

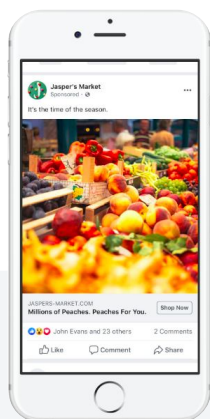
Facebook/Instagram Advertising Guidelines & Best Practices

**Disclaimer: Please note that Facebook is the parent company for Instagram. Therefore, all ads are run through Facebook's ad manager/business manager program. For these purposes, when we reference Facebook ads it is inclusive of Instagram*

Facebook and Instagram ads are a powerful way to connect to your customers and prospects. This guide outlines best practices for creating these ads as well as Facebook's content guidelines.

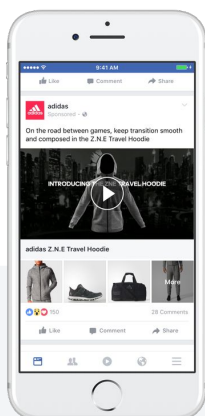
BRIDGE supports the following Facebook/Instagram ad formats: image, video and carousel.

Facebook Ad Specs:¹



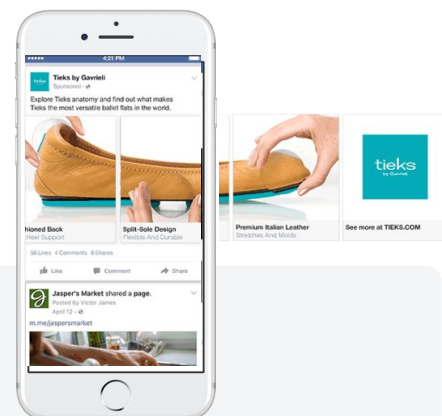
Image

Headline: 25 characters
Link description: 30 characters
Body text: 125 characters



Video

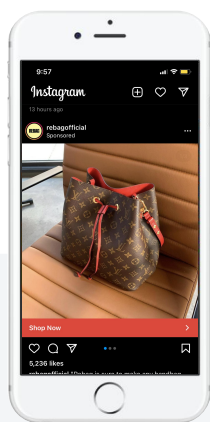
Headline: 25 characters
Link description: 30 characters
Body text: 125 characters



Carousel

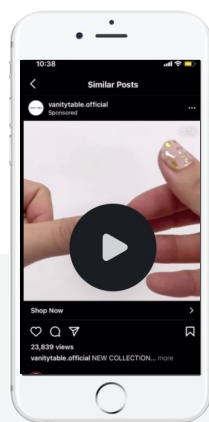
Headline: 25 characters
Link description: 20 characters
Body text: 125 characters

Instagram Ad Specs:²



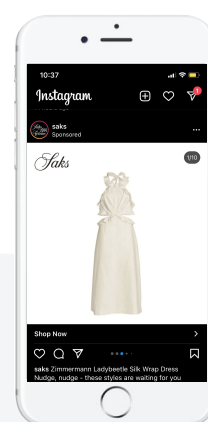
Image

Headline: 40 characters
Link description: 30 characters
Body text: 125 characters



Video

Headline: 25 characters
Max # of Hashtags: 30 characters
Body text: 125 characters



Carousel

Landing Page URL: Required
Max # of Hashtags: 30 characters
Body text: 125 characters

