Social Media Collateral Specifications

Images:

- 1440×1440 px (1:1)
- 1200×628 px (1.91:1)
- 1440×2560 px (9:16)

Format: JPG or PNG | Max size: 30 MB

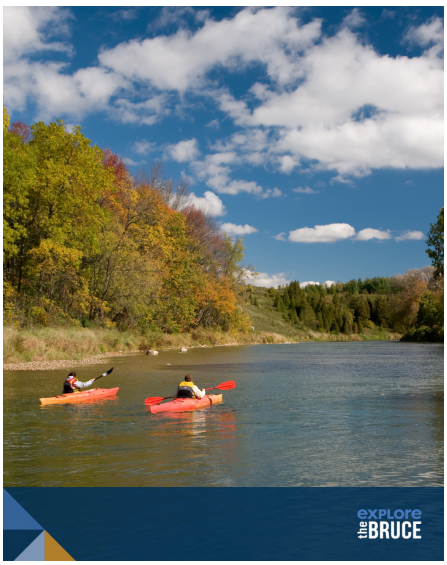
Videos:

- 1440×1440 px (1:1)
- 1200×628 px (4:5)
- 1440×2560 px (9:16)*

Format: MP4 or MOV | Max size: 4 GB | Length: 15–60 s | Min quality: 1080p (1440p preferred)

Best practices:

- Please provide assets in all formats listed above. If that's not possible, we'll do our best to crop images appropriately to fit different placements, but some placements may display undesired cuts.
- If text is necessary, keep it minimal (under 20%).
- While not mandatory, we recommend including a visible logo in all assets to reinforce brand recognition, (e.g., below).
- Aim to provide at least four high-quality photos and one video per campaign.
- Creatives featuring real people engaged in relatable activities consistently perform better than abstract or object-focused imagery.



*Reels:

With Reels, you can supercharge your campaign performance by using engaging, short-form video content that showcases your event, product, experience, etc. in a creative and interactive way. By adding Reels to your existing collateral, you can drive significant performance gains. This can help you reach a wider audience, increase brand awareness and loyalty, and ultimately maximize your return on ad spend. Specifications for Reels are 1440x2560 (9”16) as noted above. Additional resources and information about Reels can be found below:

- Tips and best practices for Facebook Reels
- About text overlays and safe zones in Stories and Reels

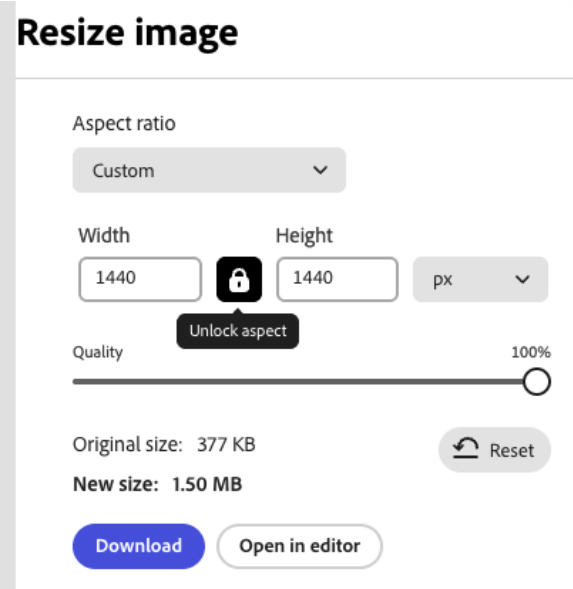
Free Image Resizing Tool

Adobe Express (Recommended)

- What it does: Simple social collateral (image) resizer for the common and custom formats
- Ease of use: Very easy—upload, choose size, download, repeat.

Resizing Walk-Through:

1. Go to Adobe Free Social Media Resizer at https://express.adobe.com/home/tools/resize-image
2. Drag and drop an image or “browse” to add it from your computer files.
3. Users will need to click on ‘Unlock aspect’ ratio but this is a simple step (pictured below).
4. Type in your custom width and height, i.e., “1440” in width and “1440” in height.
5. Drag the image to be centred in the blue lines as you would like it to appear.
6. Click on “Download”
7. Once downloaded, make sure to rename the images with the sizes in the name., i.e., Creemore_Market_Stage_1440x1440.
8. You can keep the window open and resize the image to all requested sizes in one quick sitting!

