



CREATIVE MARKETING RESOURCES

CREATIVE USER GUIDE

CDCF BATCH 2

SUMMARY

This is a comprehensive guide to assist you with loading all the creative content to your various platforms. Please note that 1080x1080 images and videos can be used on Facebook and Instagram News Feeds, while 1080x1920 images and videos can be used on Facebook and Instagram Stories as well as stand-alone videos on Snapchat & TikTok.

Table of Contents

Misinformation Topic 1: Natural Immunity	1
Execution 1: Video	1
Execution 2: Carousel Static Image & Animation Video	2
Execution 3: Carousel Static Image & Animation Video	4
Misinformation Topic 2: Breakthrough cases prove that the vaccine isn't helping.	6
Execution 1: Horizontal Video	6
Execution 2: Carousel Static Image & Animation Video	7
Execution 3: Carousel Static Image & Animation Video	9
Misinformation Topic 3: Higher standards of hygiene will protect Black people from COVID.	11
Execution 1: Carousel Static Image & Animation Video	11
Execution 2: Carousel Static Image & Animation Video	13
Execution 3: Carousel Static Image & Animation Video	15
Execution 4: Static Meme Image	17
Misinformation Topic 4: The vaccine isn't necessary if we rely on cultural knowledge and remedies.....	18
Execution 1: Carousel Static Image & Animation Video	18
Execution 2: Carousel Static Image & Animation Video	20
Execution 2: Static Carousel.....	22
Facebook Frames	24
Glossary and Terms.....	25
Organic Social Media.....	25
Paid Social Media	25
Carousel Posts.....	25
Animation Video	25
Static Media	25
Appendix A: YouTube User Guide.....	26
Step 1	26
Step 2	27
Step 3	27
Step 4	28
Step 5	28
Step 6	28
Step 7	29
Step 8	30
Step 9	30

Misinformation Topic 1: Natural Immunity

Execution 1: Video



1080x1080



1080x1920

This video can be used on Facebook & Instagram and is a part of a series of social images that dispel the COVID-19 vaccine misinformation prevalent in the Black community.

Ways to use the video:

- Upload the video organically on your organization's social pages or channels mentioned above.
- Use this content as a paid ad on any of these same social sites

Add your own words to the caption!

- Add a call to action to get vaccinated.
- Add a link to a local vaccination event
- Add a link to your website or a partner website

See playbook (PDF) for more details. To see how to add closed captioning, please refer to the [YouTube Captions Walkthrough](#).

Execution 2: Carousel Static Image & Animation Video



1080x1080



1080x1920

Please note that 1080x1080 images and videos can be used on Facebook and Instagram News Feeds, while 1080x1920 images and videos can be used on Facebook and Instagram Stories as well as stand-alone videos on Snapchat & TikTok.

This carousel static image and animation video can be used on Facebook, Instagram, and Snapchat and is a part of a series of social images that dispel the COVID-19 vaccine misinformation prevalent in the Black community.

Ways to use the carousel images:

- Post the carousel static images organically on your organization's social pages or channels mentioned above.
- Use **one** of the panels as a paid ad on these same social sites. Here is a panel example:



Ways to use the animation videos:

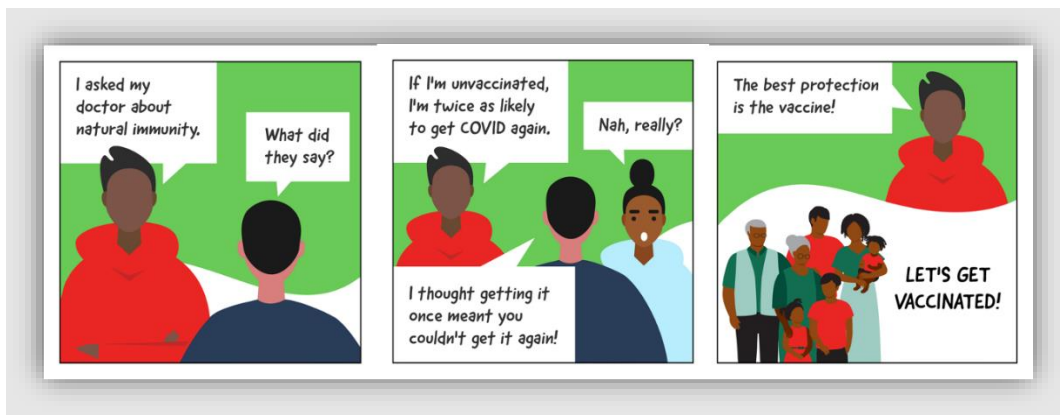
- In addition to the social media platforms above, TikTok can be utilized for animation videos such as this one.
- Post the animated video organically on your organization's social pages or channels mentioned above.
- Use this content as a paid ad on any of these same social sites

Add your own words to the caption!

- Add a call to action to get vaccinated.
- Add a link to a local vaccination event
- Add a link to your website or a partner website

See playbook (PDF) for more details.

Execution 3: Carousel Static Image & Animation Video



1080x1080



1080x1920

Please note that 1080x1080 images and videos can be used on Facebook and Instagram News Feeds, while 1080x1920 images and videos can be used on Facebook and Instagram Stories as well as stand-alone videos on Snapchat & TikTok.

This carousel static image and animation video can be used on Facebook, Instagram, and Snapchat and is a part of a series of social images that dispel the COVID-19 vaccine misinformation prevalent in the Black community.

