TCT — THE CAMPAIGN TEAM

Creative specifications

Social Extend
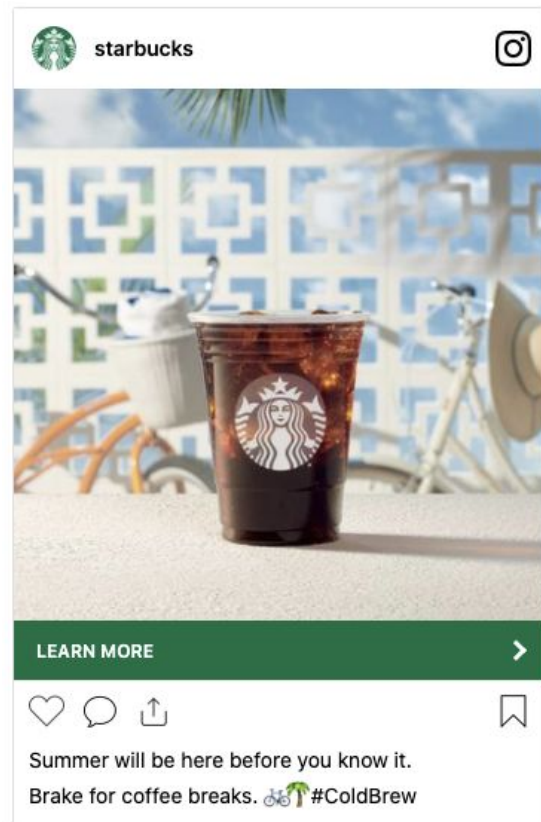
Social Extend formats

Social Extend campaigns enables brands to repurpose the same creative built for social platforms to run in display formats on the web. Visit socialdisplay.info for examples.

Social Extend formats
- Facebook
- Instagram
- LinkedIn
- Pinterest
- Snapchat
- TikTok
- Twitter
- YouTube
- *Or any raw assets*

Social Extend post types
- Video
- Photo
- Link
- Carousel *(with photo and/or video slides)*

Creative workflows

Social Extend campaigns supports two creative workflows:

1. Creative import workflow
- Default workflow that is the simplest and easiest, supported for most Facebook, Instagram and Twitter creatives
- What to provide:
    - Social post URL (for organic posts and ad library links)
    - Destination page URL

2. Creative asset workflow
- Used when the creative import workflow is not supported
    - Facebook and Instagram posts that are paid (dark), ad preview links, geo targeted or age targeted
    - All LinkedIn, Pinterest, Snapchat, TikTok or YouTube creatives
- What to provide:
    - Raw social creative assets (image, video, caption, logo, etc.)
   - Destination page URL

Destination URL (required)

Destination URL
- Provide a click-through URL (brand's landing page, e.g. "starbucks.com")
  - *Can include UTM parameters (e.g. "?utm_source=")*
  - *Can also be a third-party click tracker URL (e.g. from Campaign Manager, Sizmek, Flashtalking, Jivox, etc.)*

Click behavior (click here to see example)
- **Destination URL**
  - Clicks to brand logo, brand name, creative caption, media (image or video), link title/description, call-to-action button and any "blank space" all go to destination URL (e.g. brand's landing page)
- **Social URL**
  - Clicks to share buttons (near the bottom) go to the social post within the social platform
  - Clicks to the social platform logo (top right) go to the brand's social page (e.g. facebook.com/starbucks")
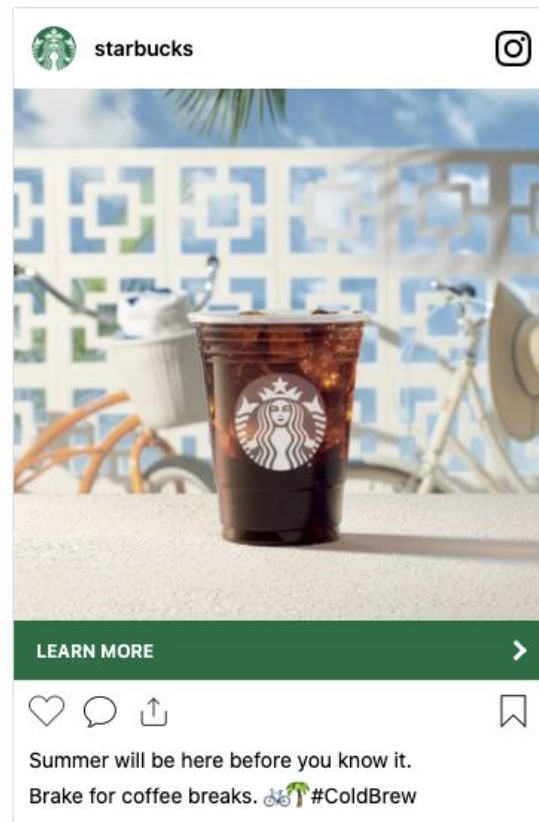
Creative import workflow

