

Social Display Creative Specifications

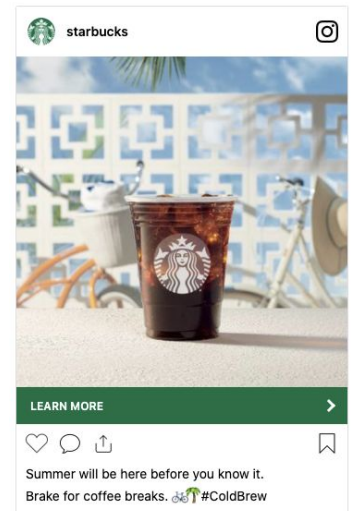
Social Display enables brands to repurpose the same creative built for social platforms to run in display formats on the web. Visit socialdisplay.info for examples.

Social Display Platforms: Facebook, Instagram, LinkedIn, Pinterest, Snapchat, TikTok, Twitter, YouTube or any raw assets.

Social Display Post Types: Photo, Link, Video, Carousel and Stories (both contain photo/video slides)

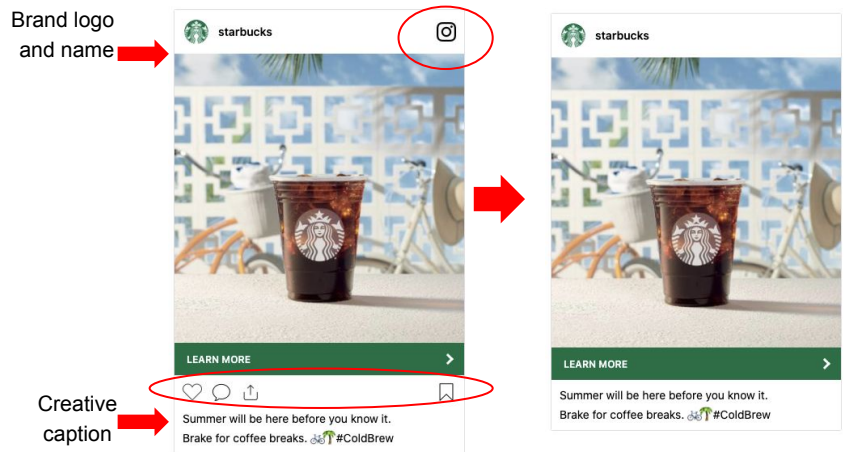
Destination URL (required)

- **Destination URL**
 - Provide a click-through URL (brand’s landing page,)
 - Clicks to brand logo, brand name, creative caption, media (image or video), link title/description, call-to-action button and any “blank space” all go to destination URL (e.g. brand’s landing page)
- **Social URL**
 - Clicks to share buttons (near the bottom) go to the social post within the social platform
 - Clicks to the social platform logo (top right) go to the brand’s social page (e.g. facebook.com/starbucks”)



Iconless formats (optional)

- Option to hide the social network icon (top right corner) and social share buttons (bottom left).
 - *Benefit is that all clicks will go to the destination URL.*



Click to see an example

Option A: Creative import workflow

Default workflow that is the simplest and easiest, supported for most Facebook, Instagram and Twitter creatives

- **Sample Facebook post URLs**
 - Organic post URLs
 - <https://www.facebook.com/Starbucks/posts/10159563529308057>
 - Facebook ad library URLs
 - <https://www.facebook.com/ads/library/?id=2893770747542489>
- **Additional guidelines**
 - Creative import will not work for Facebook accounts, post links that have geo or age restrictions, LinkedIn, Pinterest, Snapchat, TikTok or YouTube creatives

Option B: Creative asset workflow

Used when the creative import workflow is not supported

- Facebook and Instagram posts that are paid (dark), ad preview links, geo targeted or age targeted
- All Stories, LinkedIn, Pinterest, Snapchat, TikTok or YouTube creatives

Brand logo

- **File type:** jpg or png
- **Recommended ratio:** 1:1 (square)
- **Width:** min 100px, max 500px
- **Height:** min 100px, max 500px
- **Max file size:** 2 MB

Brand name

- **Text:** max 25 characters

Creative caption

- **Caption length:** 700 character limit
- **Caption truncation:** automatically truncated to 300 characters with added "See More" link
- **Caption click behavior:** clicks to caption copy go to destination URL (e.g. brand's landing page)
 - All clicks go to destination URL, even if the caption copy text includes multiple URLs
- **Emoticons:** supported, similar to Facebook

Image

- **Supported file type:** jpg, png, or gif (static or animated)
- **Width:** min 500px, max 1,222px
- **Height:** min 262px, max 640px
- **File size max:** 2 MB

Video

- **Supported file type:** mp4
- **Recommended video ratio:** between 9:16 and 16:9
- **Width:** min 320px, max 720px
- **Height:** min 180px, max 405px
- **Recommended File Size:** 3MB

Autoplay video behaviour on chrome

- Videos set as "Autoplay" will autoplay for a minimum of 7sec seconds and then show a "Keep Watching" overlay when bandwidth limit is reached due to [Google's Heavy Ads Intervention Policy](#)

Stories Specifications

Image

- Supported file type: jpg, png, or gif (static or animated)
- Width: min 400px, max 1,222px
- Recommended Aspect ratio 9:16 OR 4:5
- File size max: 1 MB per image

Video asset

- Supported file type: mp4, mov
- Recommended video ratio: 9:16
- Width: min 320px, max 720px
- Duration: Less than 15 seconds
- File size max: 2 MB per video

Headline and Description (optional)

- Can customize per scene or keep the same for all scenes
- Title: 30 characters until automatic truncation
- Description: 100 characters until automatic truncation
- Background color and transparency can be customized