Ways to use the carousel images:

- Post the carousel static images organically on your organization's social pages or channels mentioned above.
- Use this content as a paid ad on any of these same social sites
- Use **one** of the panels as a paid ad on these same social sites. Here is a panel example:



Ways to use the animation videos:

- In addition to the social media platforms above, TikTok can be utilized for animation videos such as this one.
- Post the animated video organically on your organization's social pages or channels mentioned above.
- Use this content as a paid ad on any of these same social sites

Add your own words to the caption!

- Add a call to action to get vaccinated.
- Add a link to a local vaccination event
- Add a link to your website or a partner website

See playbook (PDF) for more details.

Misinformation Topic 2: Breakthrough cases prove that the vaccine isn't helping.

Execution 1: Horizontal Video



This video can be used on YouTube and is a part of a series of social images that dispel the COVID-19 vaccine misinformation prevalent in the Black community.

Ways to use the video:

- Post the video organically on your organization's social pages or channels mentioned above.
- Use this content as a paid ad on any of these same social sites

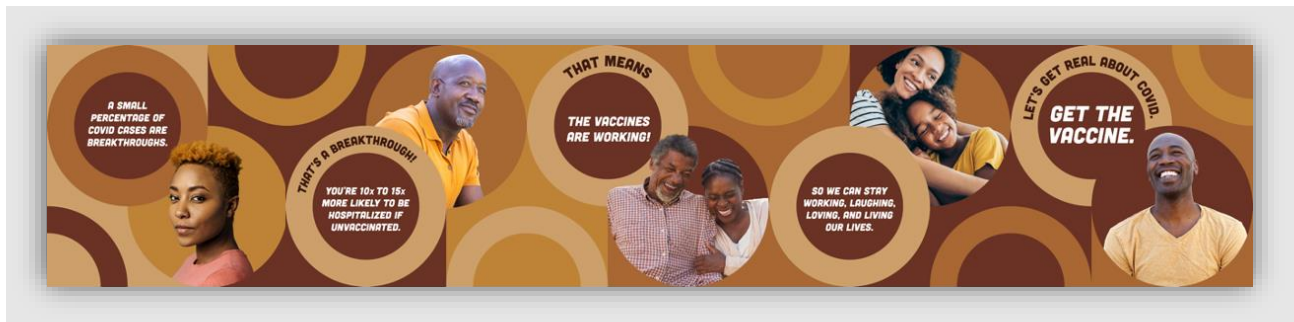
**This video can be used on Facebook and Instagram; however, this video is best optimized for YouTube*

Add your own words to the caption!

- Add a call to action to get vaccinated.
- Add a link to a local vaccination event
- Add a link to your website or a partner website

See playbook (PDF) for more details. To see how to add closed captioning, please refer to the [YouTube Captions Walkthrough](#).

Execution 2: Carousel Static Image & Animation Video



1080x1080



1080x1920

Please note that 1080x1080 images and videos can be used on Facebook and Instagram News Feeds, while 1080x1920 images and videos can be used on Facebook and Instagram Stories as well as stand-alone videos on Snapchat & TikTok.

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Ways to use the carousel images:

- Post the carousel static images organically on your organization's social pages or channels mentioned above.
- Use this content as a paid ad on any of these same social sites
- Use **one** of the panels as a paid ad on these same social sites. Here is a panel example:



Ways to use the animation videos:

- In addition to the social media platforms above, TikTok can be utilized for animation videos such as this one.
- Post the animated video organically on your organization's social pages or channels mentioned above.
- Use this content as a paid ad on any of these same social sites

Add your own words to the caption!

- Add a call to action to get vaccinated.
- Add a link to a local vaccination event
- Add a link to your website or a partner website

See playbook (PDF) for more details.

Execution 3: Carousel Static Image & Animation Video



1080x1080



1080x1920

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Ways to use the animation videos:

- In addition to the social media platforms above, TikTok can be utilized for animation videos such as this one.
- Post the animated video organically on your organization's social pages or channels mentioned above.
- Use this content as a paid ad on these same social sites.

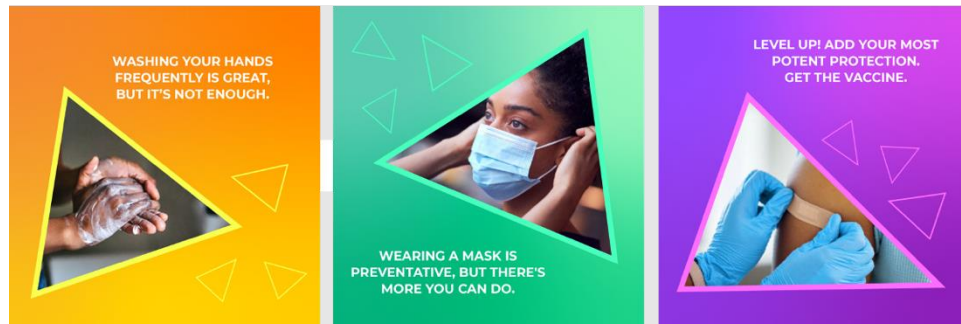
Add your own words to the caption!

