

Social Asset Guide

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LinkedIn

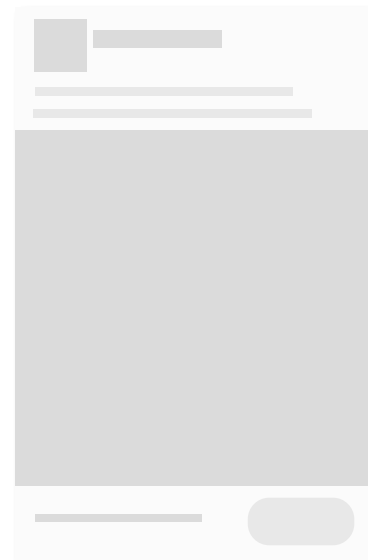
Image

Required size:

Placement	Ratio	Pixels	File size
In-Feed	1:1	1080x1080	Max 5 MB

Recommendations:

- 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.
- Recommended to add text onto asset.



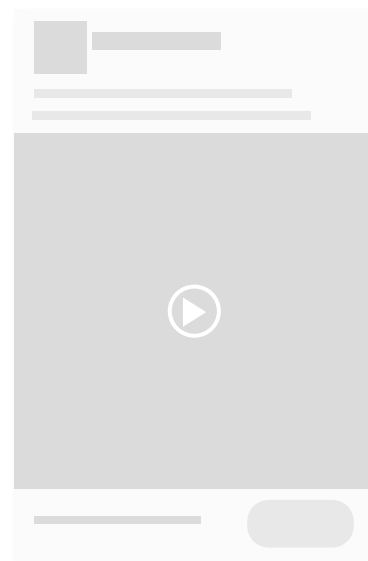
Video

Required size:

Placement	Ratio	Pixels	File size
In-Feed	4:5 or 1:1	1080x1350 or 1080x1080	Max 200MB

Recommendations:

- 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: Carousel

Required size:

Placement	Ratio	Pixels	File size
In-Feed	1:1	1080x1080	Max 10 MB

Recommendations:

- 3-7 cards.
- Static images.
- Same headline and destination for all cards.
- Consider telling a sequential story.
- Include overlay text in images.

