

SOCIAL MEDIA SPECS

Updated 4/30/20

Facebook

Product	Size	File Type	Max File Size
Facebook Photo Post	1080x1080	JPG or PNG	
Carousel Photo Post	1080x1080	JPG or PNG	10 Slide Cars (2 Minimum)
Facebook Video Post	Video Ratio 9:16 to 16:9	MP4	4GB; 240 Mins (1 sec Minimum)
Carousel Video Post	Video Ratio 9:16 to 16:9 Cover Photo 1080x1080	MP4 JPG or PNG	4GB; 240 Mins (1 sec Minimum) 10 Slide Cars (2 Minimum)
Facebook Ad	1080x1080	JPG or PNG	
Facebook Cover Photo	400x150	JPG	
Facebook Form Fill	1080x1080	JPG or PNG	
Facebook Event	1920x1080	JPG or PNG	
Facebook Live	Photos 1080x1080 Videos 9:16 to 16:9	JPG or PNG MP4	4 Hours

Notes & Restrictions

Use Text Overlay Tool: https://www.facebook.com/ads/tools/text_overlay

- All specs above apply to all our pages: mySA Facebook / mySA Contests & Promotions Facebook / San Antonio Express-News Jobs Facebook / SA House Hunters Facebook
- Image Restriction: No More Than 20% Image to Text Ratio
- ALL IMAGES SHOULD BE HIGH RESOLUTION, ALL VIDEOS SHOULD BE HIGH DEFINITION
- For Video Posts: Stereo AAC Audio Compression at 128kbps+

Instagram

Product	Size	File Type	Max File Size
Instagram Photo Post	1080x1080	JPG or PNG	
Instagram Video Post	Video Ratio: 1 to 1	MP4	4GB; 60 Secs (3 sec Minimum)

Notes

- All specs below apply to all our pages: mySA Instagram / mySA Contests & Promotions Instagram / San Antonio Express-News Jobs Instagram / SA House Hunters Instagram
- IGTV May be an additional offer

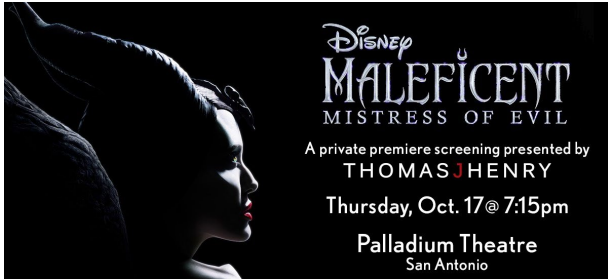
LinkedIn

LinkedIn Lead Generation	1200x627	JPG or PNG	5MB
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CREATIVE EXAMPLES

1. Keep It Simple

- Be sure to adhere to Facebook's 20% text / photo overlay rule.
- Posts are meant to tell a story.
- Remember the 5 W's when creating a post: Who, What, When, Where, Why.
- We are competing against hundreds of posts, grasp your audience early on.



Bad Creative : Too much text, over 20% Facebook Rule



Good Creative : Minimal text, adheres to Facebook 20% Rule

2. Creatives Can Tell A Story... Without Words

- Images should capture the Reader's eye & want them to inquire more information by reading the post.
- High Definition photos & videos ensure high quality on both desktop & mobile without getting distorted.
- Selected images should be interactive and show movement.
- Focus on messaging in the content of the social media post, versus a busy creative.
- Creatives shouldn't be distorted, have watermarks, or be screen captured, which can lose the trust and integrity of a post.
- "Call to actions" should not be on image. Example "Click here for more information".



Good Creative : No watermark, shows motion, good lighting



Bad Creative : Watermark



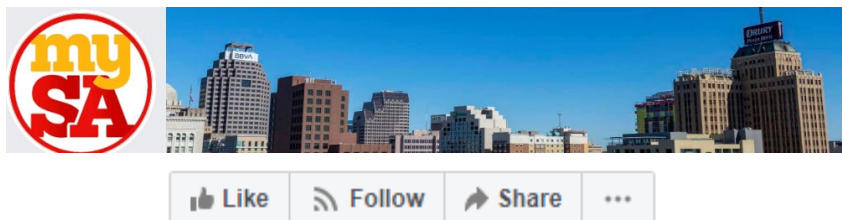
Good Creative : PNG, High Resolution



Bad Creative : Screen capture, pixelated

3. Best Social Media Practices

- "Practice what you preach", share our posts, like our pages and follow to stay connected online.
- Encourage your clients to follow our pages and show them their unique post.
- If your client is not sure on how to create a post, you have a social team here to help!
- Social media is made to start conversations, experiences, and sharing of information. Be the start to that conversation!



For any additional information, contact the Social Media Team at:
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