- Add a call to action to get vaccinated.
- Add a link to a local vaccination event
- Add a link to your website or a partner website

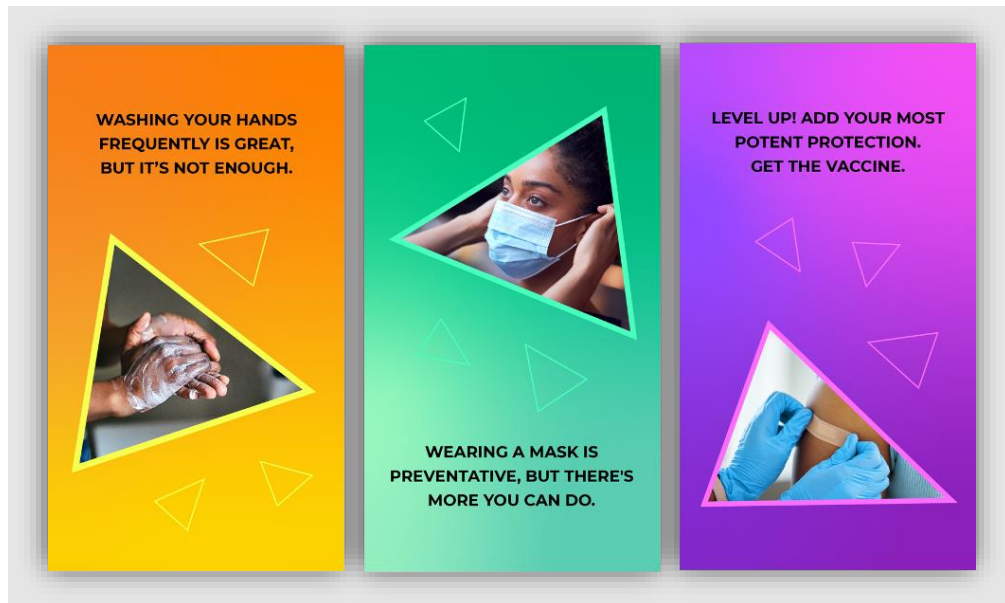
See playbook (PDF) for more details.

Misinformation Topic 3: Higher standards of hygiene will protect Black people from COVID.

Execution 1: Carousel Static Image & Animation Video



1080x1080



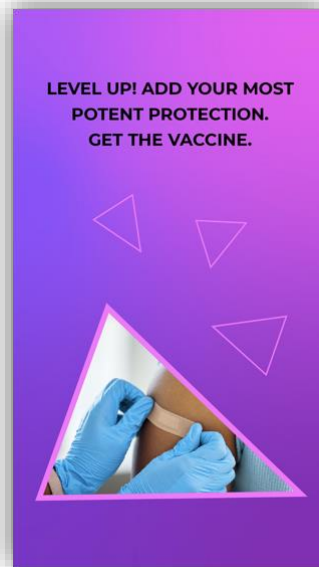
1080x1920

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Ways to use the carousel images:

- Post the carousel static images organically on your organization's social pages or channels mentioned above.
- Use this content as a paid ad on any of these same social sites
- Use **one** of the panels as a paid ad on these same social sites. Here is a panel example:



Ways to use the animation videos:

- In addition to the social media platforms above, TikTok can be utilized for animation videos such as this one.
- Post the animated video organically on your organization's social pages or channels mentioned above.
- Use this content as a paid ad on any of these same social sites

Add your own words to the caption!

- Add a call to action to get vaccinated.
- Add a link to a local vaccination event
- Add a link to your website or a partner website

Execution 2: Carousel Static Image & Animation Video



1080x1080



1080x1920

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- Use **one** of the panels as a paid ad on these same social sites. Here is a panel example:



Ways to use the animation videos:

- In addition to the social media platforms above, TikTok can be utilized for animation videos such as this one.
- Post the animated video organically on your organization's social pages or channels mentioned above.
- Use this content as a paid ad on any of these same social sites

Add your own words to the caption!

- Add a call to action to get vaccinated.
- Add a link to a local vaccination event
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Execution 3: Carousel Static Image & Animation Video



1080x1080



1080x1920

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- Use this content as a paid ad on any of these same social sites
- Use **one** of the panels as a paid ad on these same social sites. Here is a panel example:

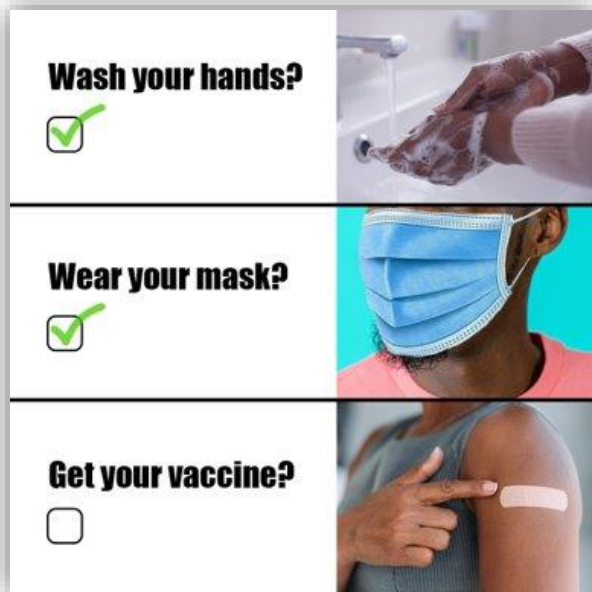


Ways to use the animation videos:

- In addition to the social media platforms above, TikTok can be utilized for animation videos such as this one.
- Post the animated video organically on your organization's social pages or channels mentioned above.
- Use this content as a paid ad on any of these same social sites

Add your own words to the caption!