Creative import workflow

Creative import is used for most paid, public, organic or preview post URLs for Facebook, Instagram and Twitter.

Sample Facebook post URLs
- Organic post URLs
  - https://www.facebook.com/Starbucks/posts/10159572159943057
  - https://www.facebook.com/Starbucks/posts/10159563529308057
- Facebook ad library URLs
  - https://www.facebook.com/ads/library/?id=2893770747542489

Additional guidelines
- Creative import will not work for Facebook accounts or post links that have geo or age restrictions
- Creative import will not work for LinkedIn, Pinterest, Snapchat, TikTok or YouTube creatives
- *Use creative asset workflow in these cases (described in the following slides)*

Creative asset workflow
(used if creative import workflow is not supported)
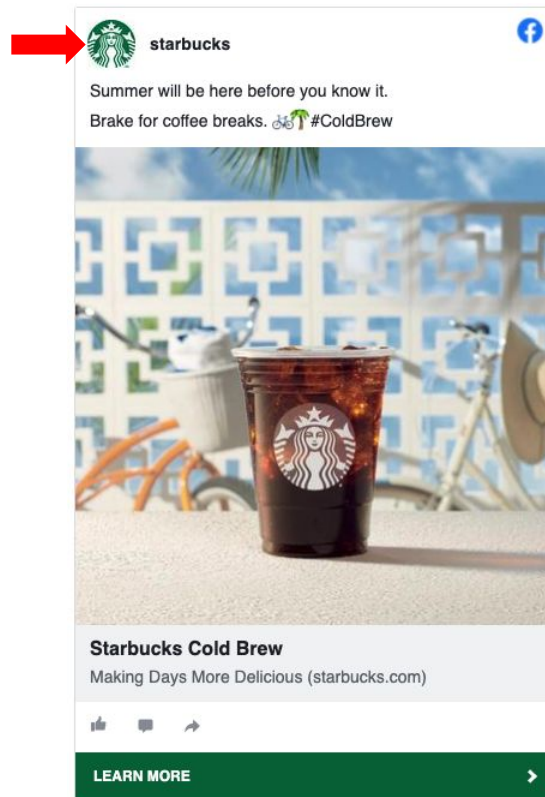
Brand logo and name (required)

Brand logo
- **File type**: jpg or png
- **Recommended ratio**: 1:1 (square)
- **Width**: min 100px, max 500px
- **Height**: min 100px, max 500px
- **Max file size**: 2 MB

Brand name
- **Text:** max 25 characters

Brand logo
and name

Creative caption (required)

Creative caption

- **Caption length**: 700 character limit
- **Caption truncation:** automatically truncated to 300 characters with added "See More" link
- **Caption click behavior:** clicks to caption copy go to destination URL (e.g. brand's landing page)
  - *All clicks go to destination URL, even if the caption copy text includes multiple URLs*
- **Emoticons:** supported, similar to Facebook

Creative caption →

Media asset: image or video (required)

<u>Image</u>
- **Supported file type**: jpg, png, or gif (static or animated)
- **Width:** min 500px, max 1,222px
- **Height**: min 262px, max 640px
- **File size max**: 2 MB

<u>Video</u>
- **Supported file type**: mp4
- **Recommended video ratio:** between 9:16 and 16:9
- **Width:** min 320px, max 720px
- **Height:** min 180px, max 405px

