Facebook Image Asset Guidelines
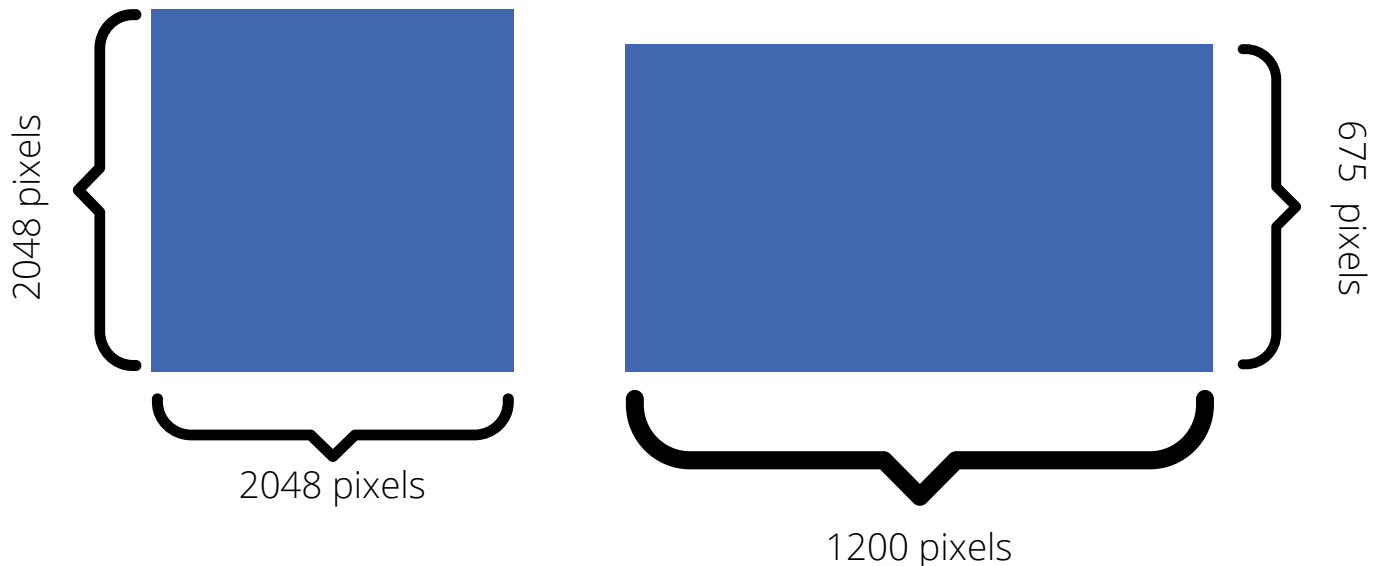## *Dimensions measured in pixels (px)*

Images - Facebook can show up to 5 images in an image post
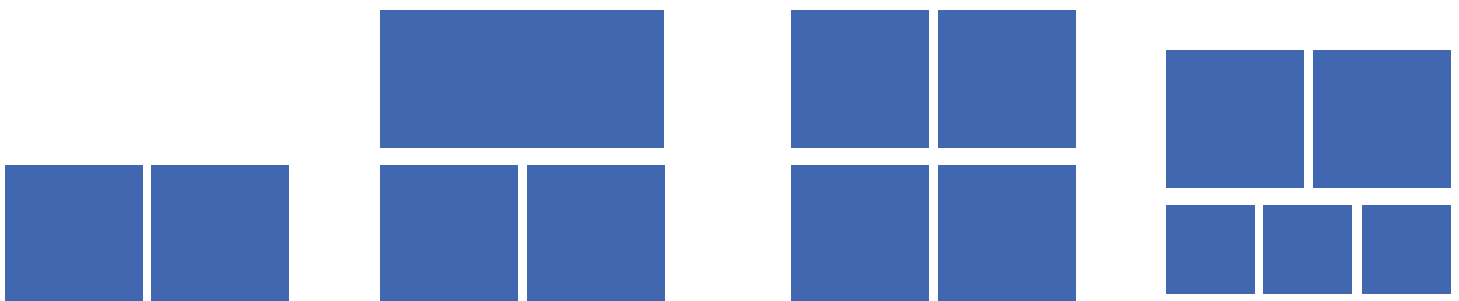We recommend one image of the following dimensions:
Square: 2048x2048
Landscape: 1200x675

2048 pixels

2048 pixels

675 pixels

1200 pixels

If you'd like more than one image in a Facebook feed post,
follow these dimensions for how they will appear in the post
More than five images will cause not all pictures to be visible in post

*Two images-
Both 246x246*

*Three images-
First image
500x245, other
two images
245x245*

*Four images-
All four images
245x245*

*Five images-
First two images
245x245, other
three images
163x163*

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Facebook Video Asset Guidelines

Dimensions measured in pixels (px)