Facebook/Instagram Advertising Guidelines & Best Practices



Creative Best Practices:³

- + **Use vertical videos:** most people hold their phones vertically
- + **Avoid using too much text in your ad images:** images with less than 20% text tend to perform better. If you have to use text on your image, try a smaller font and fewer words to lower the proportion of text to image. [Read Facebook's tips for avoiding too much text into your ad image.](#)
- + **Keep text short,** clear and concise to get your message across
- + **Showcase multiple images using the carousel format:** this format allows people to scroll through multiple creative at the same cost to you. It's a great opportunity if you have lots of product or brand images
- + **Use calls to action:** Draw attention to your brand and encourage people to engage with your ad using a range of CTA buttons.. Based on what you want people to do when they see your ad, experiment with the CTA buttons available (i.e. shop now, sign up, subscribe, apply now, watch more, book now, contact us, donate now, get offer, get quote, get showtimes, learn more, etc) for different ad objectives and formats
- + **Use the recommended aspect ratio for each placement.** Different placements across Facebook, Instagram, Messenger and Audience Network require different aspect ratios. For example, you may want to use a 1:1 ratio for Facebook News Feed, and a 9:16 ratio for Instagram Stories. Note that you can use the same image with multiple placements and ratios by using the asset customization feature in Ads Manager.
- + **Use high-resolution images.** See [Facebook's minimum pixel size requirements](#) and use the highest resolution images available to avoid your image appearing blurry or pixelated.
- + **Show off your product, service or brand.** People scroll through Facebook and Instagram quickly. Show what you're selling, your brand or your logo to communicate your message efficiently.

³[Facebook: Best Practices to Make Your Ad More Engaging](#)

Facebook/Instagram Advertising Guidelines & Best Practices

The guidelines below outline Facebook and Instagram ad content requirements. Ads must adhere to Facebook's [community standards](#). Ads on Instagram must adhere to their [community guidelines](#).^{1,2}

Ads on Facebook must not include:

- Bad grammar & profanity
- Nonexistent functionality and non-functional landing pages
- Low quality or disruptive content; ads with more than [20% of text](#) are considered low quality³
- Automatic audio or flash animation, without a user's interaction

Facebook prohibits the following content categories:⁴

- Illegal products or services
- Information about a person's attributes
- Discriminatory practices
- Tobacco & related products
- Drugs & drug-related products
- Unsafe supplements
- Weapons, ammunition or explosives
- Adult products or services and adult content
- Third-party infringement
- Sensational or controversial content
- False information and misleading claims
- Cheating & deceitful practices
- Spyware or malware
- Unacceptable business practices
- Prohibited financial products & services
- Sale of body parts or fluids
- Personal health
- Payday loans, paycheck advances and bail bonds
- Multi level marketing
- Penny auctions

These categories are restricted, meaning they are allowed on Facebook, but the ad must adhere to the specific guidelines of each category, outlined on Facebook's [ad policy page](#).

- + Alcohol
- + Dating
- + Real money gambling
- + State lotteries
- + Online pharmacies
- + Promotion of OTC drugs
- + Subscription services
- + Financial & insurance products & services
- + Branded content
- + Ads and disclaimers about social issues, elections & politics
- + Cryptocurrency products & services
- + Drug & alcohol addiction treatment
- + Cosmetic procedures & weight loss

¹[Facebook Ads Guide](#)

²[Facebook: Best Practices to Make Your Ad More Engaging](#)



Facebook/Instagram Advertising Policy on Personal Attributes

Facebook prohibits ads that assert or imply personal attributes. In other words, ads should not imply that you know too much about your target audience.

According to Facebook, a personal attribute is any direct or indirect assertion about a person's race, ethnic origin, religion, beliefs, age, sexual orientation or practices, gender identity, disability, medical condition (including physical or mental health), financial status, membership in a trade union, criminal record, or name.¹

Below are examples to help you create acceptable Facebook ads. The ad copy in the 'DON'T' column assumes the characteristics mentioned in the ad apply to the audience, with the copy in the 'DO' column applies to generic audiences.