<u>Autoplay video on Chrome</u>
For video assets to autoplay on Chrome browsers, the following specifications apply (otherwise videos are rendered as click-to-play when served in Chrome and autoplay in all other browsers)
- **Maximum length:** 15 secs (landscape), 8 secs (portrait/square)
- **Maximum file size:** 4 MB
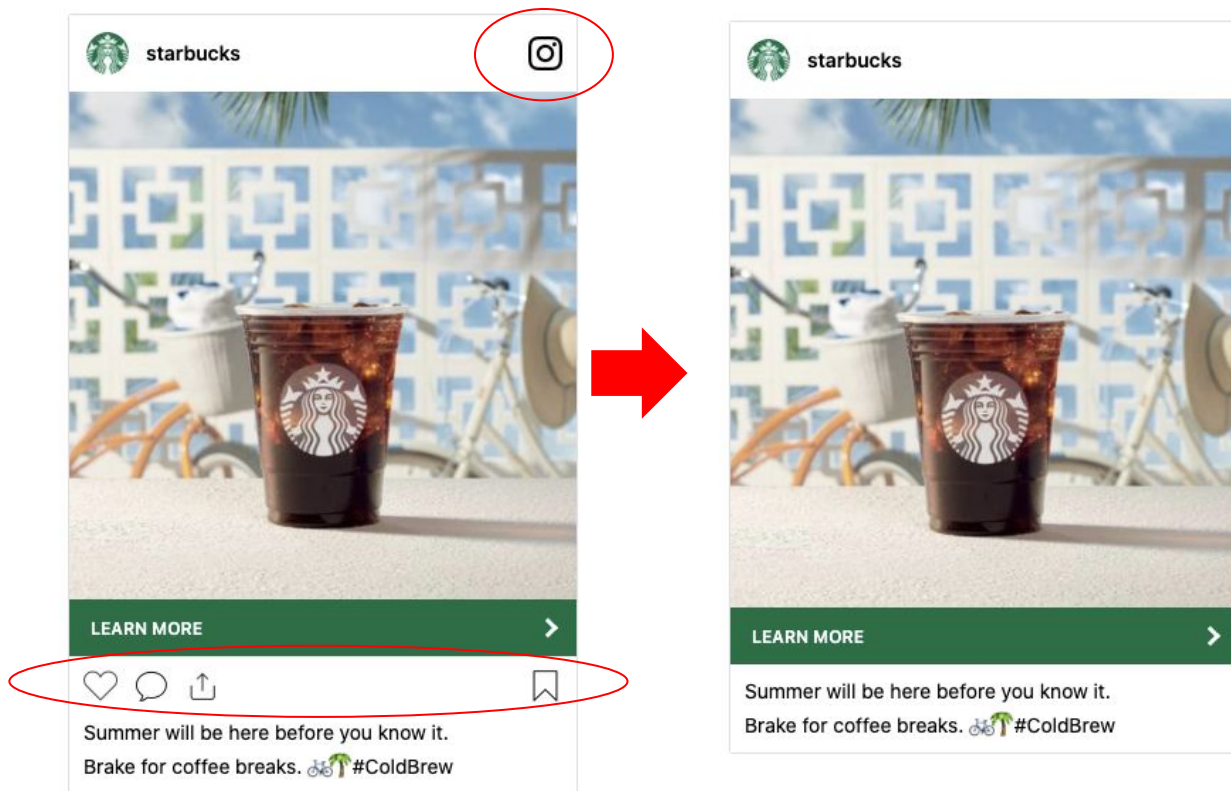- **Maximum width:** 480px

Additional specifications

Iconless formats (optional)

Option to hide the social network icon (top right corner) and social share buttons (bottom left).

Benefit is that all clicks will go to the destination URL.

[Click here to see example of an iconless format](#)

Call-to-action button branding (optional)

Call-to-action button customizations (optional)
- **Button label:** 25 characters until truncation
  - *Default text is "LEARN MORE"*
- **Button color:** 6 digit hex code
  - *Default is #31B0D5 (same color used in Instagram)*

Carousel formats
- **Destination URL:** option to provide different destination URLs for each carousel slide (default will use primary destination URL for all slides)
  - *Note: this does not apply in the EU if DV360 is being used*
- **Call-to-action button:** option to customize button label and color for each slide (default is to use the same button branding for all slides)
- *Click here to see an example*

