

Images

Facebook recommends using images with a minimum resolution of 600x600. You can check the resolution of your images by clicking File Information. Following Facebook's best practices, we also recommend using images that contain less than 20% text if you would like to include slogans in your creative. You can find more information here:

<https://www.facebook.com/business/help/980593475366490?id=1240182842783684>

We recommend using square images as they work well on all placements. If you wish to customize your images for the different placements, please follow the ratios indicated:

Feeds, In-Stream Videos



1:1 Square

Stories, Apps & Sites



9:16 Vertical

Right Column, Search Results, Instant Articles



1.91:1 Horizontal

Please note that ad copy will be shown with customized story placements, make sure to include any slogan or call-to-action in the image provided. If you would like ad text to be shown on story placements, a square image would work well.

Square image with ad text



Customized image with less than 20% text



Videos

Facebook & Instagram allows for videos that are up to 1 minute in duration, however, we have found that videos between 15s - 30s work best. Square videos are found to outperform other formats in terms of views, engagements and completion rate.



If you have multiple products or services you would like to feature, we often recommend using Carousel ads. We can feature up to 10 slides, each with specific headlines and descriptions. Each slide can link to a different URL, allowing us to promote different items. We can choose to let Facebook optimize and show the best performing slide first or select a fixed rotation for each item. Note that carousel images have to be in a square format. Please be sure to upload a square image for each product/service you would like to feature.

