

SMARTSOCIAL ADVERTISING SPECS

For more information, view the [Twitter Ads Guide](#).

NOTE: AD MATERIALS ARE DUE 3 FULL BUSINESS DAYS PRIOR TO THE CAMPAIGN LAUNCH DATE.

TWITTER AD UNIT:

1. Tweet Copy: 71-100 characters (280 max.)

- Each link used reduces character count by 23 characters, leaving 257 characters for Tweet copy

2. Creative Guidelines: Image OR Video

Image specs:

- 800x418px or 800x800px
- File Size: max 3mb
- JPG or PNG, or GIF

Video specs:

- MOV or MP4 file
- File Size: 16G Max
- Video Length: 15 seconds to 2 minutes
- *Captions optional but recommended*

3. Website Title: 70 characters

- Depending on device and settings, title/description may truncate

4. Website Click Through URL



CREATIVE BEST PRACTICES FOR CONSIDERATION:

- Only add a hashtag if you're linking your Tweet to a broader conversation, event, or movement
- Consider experimenting with creative formats such as images and GIF
- Keep Tweet copy concise focusing on your hook and making your reader's next steps clear
- Accommodate Tweets for mobile users
- Play around with the emoji keyboard to see how you can connect your brand and message to this trend