

SmartSocial Advertising Specs

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

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

Facebook/Instagram Ad Unit:

1. Advertiser Facebook Page Link

We will tag advertiser Facebook page with the Branded Content Tool and need authorization to tag page. Otherwise, we will include "Sponsored by [Advertiser]" in the body copy.

2. Copy Text: Recommend 40-50 characters/25 words (Text over this amount may truncate)

3. Creative Guidelines: Image OR Video OR GIF

Image specs:

- JPG or PNG, or GIF
- 1080x1080px recommended size

Video specs:

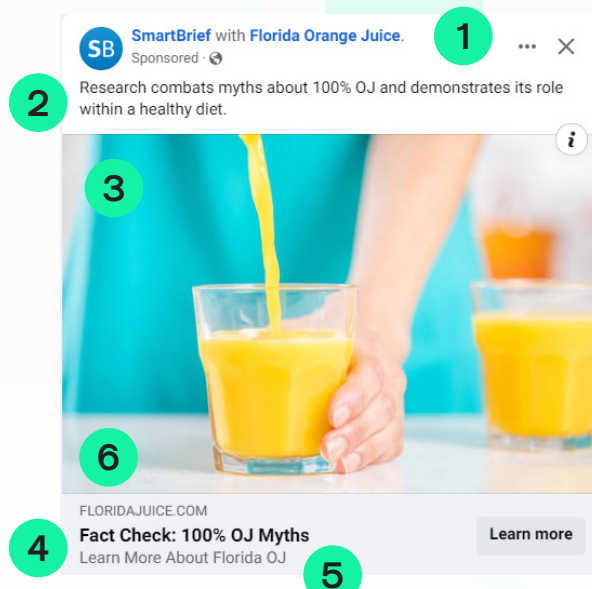
- MOV or MP4 file
- Max size: 4 GB / Min resolution: 600x315px
- Image aspect ratio: 9:16 to 16:9
- Instagram doesn't support video over 120 seconds
- Captions optional but recommended

Carousel units combine 2-10 images, GIFs and/or videos

4. Headline:

40 characters (Text over this amount may truncate)

5. News Feed Link Description: 30 characters (Text over this amount may truncate)



6. Website/Display Click Through URL

Please note: Ads must not direct people to non-functional landing pages or pages that interfere with a person's ability to navigate away from the page, i.e. PDFs or a Facebook Page.

Creative best practices:

- **Show your product or brand logo to capture the viewer's attention** and to communicate your message efficiently.
- **Use a vertical or square aspect ratio, since most people are on their mobile devices** and the creative will cover more of their screen.
- **Avoid too much image text.** Images with less than 20% text perform better.
- Facebook/Instagram users scan content quickly. **Keep your text short, clear and concise to get your message across.**
- If you have **multiple product or brand images**, we can **develop a carousel ad unit to help drive clicks/engagement.**
- **Ads with movement stand out in the news feed.** Consider creating a gif or animating an element within your image.
- We recommend running **no more than three creatives per month** to achieve the best campaign performance.