- Add a call to action to get vaccinated.
- Add a link to a local vaccination event
- Add a link to your website or a partner website



1080x1080



1080x1920

This static image can be used on Facebook and Instagram as part of a series of social images that dispel the COVID-19 vaccine misinformation prevalent in the Black community.

Ways to use the carousel images:

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- Use this content as a paid ad on any of these same social sites

Add your own words to the caption!

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- Add a link to a local vaccination event
- Add a link to your website or a partner website

Misinformation Topic 4: The vaccine isn't necessary if we rely on cultural knowledge and remedies.

Execution 1: Carousel Static Image & Animation Video



1080x1920

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- Use **one** of the panels as a paid ad on these same social sites. Here is a panel example:



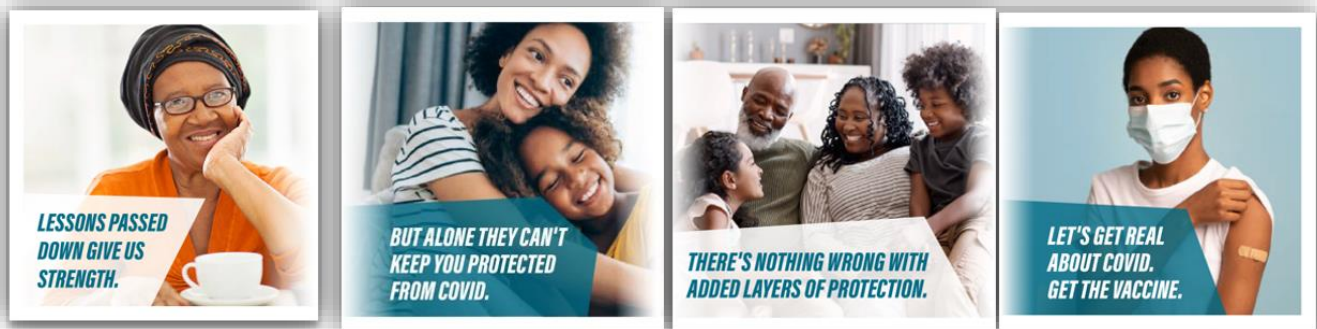
Ways to use the animation videos:

- In addition to the social media platforms above, TikTok can be utilized for animation videos such as this one.
- Post the animated video organically on your organization's social pages or channels mentioned above.
- Use this content as a paid ad on any of these same social sites

Add your own words to the caption!

- Add a call to action to get vaccinated.
- Add a link to a local vaccination event
- Add a link to your website or a partner website

Execution 2: Carousel Static Image & Animation Video



1080x1080



1080x1920

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- Use **one** of the panels as a paid ad on these same social sites. Here is a panel example:



Ways to use the animation videos:

- In addition to the social media platforms above, TikTok can be utilized for animation videos such as this one.
- Post the animated video organically on your organization's social pages or channels mentioned above.
- Use this content as a paid ad on any of these same social sites

Add your own words to the caption!

- Add a call to action to get vaccinated.
- Add a link to a local vaccination event
- Add a link to your website or a partner website

Execution 2: Static Carousel



1080x1080



1080x1920

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- Use **one** of the panels as a paid ad on these same social sites. Here is a panel example:



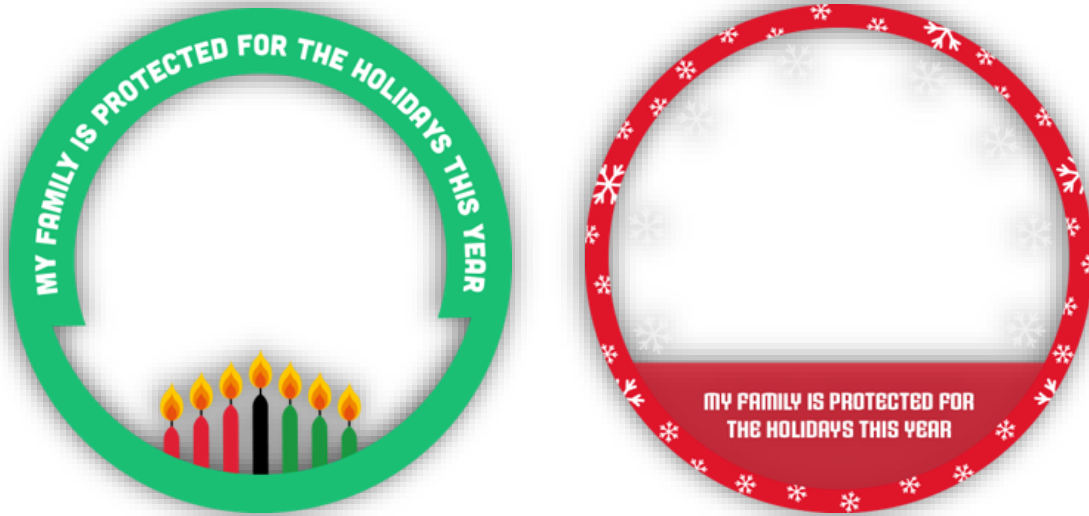
Ways to use the animation videos:

- In addition to the social media platforms above, TikTok can be utilized for animation videos such as this one.
- Post the animated video organically on your organization's social pages or channels mentioned above.
- Use this content as a paid ad on any of these same social sites

Add your own words to the caption!

- Add a call to action to get vaccinated.
- Add a link to a local vaccination event
- Add a link to your website or a partner website

Facebook Frames



183x183

This profile image frame can be used on Facebook and is a part of a series of social images that dispel the COVID-19 vaccine misinformation prevalent in the Black community.