Call-to-action button label and color
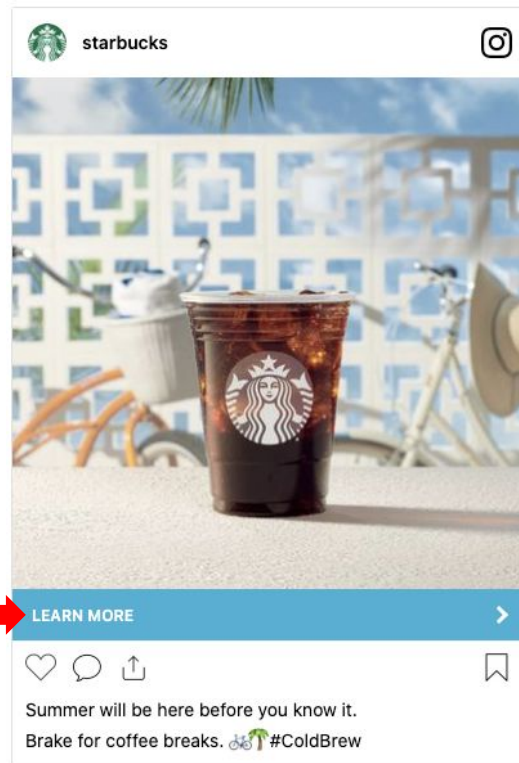
Destination link branding (optional)

Only applicable for Facebook, Twitter, LinkedIn and Snapchat formats.
Not applicable for Instagram, Pinterest, TikTok and YouTube formats.

Link title and description
- **Title**: 30 characters until automatic truncation
- **Description:** 30 characters until automatic truncation

Link title and
description

Video experience explained

Social Extend campaigns supports video creatives. Video is rendered using a proprietary video player that is embedded within the display format.

Default video experience
- **Mobile browsers**: auto-play (with sound off)
  - *Exception: Chrome browsers will auto-play only if video meets specifications (described on earlier slide), otherwise click-to-play*
- **Desktop browsers**: option for auto-play or click-to-play

Click to see mobile example

Click here to see desktop example
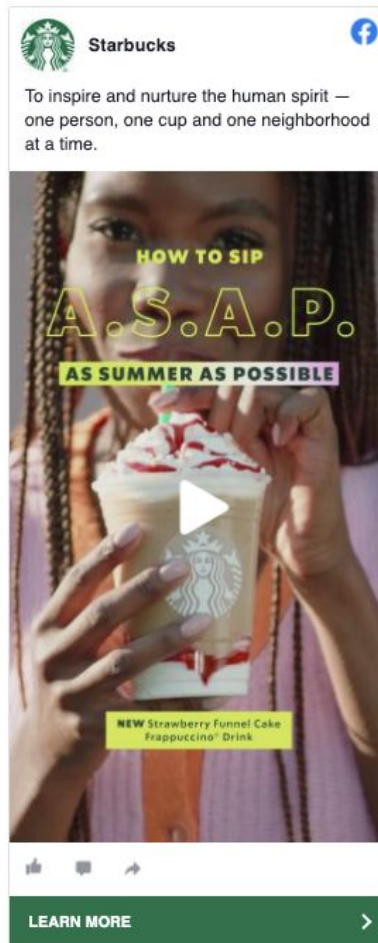
Format rendering explained

Social Extend campaigns by default renders as a flexible sized ad on websites, by resizing standard display ad slots.

When ad slots cannot be resized, a fixed size version of the ad renders. This happens in mobile app inventory and web supply bought on Google's SSP.

No additional assets or customizations are needed for fixed size rendering. The format is determined automatically.
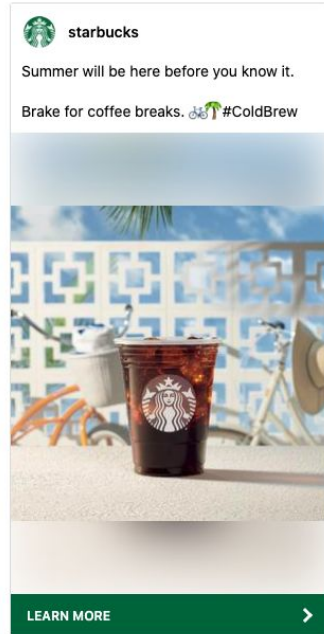
Flexible size (default)

Click to see example

Fixed 300x250 size

Click to see example

Fixed 300x600 size

Click to see example