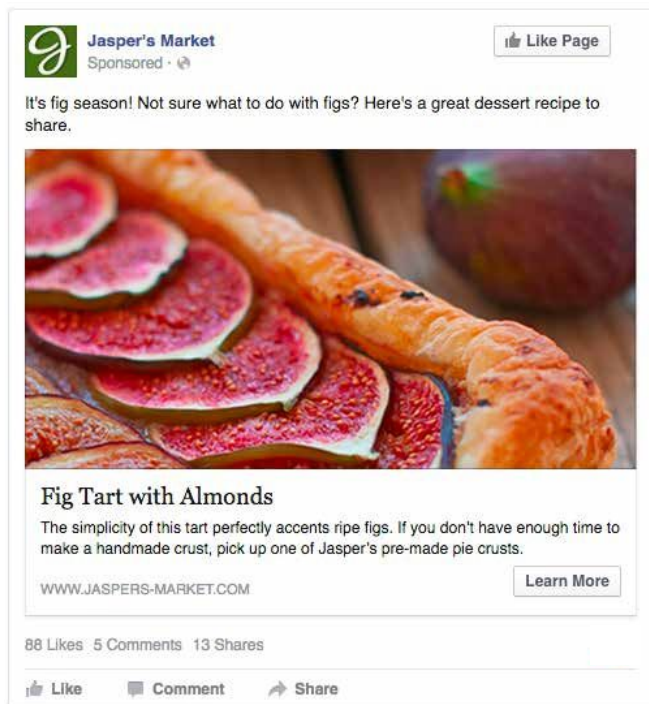
Additional details can be found on [Facebook's Advertising Policies page](#).

 DO	 DON'T
"Find black singles today"	Meet other black singles near you!
"Looking for Christians near you?"	"Meet Other Christians"
"Meet seniors"	"Meet other seniors"
"Gay online dating now"	"Meet other lesbians now"
"A monthly meetup for trans persons and trans allies"	"Questioning your gender identity?"
"Depression Counselling"	"Depression Getting You Down? Get Help Now"
"We have financial services to cover your every financial need"	"Broke? Bankrupt? Check out our services"
"Services to clean up any previous offences"	"Are you a convicted felon?"
"We print customizable t-shirts and stickers with your name"	"Billy Taylor, get this t-shirt with your name in print"

¹[Facebook Policy on Personal Attributes](#)

Facebook/Instagram Advertising

Facebook Creative Specs



Facebook Newsfeed

Drive traffic directly to your website with static ads.

Design Recommendations

Use these guidelines to design an ad that looks good everywhere it appears on Facebook. The recommended image size ensures your image always looks high quality. The recommended text length is how many characters of ad copy could be displayed on smaller screens.

- Recommended image size: 1,200x628
- Image ratio: 1.9:1
- Text: 90 Characters
- Link Description: 30 characters
- Headline: 25 characters
- Image may not include more than 20% text.

In order to run News Feed placements, we need to have rights to advertise on the page's behalf. We will issue a request from our platform to initiate the process pre-launch. The admin of the facebook page should see the notification on their page by following the steps:

- On their page, go to settings in the top right.
- Click Page Roles, on the left menu
- The approval request will appear under "Pending Agency Requests"

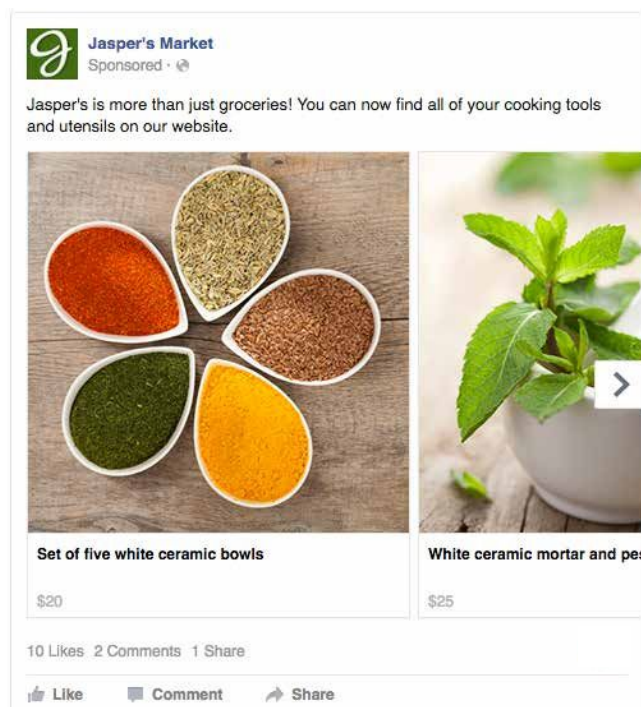
Facebook Carousel

Showcase 3-5 images and drive traffic directly to your website.