How to use Facebook frames:

- Go to www.facebook.com/profilepicframes.
- Select a frame from the menu or search for the frame you want to use.
- Click "**Use as profile picture**" to save.
- You can also customize photos and videos that you [take with the Facebook camera](#).

Add your own words to the caption!

- Add a call to action to get vaccinated.
- Add a link to a local vaccination event
- Add a link to your website or a partner website

Glossary and Terms

Organic Social Media

A term that refers to any social media activity without a paid promotion. It uses free social media tools to build and engage with an online following.

Paid Social Media

A term that refers to anything on social media influenced by advertising dollars.

Carousel Posts

These are social media formats that combine multiple videos or images into a single post. Carousel posts and ads are most popular on Instagram and Facebook.

Animation Video

Videos that are created with original designs, drawings, illustrations, or computer-generated effects that have been made to move in an eye-catching way using any number of artistic styles.

Static Image

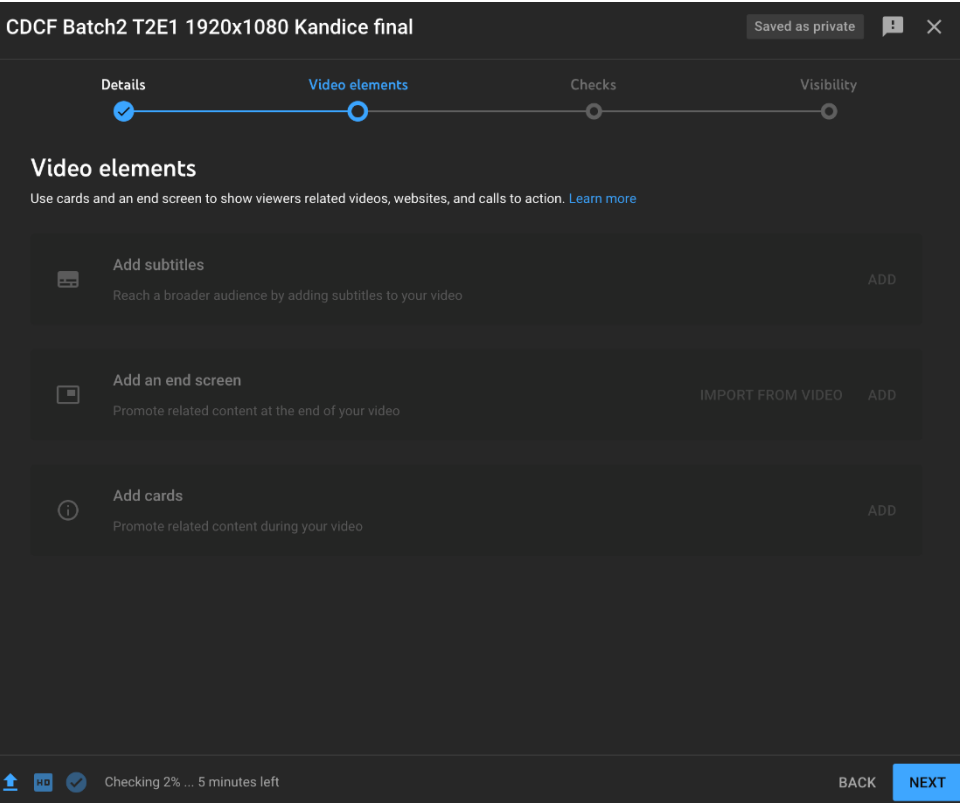
Content that doesn't change or move. For example, an advertisement in a newspaper or magazine is static because it remains printed.

Appendix A: YouTube User Guide

Step 1

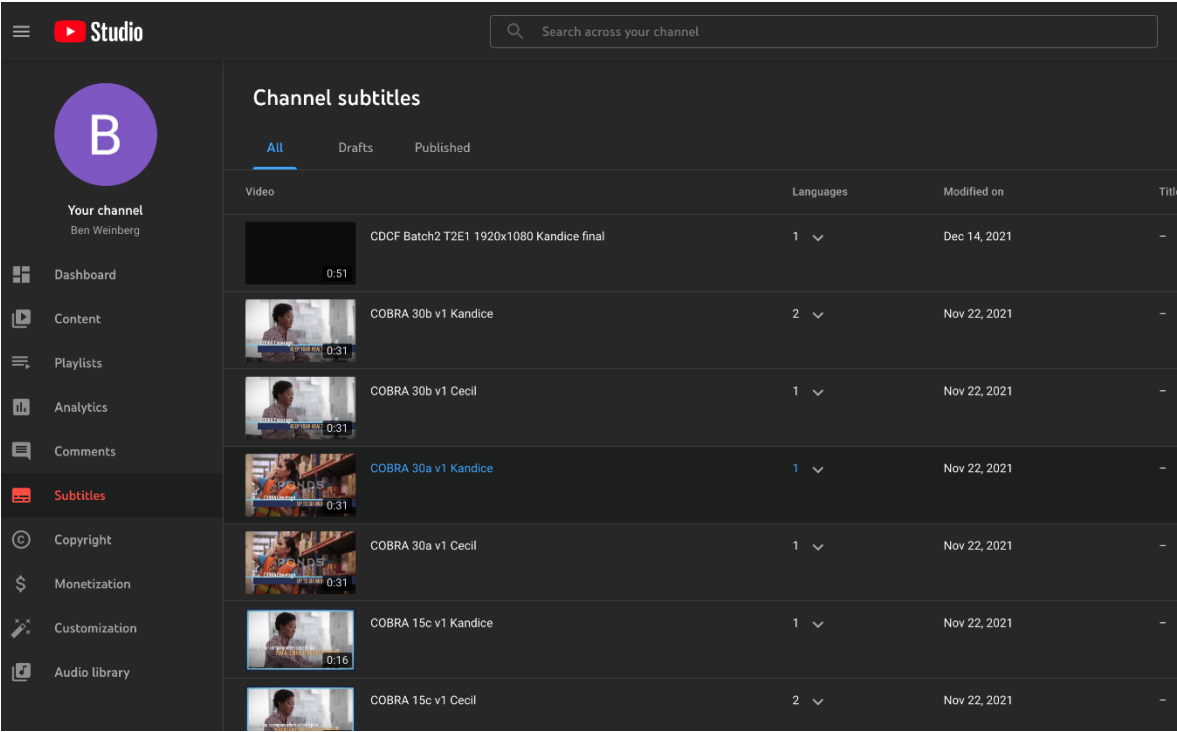
Upload your video to YouTube, click "**Next**," and navigate to the channel's homepage.

