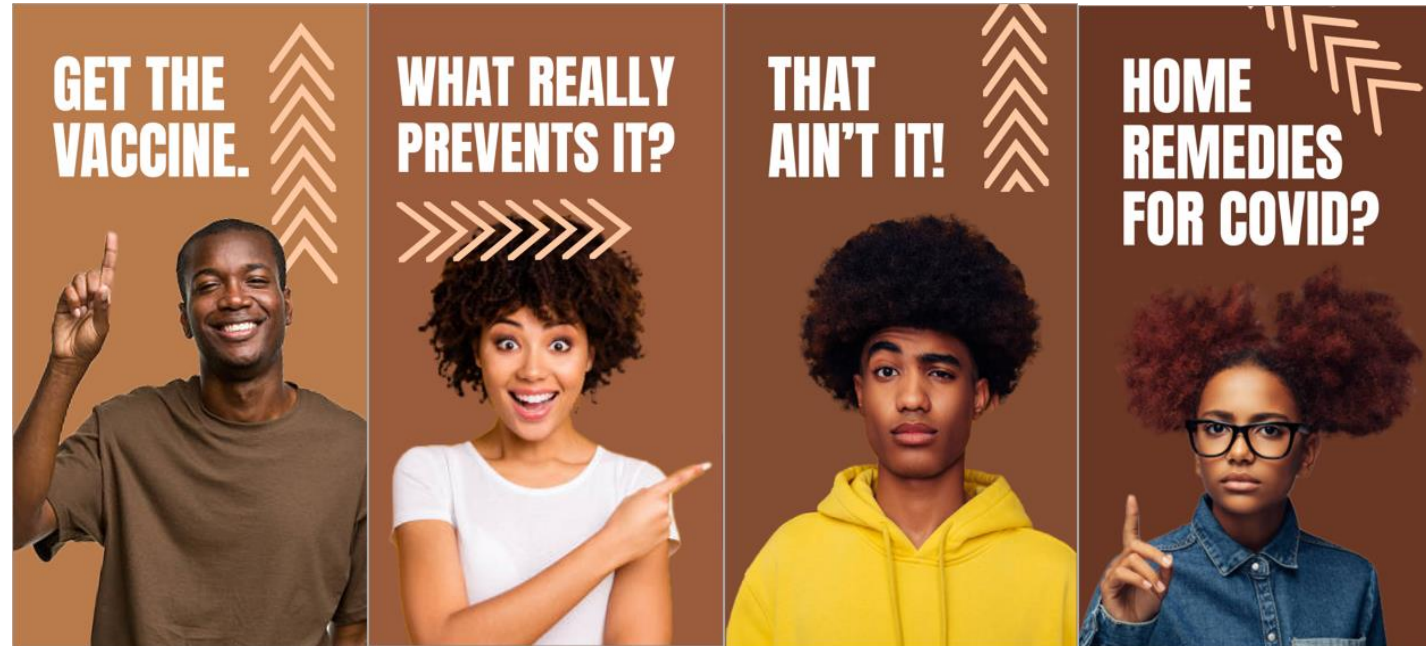
CAROUSEL VERSIONS



SPECIFICATIONS



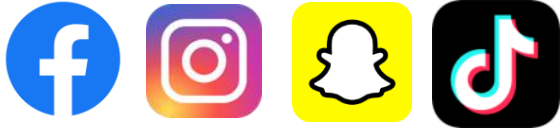
- **Social Media Platform:**
Instagram, Facebook, Snapchat
- **Asset File Name:**
 1. CDCF_Batch 2_T4E1_Static_1
 2. CDCF_Batch 2_T4E1_Static_2
 3. CDCF_Batch 2_T4E1_Static_3
 4. CDCF_Batch 2_T4E1_Static_4
- **Asset Type:** Static Carousel
- **Length:** 4 Images
- **Size:** 1080x1920
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.



