

# Social Display Creative Specifications

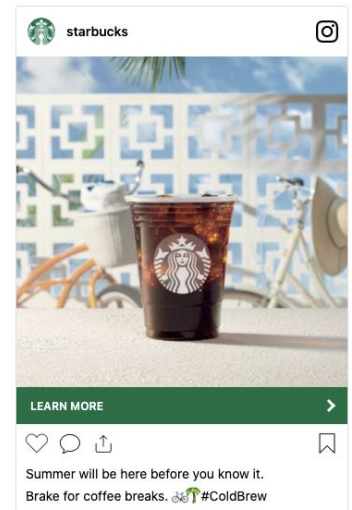
Social Display enables brands to repurpose the same creative built for social platforms to run in display formats on the web. Visit [socialdisplay.info](https://socialdisplay.info) for examples.

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

**Social Display Post Types:** Photo, Link, Video/Reels, Carousel and Stories (includes photo/video slides)

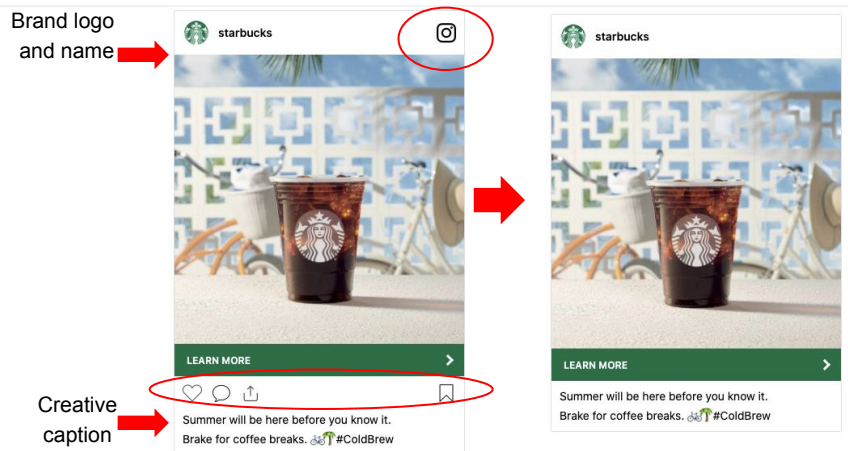
## Destination URL (required)

- **Destination URL**
  - Provide a click-through URL (brand’s landing page,)
    - Clicks to 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 brand logo, brand name, 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, TikTok and Twitter creatives

- **Sample Facebook post URLs**
  - Organic post URLs
    - <https://www.facebook.com/SamsungGlobal/photos/a.158843140830997/5826797404035514/>
  - Facebook ad library URLs
    - <https://www.facebook.com/ads/library/?id=540457760780103>
- **Additional guidelines**
  - Creative auto-import will not work for Facebook channels/accounts or post links that have geo or age restrictions, LinkedIn, Pinterest, Snapchat or YouTube creatives

## Option B: Creative asset workflow

Used when the creative import workflow is not supported. This include the following

- Facebook and Instagram posts that are paid (dark), ad preview links, geo targeted or age targeted - eg. Gambling brands, Alcohol brands, Adult product brands
- All Stories Creatives from any Social Platform (FB, Insta etc.),
- LinkedIn, Pinterest, Snapchat, 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 480px
- **Height:** min 180px, max 860px
- **Recommended File Size:** 3MB

### Autoplay video behaviour on chrome

- Videos set as "Autoplay" will autoplay until 4MB bandwidth limit is reached due to [Google's Heavy Ads Intervention Policy](#). The video will then show a "Keep Watching" overlay which is a similar experience to Instagram. Therefore, **Nova video creatives are never removed from Chrome Browser even if they are larger than 4MB.**

## 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