Note: The screen may have greyed out the "add subtitles" option. This option is not available until the video has been fully uploaded and processed, which can take a couple of minutes. Please do not worry about this component now, as we will address it later in these instructions.



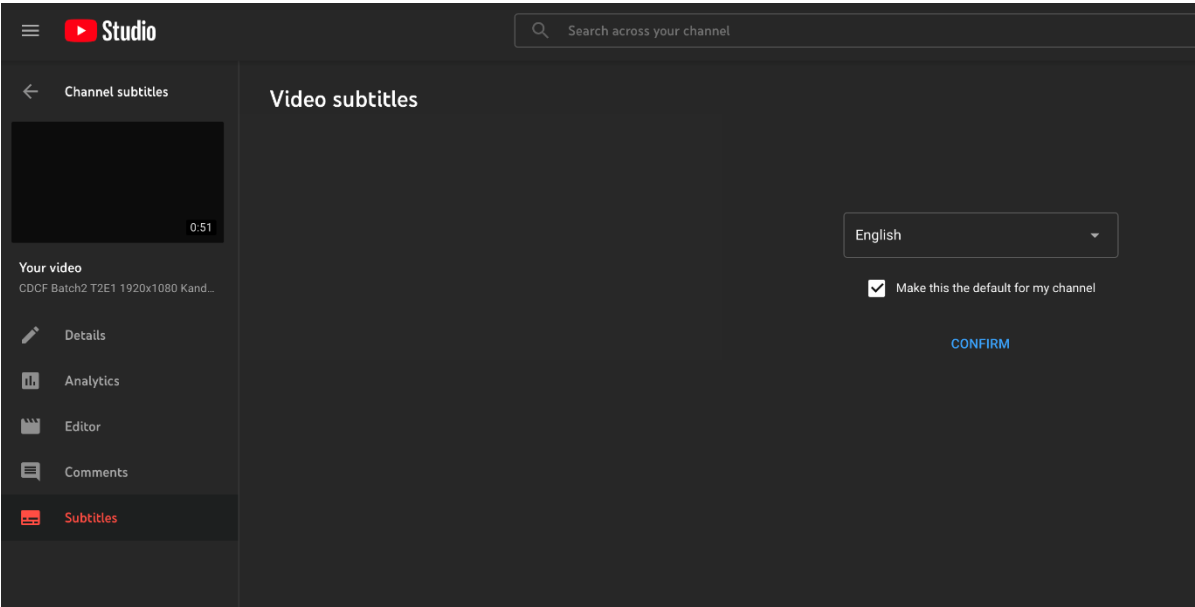
Step 2

From the channel dashboard, click on the **"Subtitles"** option on the left, then select the video for which you'd like to add subtitles.



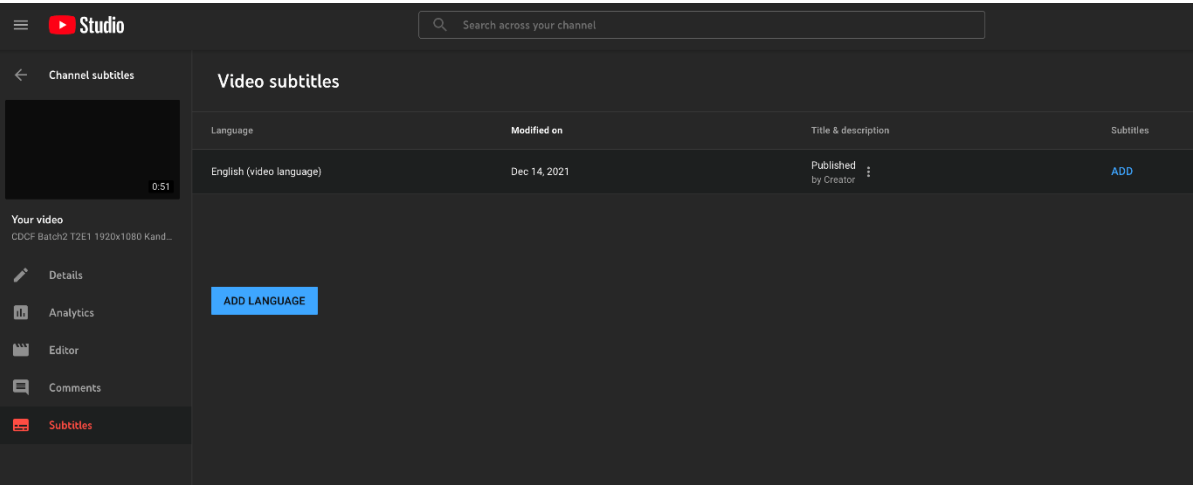
Step 3

YouTube will ask you to choose the subtitles language. Select English and click **"Confirm."**