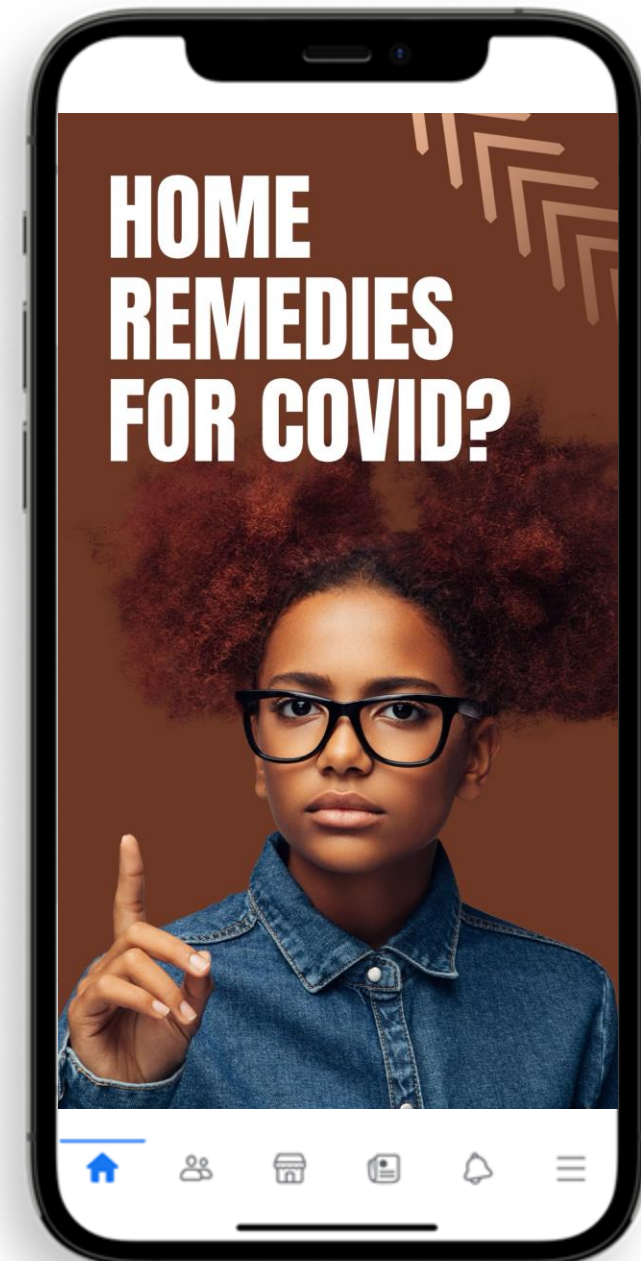
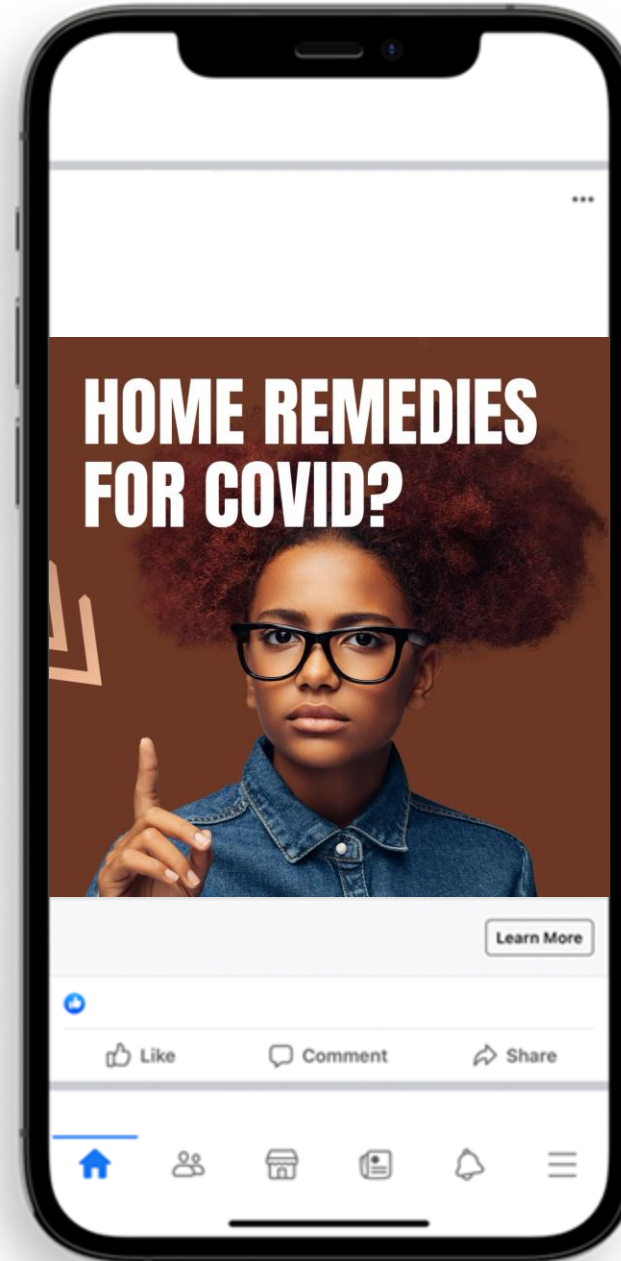
Misinformation Topic: *Higher standards of hygiene will protect Black people from COVID.*

