








BEST PRACTICES FOR PAID SOCIAL ASSETS

	 <i>Facebook</i>	 <i>Instagram</i>	 <i>Stories</i>	 <i>TikTok</i>	 <i>YouTube</i>	 <i>Twitter</i>	 <i>LinkedIn</i>
User Context	Everyday moments shared by friends and family	Polished look and feel, passion points, and interests	Real-time, unfiltered content	Everyone is a creator, share passion and creative expression	Video ads before other produced videos and long-form video via search	Timely moments and conversations	Professional networking and career-oriented content
Branding/Product	Ownable brand moment (first 3 seconds for video)	Ownable brand moment (first 3 seconds for video)	Ownable brand moment in first 2 seconds	Ownable brand moment (first 1 second)	Ownable brand moment in first 3 seconds	Ownable brand moment in the first 3 seconds	Ownable brand moment
Audio	Design for sound off, leverage text overlay	Design for sound off, leverage text overlay	Design for sound on	Design for sound on	Design for sound on	Design for sound off	Design for sound off
Unique Features	360 video, Live video, Canvas, longer video, product catalog	Shoppable tags (product catalog)	Boomerang, Shoppable tags, Live video, Native tools (e.g., text, stickers)	Hashtag Challenges, One-Day Top View	Skip button (ads only), Transcript	Polls, Threads, Pinning organic posts to top of account	Sponsored Messaging, LinkedIn Live
Copy	Under 90 characters, short and simple, complement creative	Under 90 characters, short and simple, complement creative	N/A	Under 150 characters, including hashtags	Add keywords to all copy placements	Under 280 characters, short and simple, complement creative	Under 150 characters, keep copy concise
Platform Rules	20% text rule	20% text rule	20% text rule	12-100 character limit for ads, unable to use hashtags in ad descriptions	Fixed video durations for ads	N/A	N/A
Duration	Long-form video	Up to 120 seconds	Up to 120 seconds	Keep between :09-:15, but total series of videos can be up to :60	:06, :15, :30, Long-form video	Up to 2 minutes and 20 seconds	Keep under 30 seconds, use longer videos for tests
Aspect Ratios	4:5 recommended (1:1*, 4:5)	4:5 recommended (1:1*, 4:5)	9:16	9:16	16:9	2:1 (images), 1:1 (videos)	16:9, 1:1, 9:16
Relevant Ad Types	Photo, Video, Link, Carousel, Collection, Offers	Photo, Video, Link, Carousel, Collection	Image, Video, Carousel	Top View, Brand Takeover, In-Feed, Branded Lenses, Hashtag Challenge	Skippable, Unskippable, Bumper	Promoted Tweets, Promoted Twitter Moments	Photo, Video, Carousel, Dynamic, Text Ad, Messaging Ad

*1:1 required for Carousel