Videos- The best videos for the Facebook feed are Landscape and square videos

We recommend your video fits the following dimensions

**Square
1080x1080**

**Landscape
1920x1080**

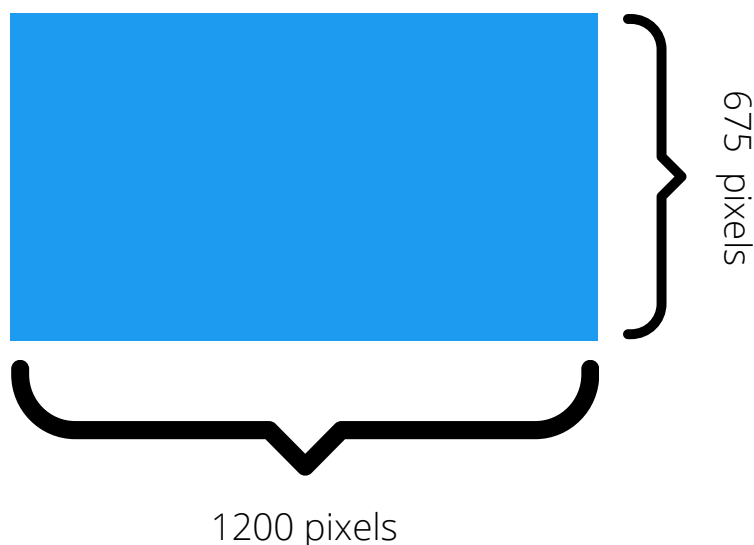We also ask that you provide us with a thumbnail for the video of the same dimensions.

Twitter Image Asset Guidelines
Dimensions measured in pixels (px)

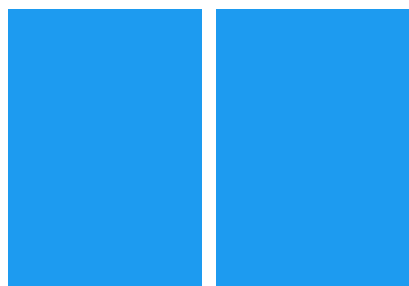## Images- Twitter can show up to four images in an image post

We recommend one image of the following dimensions,
so the full image is visible:
Landscape 1200x675
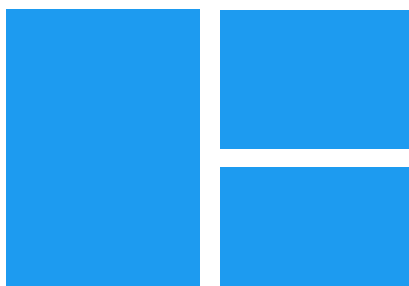
675 pixels

1200 pixels

If you'd like more than one image in a Twitter feed post,
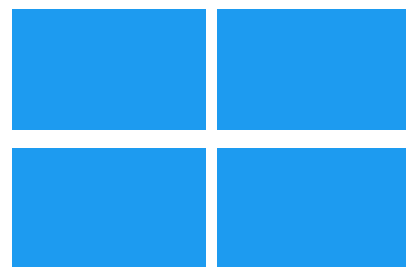follow these dimensions for how they will appear in the post
The max amount of pics is four.

Two images-
Both 700x800

Three images-
First image (on left) 700x800,
other two images (on right)
1200x686

Four images-
All four images
1200x600

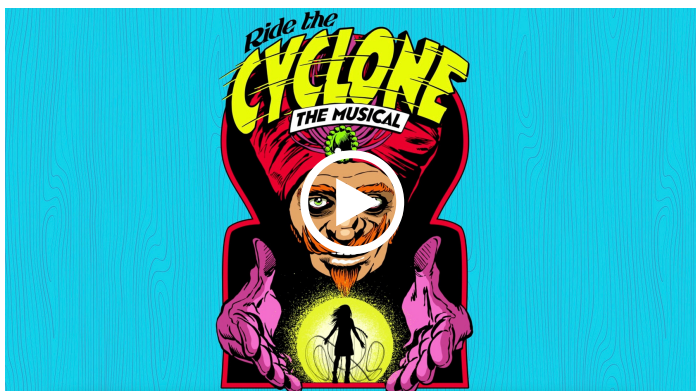broadway WORLD

Twitter Video Asset Guidelines
Dimensions measured in pixels (px)

Videos- The best videos for the Twitter feed are Landscape

We recommend your video fits the following dimensions

Square
1080x1080

Landscape
1920x1080

We also ask that you provide us with a thumbnail for the video of the same dimensions.