ANIMATED VERSIONS

SPECIFICATIONS



- **Social Media Platform:**
Instagram/Facebook/Snapchat
- **Asset File Name:**
 1. CDCF_Batch 2_T4E1_1080x1080
 2. CDCF_Batch2_T4E1_1080x1920
- **Asset Type:** Animation Video
- **Length:** 12 seconds
- **Size:** 1080x1080 & 1080x1920
- **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 vaccine isn't necessary if we rely on cultural knowledge and remedies.*

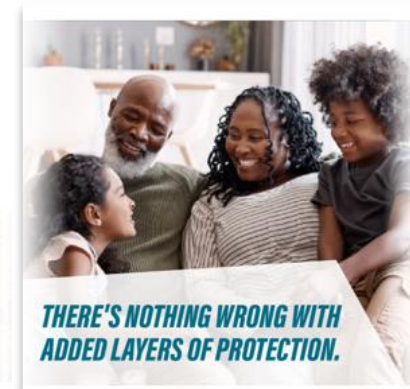
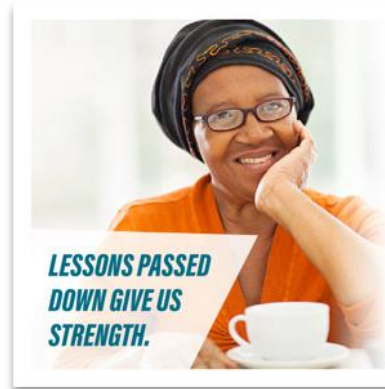
CAROUSEL VERSIONS



SPECIFICATIONS



- **Social Media Platform:**
Instagram/Facebook/Snapchat
- **Asset File Name:**
 1. CDCF_Batch 2_T4E2_Static_1080x1080_1
 2. CDCF_Batch 2_T4E2_Static_1080x1080_2
 3. CDCF_Batch 2_T4E2_Static_1080x1080_3
 4. CDCF_Batch 2_T4E2_Static_1080x1080_4
 5. CDCF_Batch 2_T4E2_Static_1080x1920_1
 6. CDCF_Batch 2_T4E2_Static_1080x1920_2
 7. CDCF_Batch 2_T4E2_Static_1080x1920_3
 8. CDCF_Batch 2_T4E2_Static_1080x1920_4
- **Asset Type:** Static Carousel
- **Length:** 4 Images
- **Size:** 1080x1080, 1080x1920
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.

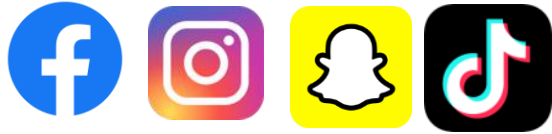


Misinformation Topic: *The vaccine isn't necessary if we rely on cultural knowledge and remedies.*