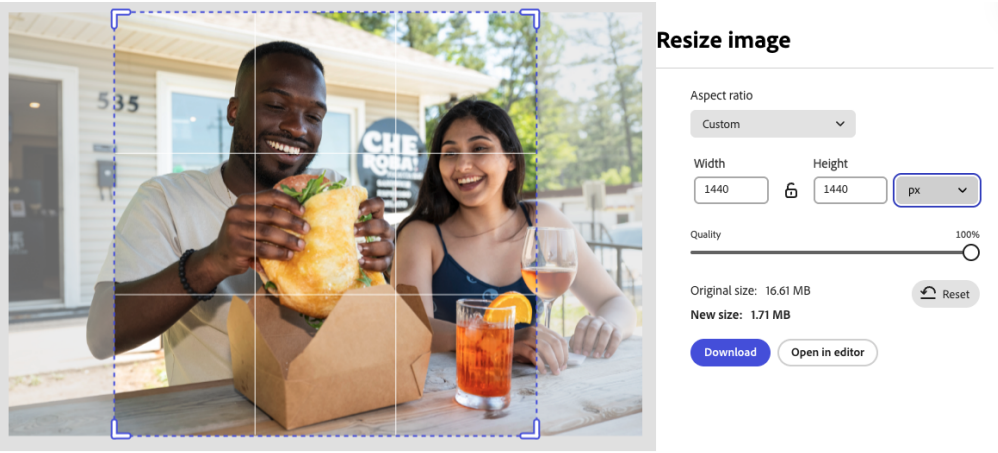


Note: part of the image will be cropped out in the resizing process. **This is normal** (see below example of resizing to 1440 x 1440).

When selecting your images, consider the following:

- Vertical images are the best for resizing but may not be suitable for all specifications.
    - Select a couple of your best images in both vertical and horizontal orientations.
- It's okay if your image is only good in one or two of the sizes, i.e., you don't need to have all 3 sizes to use that image - just provide the ones that work.
- A best practice would be to choose images that are not close ups, i.e., the main part of the image doesn't fill most of the frame.
    - Images with close ups will not work because part of that image will be cropped out (examples below).

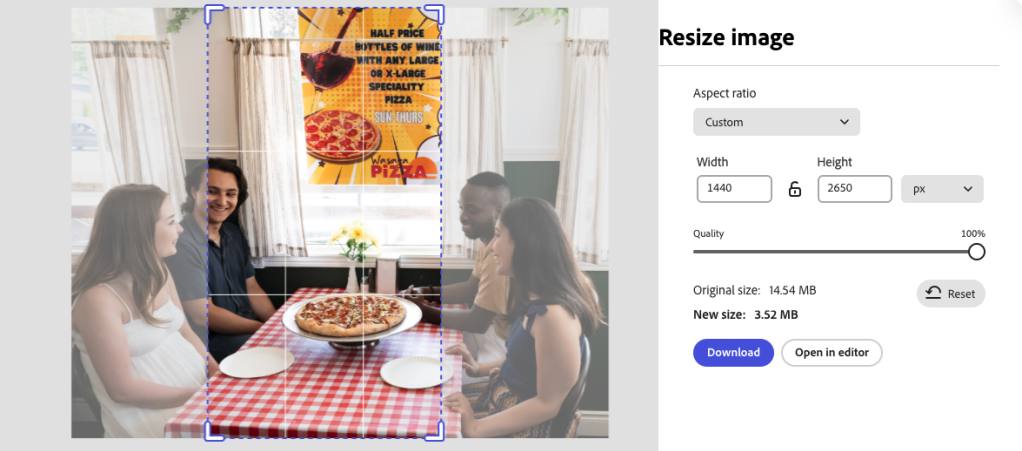
Horizontal:



Vertical:

