



PIF VACCINE VIDEO PARTNERS TOOLKIT

This toolkit was developed to support partners' work in disseminating [PIF's COVID-19 vaccination video](#). It includes:

- [Website embed instructions](#), and sample text to accompany the video on your website
- [Sample partner email](#), which you can edit and use to share the video within your partner network
- [Sample PSA pitch](#), for local media outlets
- [Social media samples](#), with captions and images