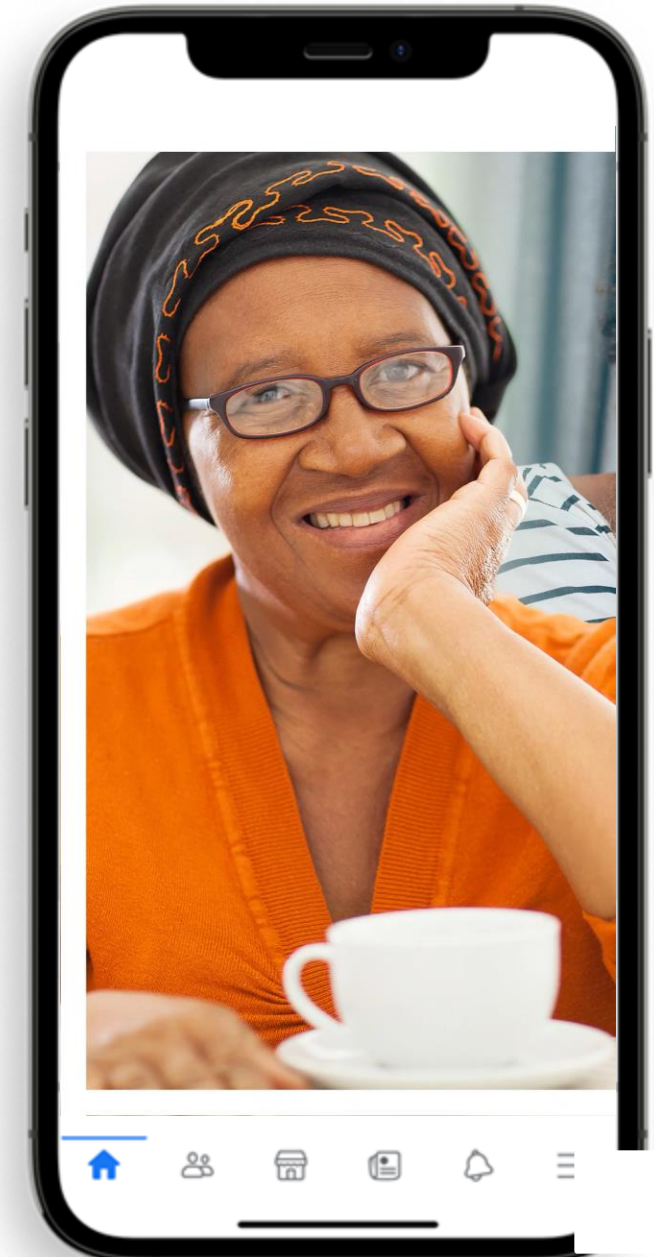
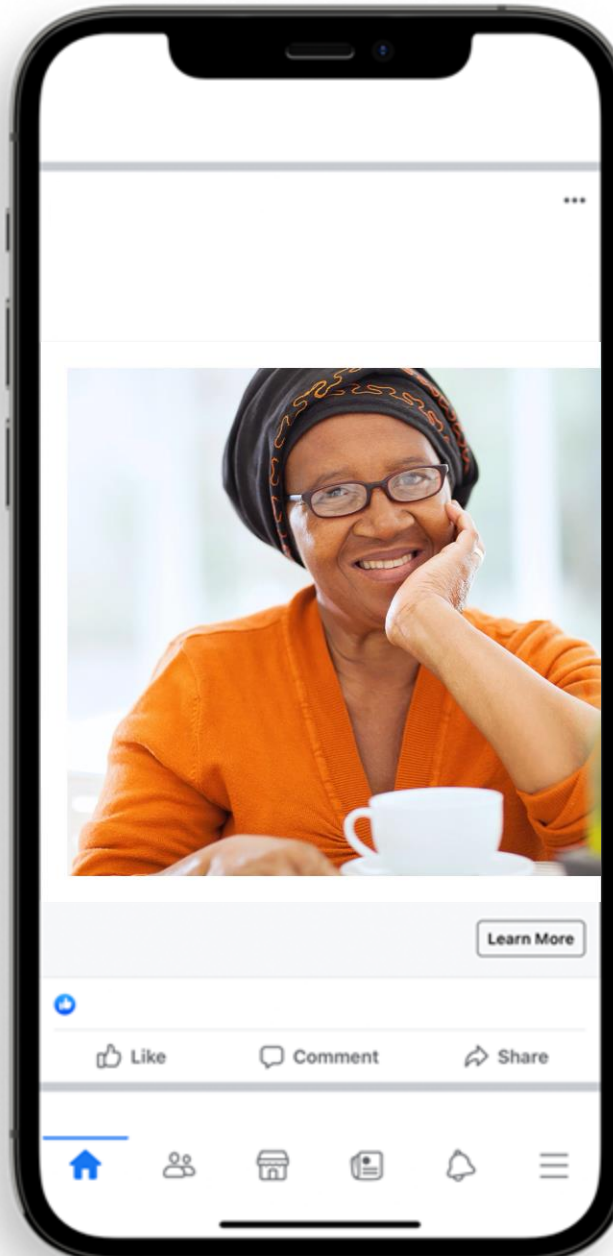
ANIMATED VERSIONS



SPECIFICATIONS



- **Social Media Platform:**
Instagram/Facebook,/Snapchat
- **Asset File Name:**
 1. CDCF_Batch 2_T4E2_1080x1080
 2. CDCF_Batch 2_T4E2_1080x1920
- **Asset Type:** Animation Video
- **Length:** 18 seconds
- **Size:** 1080x1080, 1080x1920
- **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 vaccine isn't necessary if we rely on cultural knowledge and remedies.*

SPECIFICATIONS



- **Social Media Platform:** Instagram/Facebook/Snapchat
- **Asset File Name:**
 1. CDCF_Batch 2_T4E3_Static_1080x1080_1
 2. CDCF_Batch 2_T4E3_Static_1080x1080_2
 3. CDCF_Batch 2_T4E3_Static_1080x1080_3
 4. CDCF_Batch 2_T4E3_Static_1080x1920_1
 5. CDCF_Batch 2_T4E3_Static_1080x1920_2
 6. CDCF_Batch 2_T4E3_Static_1080x1920_3
- **Asset Type:** Static Carousel
- **Length:** 3 Images
- **Size:** 1080x1080 & 1080x1920
- **Photo Licensing:** Standard royalty free stock imagery. Unlimited, worldwide, non-exclusive use in perpetuity.

CAROUSEL VERSIONS



Misinformation Topic: *The vaccine isn't necessary if we rely on cultural knowledge and remedies.*

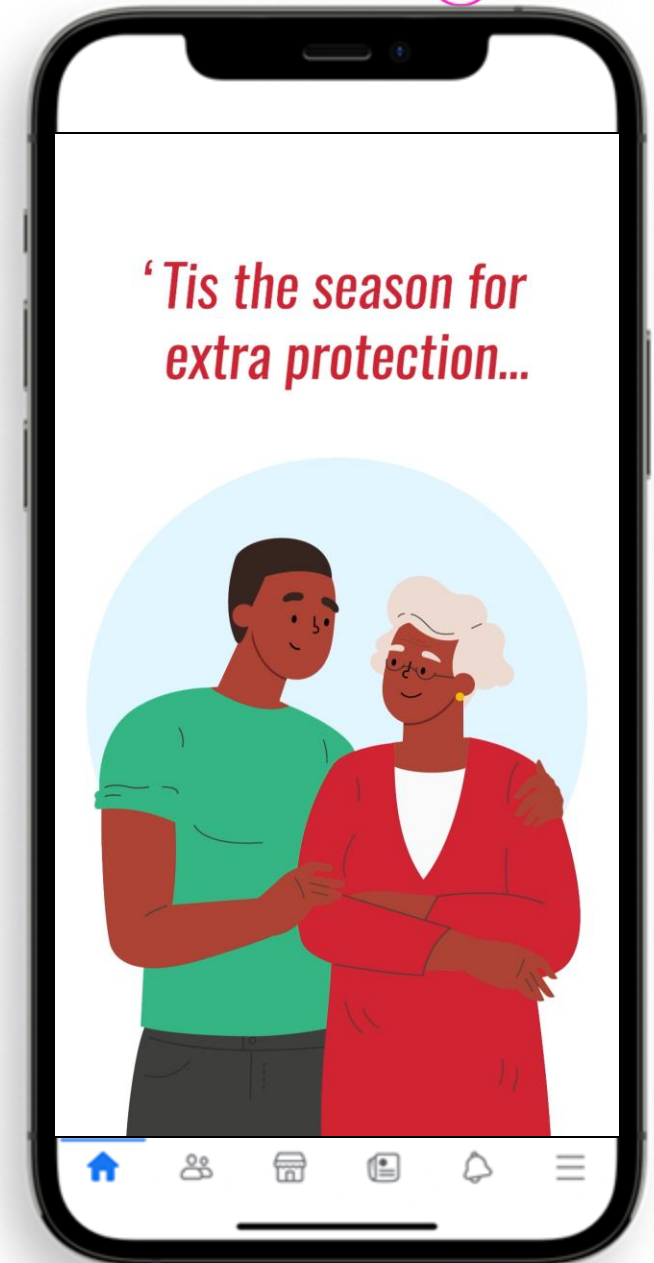
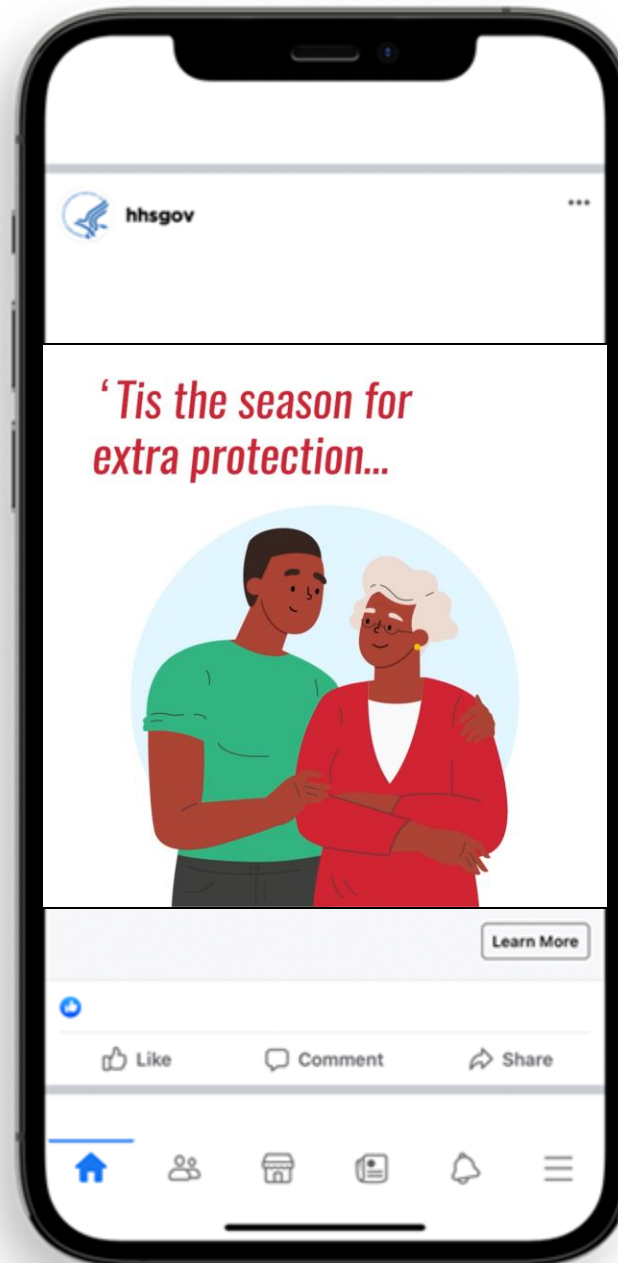
ANIMATED VERSIONS