File sizes to keep in mind for Twitter videos:
- **Maximum video length: 2 minutes and 20 seconds**
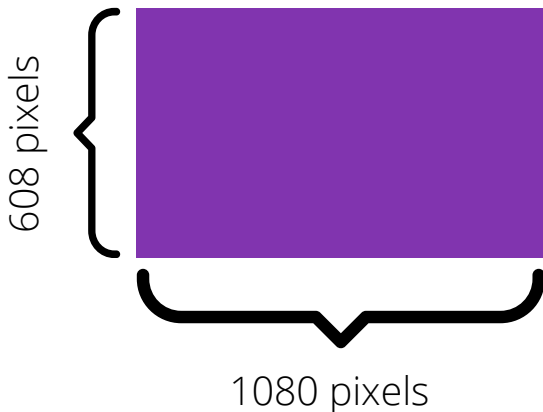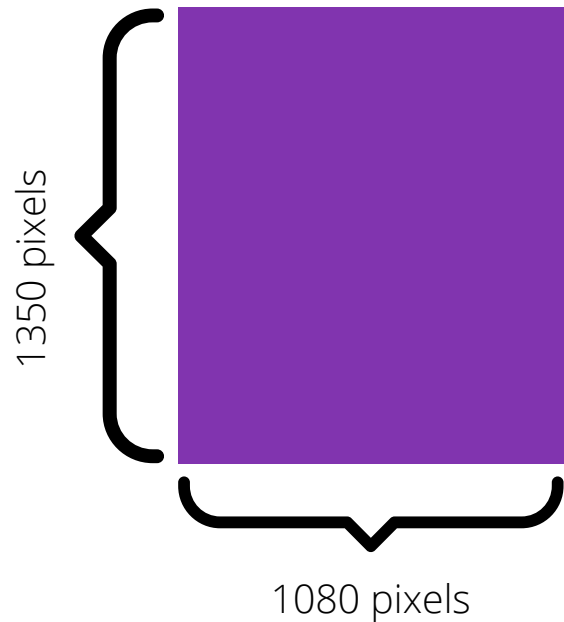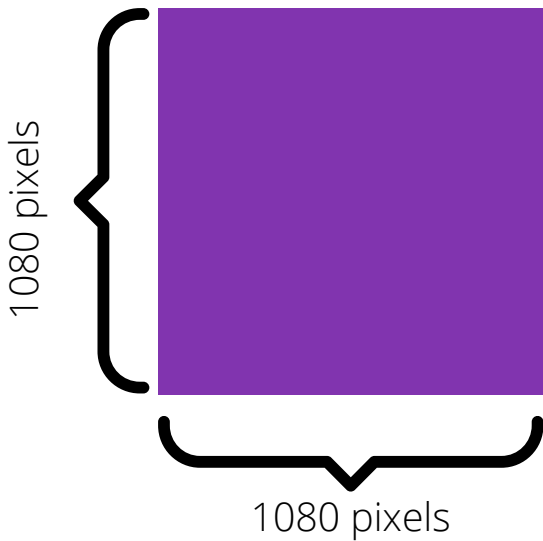- **Maximum file size: 512MB**

Instagram Image Asset Guidelines

Dimensions measured in pixels (px)

Images- Instagram can show up to ten images in an image post.

All ten images must have the same dimensions:

1080 pixels

1080 pixels

1350 pixels

1080 pixels

608 pixels

1080 pixels

- **Square- 1080x1080**
- **Landscape- 1080x608**
- **Portrait- 1080x1350**

Instagram Video Asset Guidelines
Dimensions measured in pixels (px)

Feed Videos - 1 Minute Max.

We recommend your video fits the following dimensions

Square
1080x1080

Landscape
1920x1080

We also ask that you provide us with a thumbnail for the video of the same dimensions.

File sizes to keep in mind for Instagram videos
- **Maximum video length: 1 minute**

Instagram Video Asset Guidelines
Dimensions measured in pixels (px)

IGTV Videos- Longer than 1 Minute

We recommend your video fits the following dimensions

**Landscape
1920x1080**

**Vertical
1080x1920**

We also ask that you provide us with a thumbnail for the video:
IGTV Portrait Video Thumbnail 1920x1080

File sizes to keep in mind for IGTV videos
- **Maximum video length: 1 hour**
- **Maximum file size: 5.4GB**

Instagram Story Asset Guidelines
Dimensions measured in pixels (px)

Story- Instagram can have an image or video story post

The dimensions of a story are 1080x1920.

Story videos are segmented into 15 second posts (i.e. you provide a 30 second video, it will be split into two story slides).

1920 pixels

1080 pixels

Social Copy Guidelines

*Questions to ask for each social post:
Who should be tagged in the copy? Should anyone be tagged in the image? Specific link or BWW article link?*

Note that Twitter has a strict character limit (280 characters, around 250 with a link), while Facebook and Instagram's limits are 5,000.

Instagram caption copy will push followers to the link in our bio.

Fill out the following page and send back with a Zip file with your social assets.

Client Name:
Date to Post:
Time to Post:

Facebook
Copy:

Video Asset/Image Asset File Name:
Video Asset Thumbnail File Name:
Handles for Accounts to Tag in Copy:

Link to:

Twitter
Copy:

Video Asset/Image Asset File Name:
Video Asset Thumbnail File Name:
Handles for Accounts to Tag in Copy:

Link to:

Instagram
Copy:

Video Asset/Image Asset File Name:
Video Asset Thumbnail File Name:
Handles for Accounts to Tag in Copy:

Link in bio:

Instagram Story
Video Asset/Image Asset File Name:
Swipe-Up Link: