

SmartSocial Advertising Specs

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

Note: Ad materials are due 3 full business days prior to the campaign launch date.

X Ad Unit:

1. Post Copy: Recommend 50-100 characters (280 max.)

We will include sponsorship disclosure language, "Sponsored by [Advertiser]" in the body copy.

2. Creative Guidelines: Image OR Video OR GIF

Image specs:

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

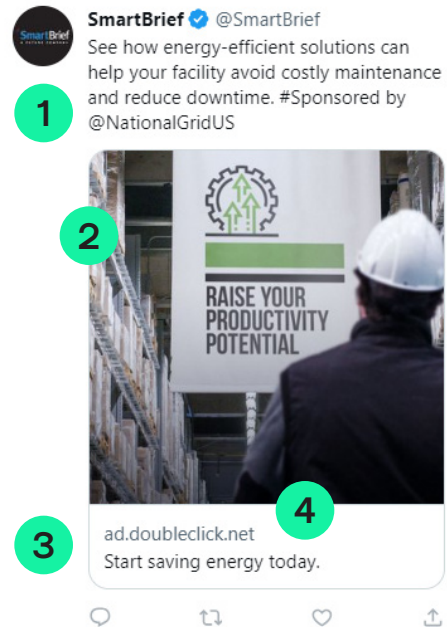
Video specs:

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

3. Website Title: 70 characters

- Text over this amount may truncate

4. Website Click Through URL



Creative best practices:

- Make sure your Post is simple, gets straight to the point, and **focuses on one clear message**.
- Be clear and **straightforward with your desired action** and explicitly say "click to read more", etc.
- **Give people a reason to take immediate action and visit your site.** Do you have a limited time offer? Should people follow you to stay up to date with the latest, breaking industry news? Use language such as "don't miss out" or "for a limited time".
- **Whenever possible, keep your ad free of #hashtags and @mentions.** They're distracting, clickable opportunities that drive people off your ad and away from your content.
- 97% of people focus on visuals on X, so it's important that **creative is eye-catching and features your product or key message**.
- Video is one of the strongest and fastest-growing mediums on X. If possible, include at least one video in your campaign. **Cap your video at 15-seconds or less to maximize completions.**
- We recommend running **no more than three creatives per month** to achieve the best campaign performance.