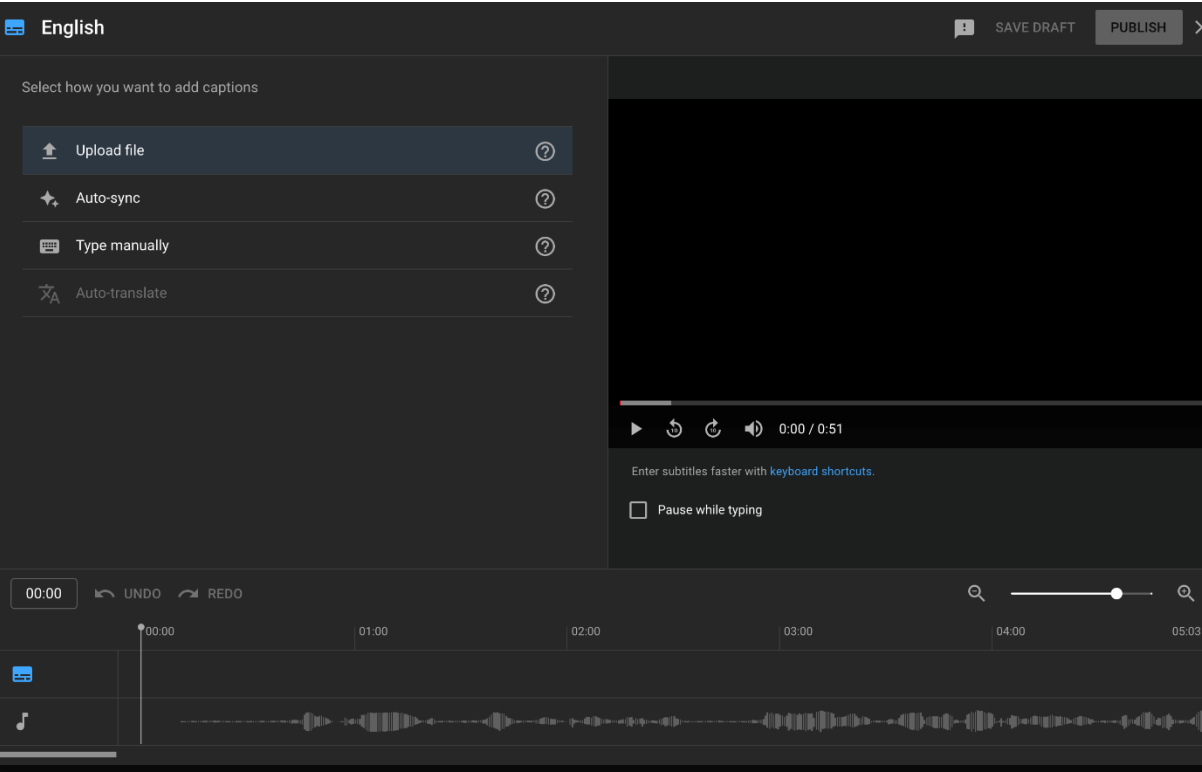
Step 4

Under the "subtitle" column on the far right, click "**ADD.**"



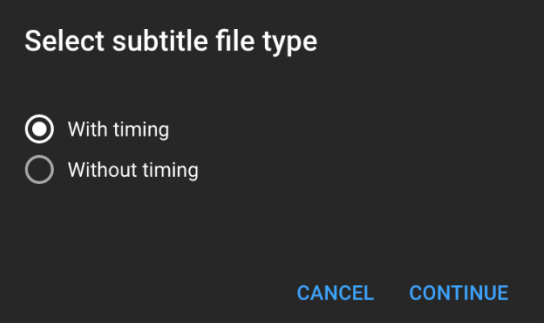
Step 5

Click "**Upload file.**"



Step 6

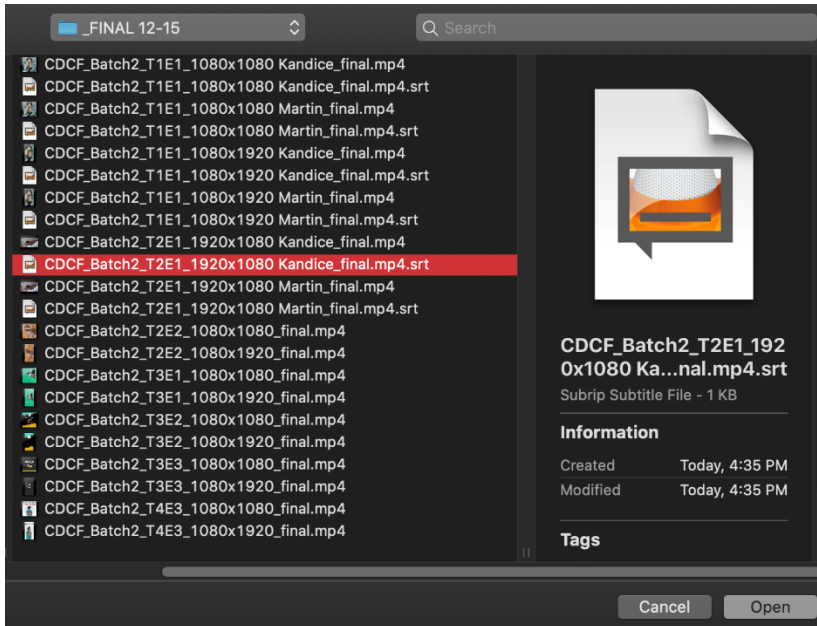
The captions provided are already timed out, so select "**with timing**" and click "**Continue.**"



