

Social Asset Guide

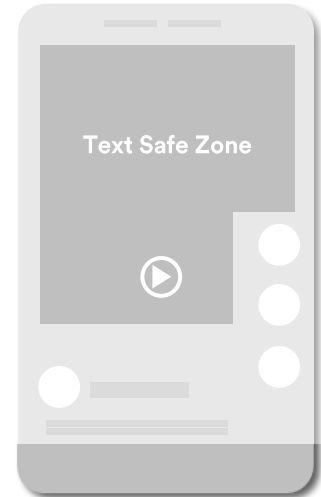
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Created on 25/07/2024

TikTok

Video

Required size:

Placement	Ratio	Pixels	File size
In-Feed	9:16	720x1280 min	Max 500MB



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.
- Keep branding to minimum, unless brand awareness campaign.
- Ensure video feels native to the platform; 'low-fi' production, utilise trends and popular sounds.
- Organically posted content can be boosted through Spark Ads.

Optional: Carousel

Required size:

Placement	Ratio	Pixels	File size
In-Feed	1:1 or 9:16	640x640, or 720x1280	Max 100KB

Recommendations:

- 2-35 cards. 3-10 recommended.
- Static images.
- One caption, CTA and URL for all images.
- Consider telling a sequential story.
- Music/sound can be added.

