






SOCIAL MEDIA | BEST PRACTICES

					
IMAGE SIZE Send us the largest image you have.	Square: 1080x1080 Vertical: 1080x1350 Horizontal: 1080x566	Square: 1080x1080 Vertical: 1080x1350 Horizontal: 1080x566	Square: 1080x1080 Vertical: 1080x1350 Horizontal: 1080x566	Square: 1080x1080 Vertical: 1080x1350 Horizontal: 1080x566	–
VIDEO Send us the video file and we will upload it.	10 minute limit	10 minute limit	140 second limit	10 minute limit	60 minute limit
ASPECT RATIO	16:9, 1:1 or 9:16	16:9, 1:1 or 9:16	16:9, 1:1 or 9:16	16:9, 1:1 or 9:16	16:9 or 9:16
MAX SIZE	4 gb	4 gb	512 mb	5 gb	128 gb
CHARACTER LIMIT	No Limit	No Limit	280 Characters	No Limit	No Limit

Send us your:

- ✓ Photo or video files. Pick one image size to be used on each platform.
- ✓ Caption for the posts with a call to action.
- ✓ URL to your site or product page, and we'll create a custom, trackable link and add it to your post.
- ✓ Social Media account URLs. (We will tag you in the posts.)
- ✓ If the caption exceeds 280 characters, provide an additional shortened version for X.

Social Media Pointers:

- Sponsored posts should inform and/or entertain, and therefore should not feature overly promotional copy.
- Let your content do the talking.
- For native video autoplays, use the first few seconds to capture attention. The majority of views will be limited to the first 60 seconds. (I.E. Don't have only your logo on screen right away.)
- We encourage you to share the content on your accounts once it has been published by Athletic Business.

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