SPECIFICATIONS



- **Social Media Platform:** Instagram & Facebook, Snapchat
- **Asset File Name:**
 1. CDCF_Batch2_T4E3_1080x1080_final
 2. CDCF_Batch2_T4E3_1080x1920_final
- **Asset Type:** Animation Video
- **Length:** 10 Seconds
- **Size:** 1080x1080 & 1080x1920
- **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.

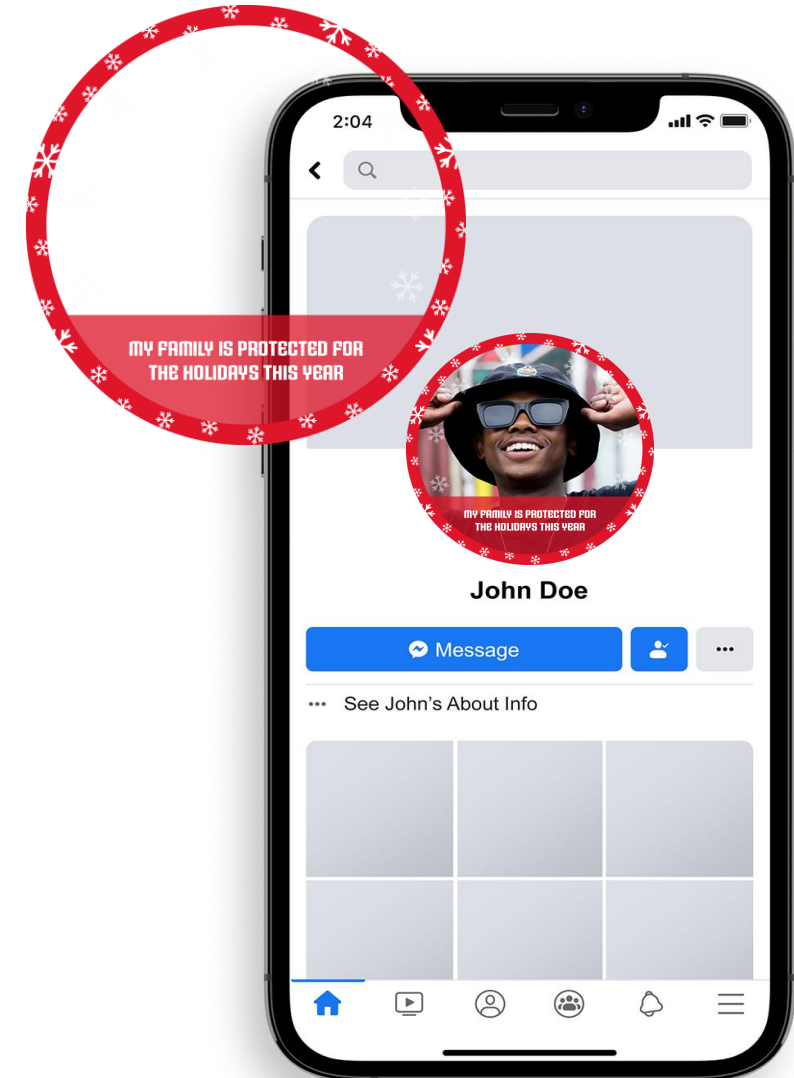
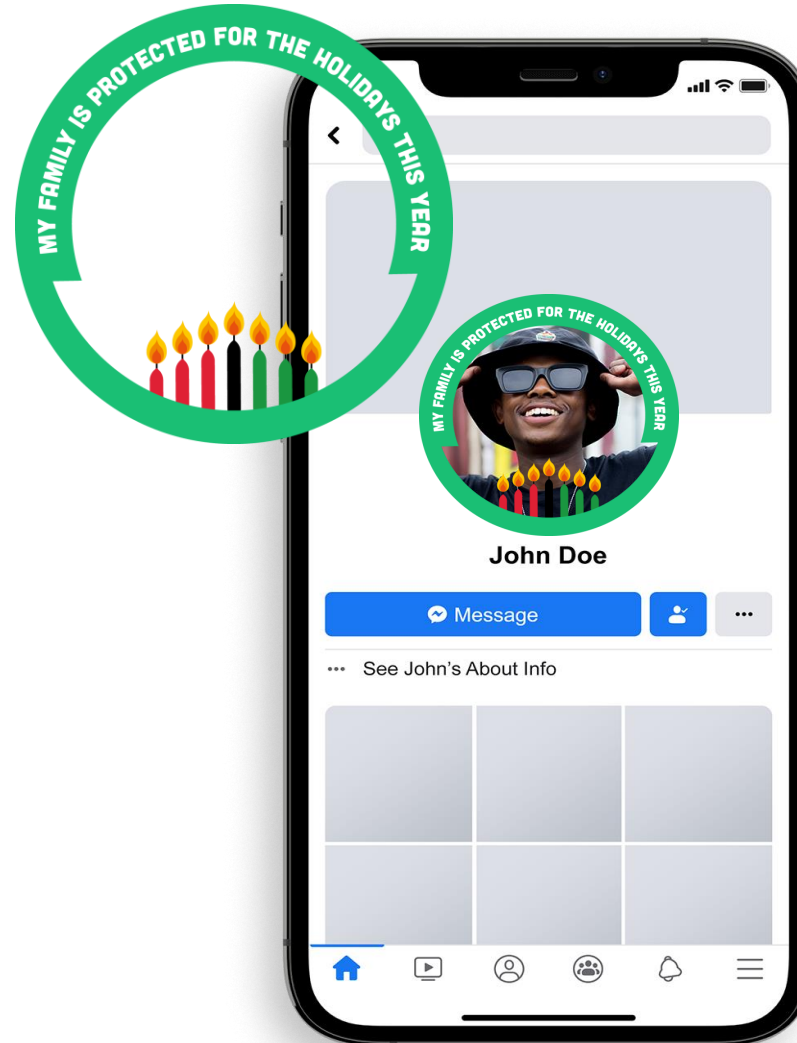


FACEBOOK FRAMES

SPECIFICATIONS



- **Social Media Platform:** Facebook
- **Asset File Name:**
 1. CDCF_Batch 2_T4E4_Frame 1
 2. CDCF_Batch 2_T4E5_Frame 2
- **Asset Type:** Facebook Frames
- **Length:** 2 Frame Options
- **Size:** 183 x 183





Do You Have Questions About The Playbook for Debunking Misinformation?

Kristina Brown-Watts

KBrownWatts@CultureOneWorld.com