

Social Asset Guide

Prepared by Laura Emeny
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Image

Required size:

Placement	Ratio	Pixels	File size
In-Feed	1:1 or 1.91:1	800x800 or 800x418	Max 5MB

Recommendations:

- Square recommended to occupy maximum ad space.
- Product/service should be focal point of asset.
- Should be clear what you are promoting without needing to explain the ad.
- Consider mobile screen size; ensure all elements are legible.



Video

Required size:

Placement	Ratio	Pixels	File size
In-Feed	1:1 or 16:9	800x800 or 800x450	Max 1GB

Recommendations:

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



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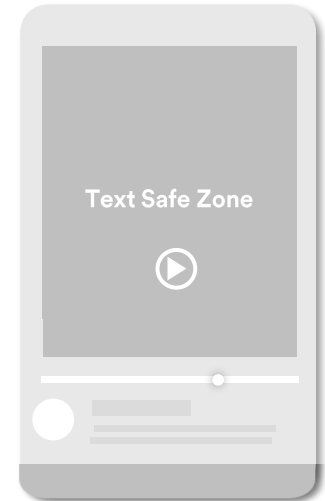
Optional:

Vertical Full-Screen Video (Video view campaign goals only)

Placement	Ratio	Pixels	File size
Media Viewer	9:16	1080x1920	Max 1GB

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.



Optional: Carousel

Required size:

Placement	Ratio	Pixels	File size
In-Feed	1:1	800x800	Max 5MB



Recommendations:

- 3-6 cards.
- 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.