

Social Asset Guide

Prepared by Laura Emeny
Created on 25/07/2024



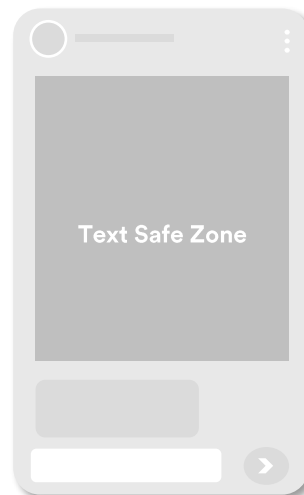
Image

Required size:

Placement	Ratio	Pixels	File size
Stories & Spotlight	9:16	1080x1920	Max 5MB

Recommendations:

- Recommended to add text onto asset, placement has very limited accompanying ad copy.
- Consider text 'safe zones' when applying text to asset. See example image.



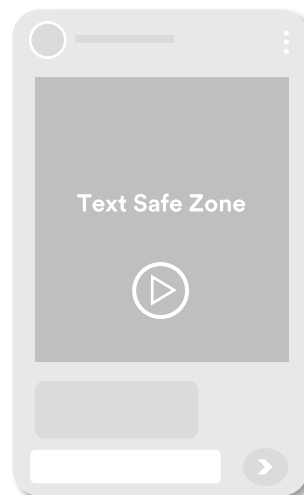
Video

Required size:

Placement	Ratio	Pixels	File size
Stories & Spotlight	9:16	1080x1920	Max 1GB

Recommendations:

- 15 & 30s recommended.
- Capture user attention within first 3 seconds.
- Subtitles recommended.
- Include a call to action at the end of the video.
- Consider text 'safe zones' when applying text to asset.



Social Asset Guide

Optional: Story Ad

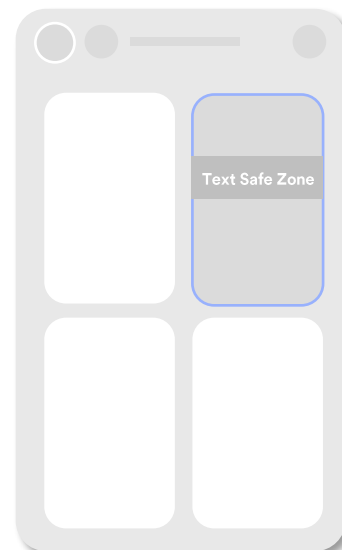
A series of 2-10 vertical ads, delivered through a branded tile in the Discovery page.

Required size:

Placement	Ratio	Pixels	File size & type
Discover Feed Tile	3:5	360x600	PNG Max 2 MB
Logo	3.5:1	993x284	PNG transparent background

Recommendations:

- Pair with 2-10 portrait images or videos (see above image & video guidance) which will appear in a series, similar to a carousel, after clicking through the discovery tile.
- Refer to text 'safe zone' when applying text to tile image.
- Avoid white backgrounds.
- Brand logo will overlay at the top of the tile image.



Social Asset Guide