

Social Asset Guide

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Meta (Facebook & Instagram)

Image

Required sizes:

Each asset variant must come in both sizes.

Placement	Ratio	Pixels	File size
In-Feed	1:1	1080x1080	Max 30 MB

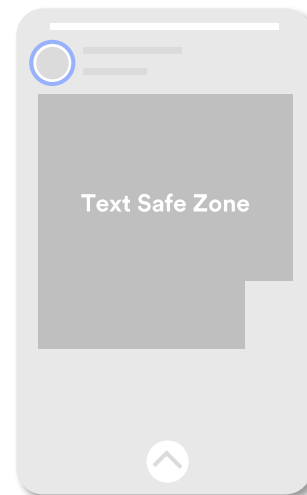
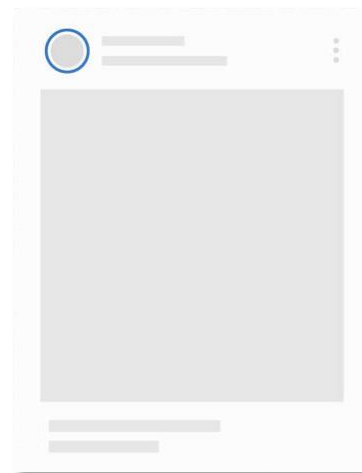
Recommendations:

- Product/service should be focal point of asset.
- Should be clear what you are promoting without needing to explain the ad.
- Brand name/logo is provided by the posting profile- you do not need to include branding within the image, unless you require increased brand awareness.
- Consider mobile screen size; ensure all elements are legible.

Placement	Ratio	Pixels	File size
Stories/Reels	9:16	1080x1920	Max 30 MB

Recommendations:

- Recommended to add text onto asset, placement has none/limited accompanying ad copy.
- Consider text 'safe zones' when applying text to asset. See example image.



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Video

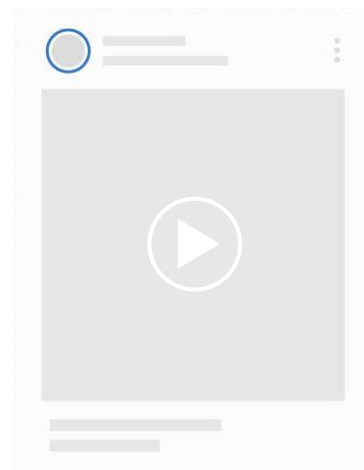
Required sizes:

Each asset variant must come in both sizes.

Placement	Ratio	Pixels	File size
In-Feed	1:1 or 4:5	1080x1080 or 1080x1350	Max 4 GB

Recommendations:

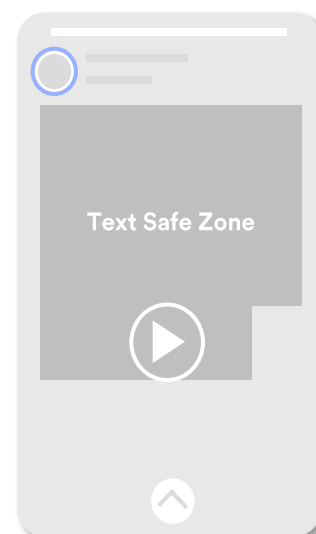
- 15 & 30s recommended.
- Capture user attention within first 3 seconds.
- Subtitles recommended.
- Include a call to action at the end of the video.



Placement	Ratio	Pixels	File size
Stories/Reels	9:16	1080x1920	Max 4 GB

Recommendations:

- 15 & 30s recommended. The user will have to click to view more after 15s on stories.
- 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.



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Optional: Carousel

Required sizes:

Placement	Ratio	Pixels	File size
In-Feed	1:1	1080x1080	Max 30 MB
Stories/Reels	9:16	1080x1920	Max 30 MB



Recommendations:

- 2-10 cards. 3-7 recommended.
- Can be image, video or combination.
- Each card has its own headline and can have its own destination.
- Subtitles recommended on video assets.
- Consider telling a sequential story.
- Optional to add a branded end-card in platform (Business logo).