

# 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](https://socialdisplay.info) for examples.

## Social Display formats

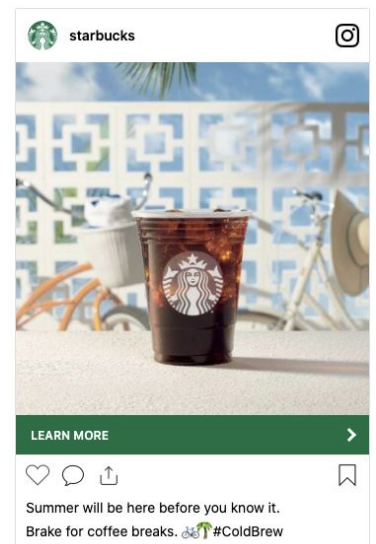
- Facebook
- Instagram
- LinkedIn
- Pinterest
- Snapchat
- TikTok
- Twitter
- YouTube
- Or any raw assets

## Social Display post types

- Video
- Photo
- Link
- Carousel (with photo and/or video slides)

## Destination URL (required)

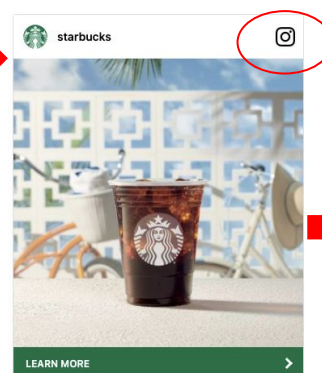
- **Destination URL**
  - Provide a click-through URL (brand's landing page,)
    - Clicks to brand logo, brand name, creative caption, media (image or video), link title/description, call-to-action button and any "blank space" all go to destination URL (e.g. brand's landing page)
- **Social URL**
  - 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")



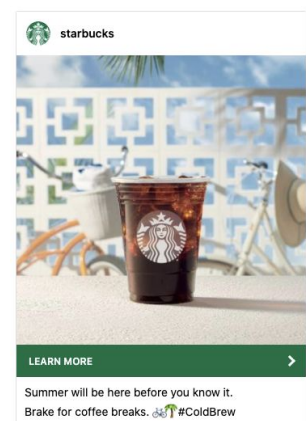
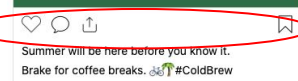
## Iconless formats (optional)

- 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.

Brand logo and name →



Creative caption →



[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 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](#)