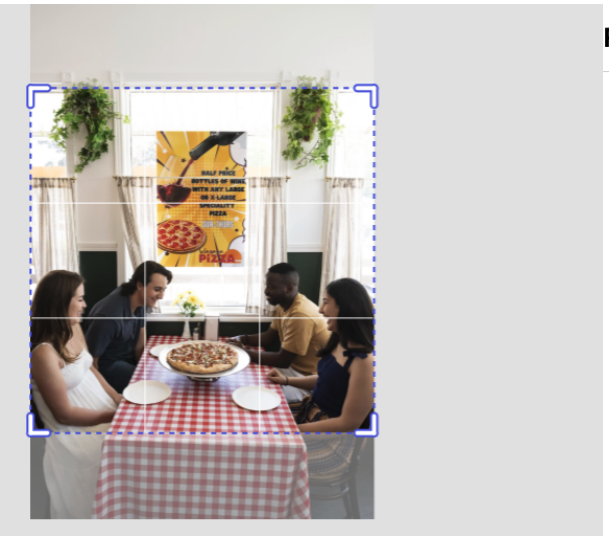
Horizontal & Vertical Orientation Image Examples

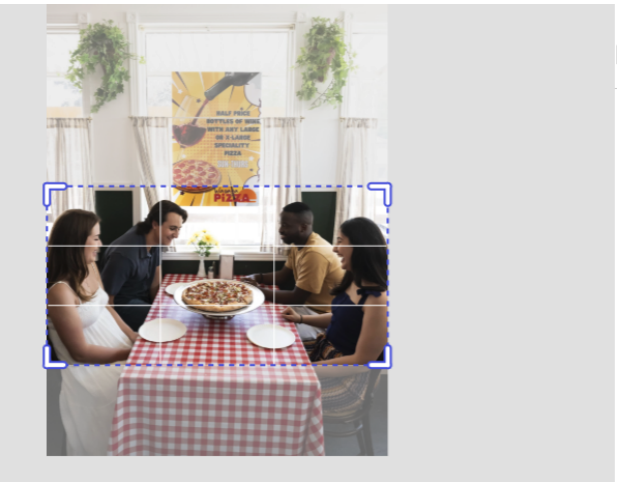
Example of horizontal image resized (cropped) to the 3 requested dimensions:

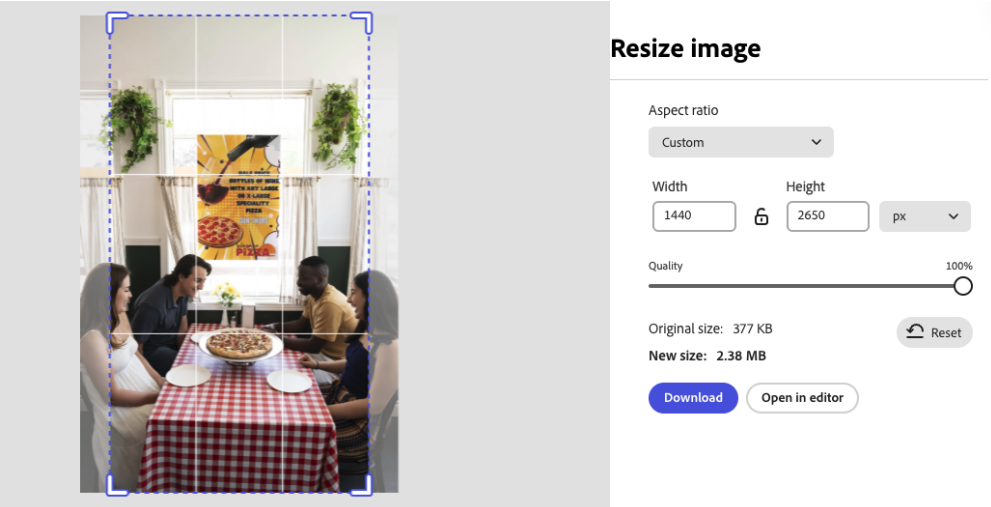


The result is that the above horizontal image does not work well in two of the three sizes.

Vertical image resized (cropped) to the three requested dimensions:







The result is that the above horizontal image does not work well in one of the three sizes.

Do not use: Preview (Mac Image Program)

This software has a feature under ‘Tools’ to resize images. To get the requested size, the user needs to uncheck ‘Scale proportionally’. This allows users to enter the exact dimensions required but does not maintain image quality, i.e., the image will be distorted as per the below examples.

Example of a vertical image resized to 1200 x 628:

Example of a horizontal image resized to 1440 x 2650: