

## Social Media Specs Sheet

### FACEBOOK

<b>Single Image Ad Specs</b>		<i>(up to 6 variations of your ad using 1 image)</i>	
<i>Ideal Ad Size</i>	1200 x 629 pixels		
<i>Image Ratio</i>	1.91:1		
<i>Image File Formats</i>	.JPG or .PNG		
<b>Single Video Ad Specs</b>		<i>(An ad with one video)</i>	
<i>Ideal Ad Size</i>	1200 x 679 pixels		
<i>Ideal Aspect Ratio</i>	16:9		
<i>Image File Formats</i>	.MOV or .MP4		
<i>File Size</i>	4GB max.		
<i>Recommended Video Length</i>	1-60 seconds		
<i>Resolution</i>	There is no maximum resolution		
<i>Recommended File Specs</i>	H.264 compression, square pixels, fixed frame rate, progressive scan, stereo AAC audio compression at 128kbps+		
<i>Bitrate</i>	If your file is under 1GB and uses 2-pass encoding, there is no bitrate limit. Otherwise, the limit is 8 megabits per second for 1080p and 4 megabits per second for 720p		
<b>Carousel Ad Specs</b>		<i>(An ad with 2 – 10 scrollable images or videos)</i>	
<i>Ideal Ad Size</i>	1080 x 1080 pixels		
<i>Ideal Aspect Ratio</i>	1:1		
<i>Image File Formats</i>	.JPG or .PNG		
<i>Image File Size</i>	30MB max.		
<i>Video File Formats</i>	.MOV or .MP4		
<i>Video File Size</i>	4GB max.		
<i>Video Length</i>	240 minutes max.		
<b>Slideshow Ad Specs</b>		<i>(Create a looping video ad with up to 10 images)</i>	
<i>Ideal Ad Size</i>	1280 x 720 pixels		
<i>Image Ratio</i>	16:9 or 1:1 or 2:3		
<i>File Formats</i>	.JPG or .PNG		
<b>Character Limits</b>	<b>Text</b>	<b>Headline</b>	<b>Link Description</b>
<i>Single Image</i>	90 characters	25 characters	30 characters
<i>Single Video</i>	90 characters	25 characters	30 characters
<i>Carousel</i>	90 characters	40 characters	20 characters
<i>Slideshow</i>	90 characters	25 characters	30 characters

## INSTAGRAM

### **Single Image Ad Specs**

<i>Ideal Ad Size</i>	500 x 500 pixels min.
<i>Image Ratio</i>	1:1
<i>Image File Formats</i>	.JPG or .PNG
<i>File Size</i>	30MB max.
<i>Text Length</i>	2200 characters max.
<i>Hashtags</i>	30 max.

### **Single Video Ad Specs**

*(an ad with one video)*

<i>Ideal Ad Size</i>	1280 x 1280 pixels
<i>Ideal Video Ratio</i>	1.91:1
<i>Aspect Ratio Tolerance</i>	1%
<i>Image File Formats</i>	.MOV or .MP4
<i>File Size</i>	4GB max.
<i>Recommended Video Length</i>	1-60 seconds
<i>Text Length</i>	2200 characters max.
<i>Hashtags</i>	30 max.
<i>Recommended File Specs</i>	H.264 compression, square pixels, fixed frame rate, progressive scan, stereo AAC audio compression at 128kbps+

### **Carousel Ad Specs**

*(An ad with 2 – 10 scrollable images or videos)*

<i>Minimum Ad Size</i>	500 x 500 pixels
<i>Ideal Ad Size</i>	1280 x 1280 pixels
<i>Ideal Aspect Ratio</i>	1.91:1
<i>Image File Formats</i>	.JPG or .PNG
<i>Image File Size</i>	30MB max.
<i>Video File Formats</i>	.MOV or .MP4
<i>Video File Size</i>	4GB max.
<i>Video Length</i>	60 seconds max.
<i>Carousel Video Ratio</i>	1:1
<i>Text Length</i>	2200 characters max.
<i>Hashtags</i>	30 max.

## PINTEREST

### **Image Specs**

<i>Image Size</i>	Width: 600 pixels min. Height: 900 – 2100 pixels
<i>Aspect Ratio</i>	2:3 to 1:3.5
<i>File Type</i>	.PNG or .JPG or .GIF
<i>Small Thumbnail</i>	69 x 69 pixels
<i>Large Thumbnail</i>	216 x 146 pixels
<i>Note</i>	Pins should be vertically oriented, so they appear fully on users' feeds

## X (TWITTER)

### **Plain Text Tweet**

*(no image, text only advertisement, with link)*

*Tweet Copy*

280 characters  
(note: each link used reduces character count by 24 characters)

### **Image App Card**

*Tweet Copy*

256 characters  
(note: 24 characters are used for images)

*Website Title Length*

70 characters

*Image Size*

800 x 418 pixels for 1.91:1 aspect ratio

800 x 800 pixels for 1:1 aspect ratio

*File Size*

3MB max.

*File Types*

.PNG or .JPG or .GIF

*Call to Action Options*

Install, Open, Play, Shop, Book, Connect, Order

### **Single Image Tweets & GIFs**

*Tweet Copy*

280 characters

*Website Title Length*

70 characters

*Image Size*

600 x 335 pixels min.

(larger images will be better optimized for when users click to expand images)

*Aspect Ratio*

16:9

*File Size*

3MB max.

*File Types*

.PNG or .JPG or .GIF

### **Promoted Video Specs**

*(single video, with copy and link)*

*Tweet Copy*

280 characters

*Title Copy (under video)*

70 characters

*Description (under video)*

200 characters

*File Type*

.MP4 or .MOV

*File Size*

1GB max.

*Video Length*

2min 20sec max.

*Aspect Ratio*

16:9 or 1:1

*Video Codec (recommended)*

H264, Baseline, Main, or High profile with a 4:2:0 colour space

*Frame Rate (recommended)*

29.97FPS or 30FPS. Higher is acceptable (do not "unsample" low frame rates)

*Video Bitrate (recommended)*

6,000k for 1080p

5,000k for 720p

*Audio Codec (recommended)*

AAC LC (low complexity)

*Thumbnail File Type*

.PNG or .JPG

*Thumbnail Aspect Ratio*

16:9 or 1:1

*Thumbnail Size*

640 x 360 pixels min.

*Thumbnail File Size*

5MB max.