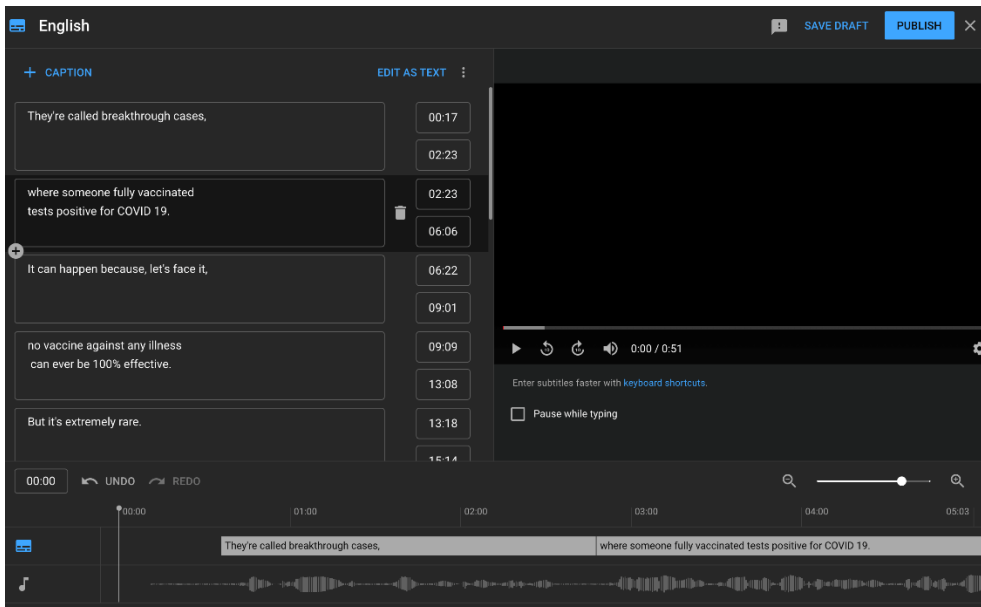
Step 7

Navigate to the storage location of the ".srt" file CMR provided with the finished video. Select the file and click "Open." It will have the same file name but ".srt" appended to the end.

Note: Be sure to choose the exact file associated with this video – if you select the same video but with a different VO talent, for example, the timing of the read may be different, and the captions may not match. Additionally, if you choose the same video in a different aspect ratio, the layout of the captions may not be optimized in the same way.



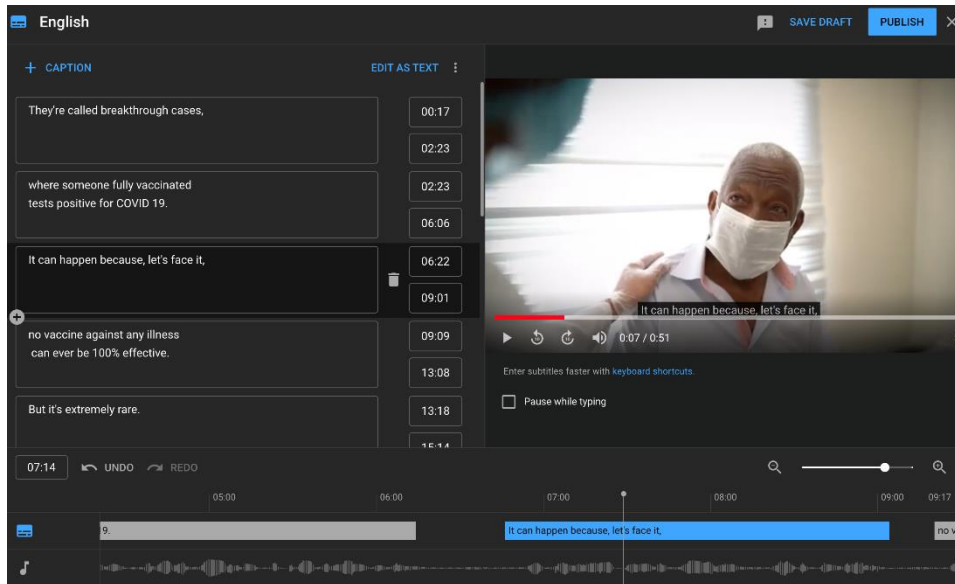
If successful, the captions and timings will populate into YouTube's caption editor.



Step 8

You can test the video from this window to see how the captions appear. Once you have completed testing, click "**Publish.**"

Note: Since these files have been prepared to accommodate captions, they should align with the audio. If necessary, you can edit both the text itself and the timings that bring each line on and off.



Step 9

You can now go back to the direct video link, and the captions should now appear.

Note: Viewers can turn them on or off by clicking the "CC" button on the bottom right of the video player controls. These are usually off by default, so you may want to make the users aware of them if you find that to be necessary.

