| **­­Platform** | **Copy** | **Creative Asset** |
| --- | --- | --- |
| Facebook | Primary Text: Get the COVID-19 vaccine and reduce your chances of getting sick. Ask your teacher, doctor, or a close  family member where you can get vaccinated, or visit  [www.covid-resources.org](http://www.covid-resources.org).  Headline on visual: The COVID-19 vaccine is good for your health. |  |
| Facebook | Primary Text: Get the COVID-19 vaccine so you can protect your health and the health of those around you. Ask your teacher, doctor, or a close family member where you can get vaccinated, or visit [www.covid-resources.org](http://www.covid-resources.org).  Headline on visual: The COVID-19 vaccine is good for your health. |  |
| Facebook | Millions of people have received the COVID-19 vaccine. It is safe and will keep you healthy. Ask your teacher, doctor, or a close family member where you can get vaccinated, or visit [www.covid-resources.org](http://www.covid-resources.org).  Headline on visual: The COVID-19 vaccine is good for your health. |  |
| Facebook | Primary Text: The COVID-19 vaccine will keep you and your loved ones in good health. Ask your teacher, doctor, or a close family member where you can get vaccinated, or visit [www.covid-resources.org](http://www.covid-resources.org).  Headline on visual: The COVID-19 vaccine is good for your health. |  |
| Facebook | Primary Text: When you have a pre-existing condition, getting the COVID-19 vaccine is key to keeping you healthy. Ask your teacher, doctor, or a close family member where you can get vaccinated, or visit [www.covid-resources.org](http://www.covid-resources.org).  Headline on visual: The COVID-19 vaccine is good for your health. |  |
| Instagram | Primary Text: Get the COVID-19 vaccine and reduce your chances of getting sick. Ask your teacher, doctor, or a close family member where you can get vaccinated, or visit www.covid-resources.org. |  |
| Instagram | Primary Text: Get the COVID-19 vaccine so you can protect your health and the health of those around you. Ask your teacher, doctor, or a close family member where you can get vaccinated, or visit www.covid-resources.org. |  |
| Instagram | Primary Text: Millions of people have received the COVID-19 vaccine. It is safe and will keep you healthy. Ask your teacher, doctor, or a close family member where you can get vaccinated, or visit www.covid-resources.org. |  |
| Instagram | Primary Text: The COVID-19 vaccine will keep you and your loved ones in good health. Ask your teacher, doctor, or a close family member where you can get vaccinated, or visit www.covid-resources.org. |  |
| Instagram | Primary Text: When you have a pre-existing condition, getting the COVID-19 vaccine is key to keeping you healthy. Ask your teacher, doctor, or a close family member where you can get vaccinated, or visit www.covid-resources.org. |  |