Design Recommendations

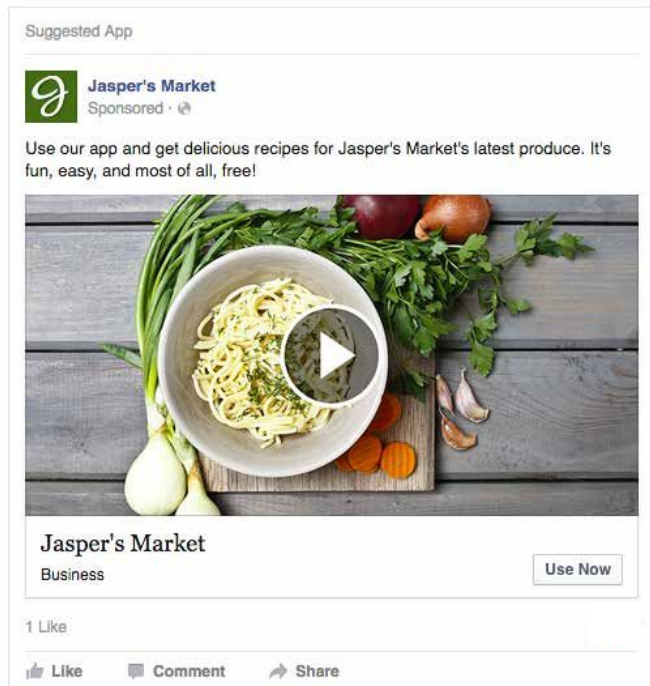
Use these guidelines to design an ad that looks good everywhere it appears on Facebook. The recommended image size ensures your image always looks high quality. The recommended text length is how many characters of ad copy could be displayed on smaller screens.

- Recommended image size: 600x600
- Image ratio: 1:1
- Text: 90 Characters
- Link Description: 20 characters
- Headline: 40 characters
- Image may not include more than 20% text.



Facebook/Instagram Advertising

Facebook Creative Specs



Facebook Standard Video

Drive traffic directly to your website with video advertising.

Design Recommendations

Use these guidelines to design an ad that looks good everywhere it appears on Facebook. The recommended video and thumbnail image guidelines ensures your ad always looks high quality.

- Aspect Ratio: 16:9
- Newsfeed Description: 30 Characters
- Video: H.264 video compression, high profile preferred, square pixels, fixed frame rate, progressive scan
- Headline: 25 characters
- Text: 90 Characters
- Format: .mp4 container ideally with leading moov atom, no edit lists
- Audio: Stereo AAC audio compression, 128kbps + preferred

Technical Recommendations

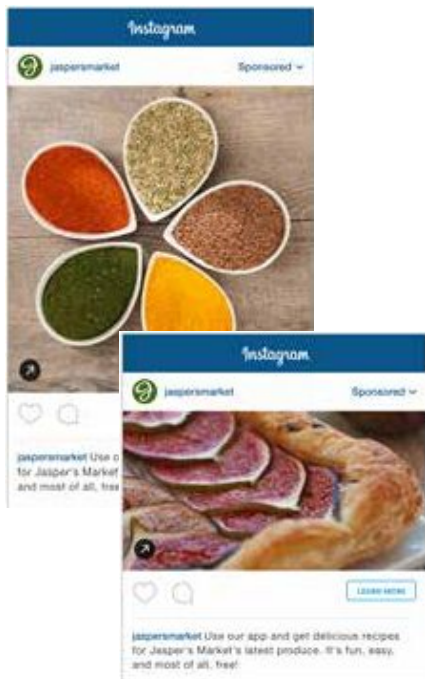
- Caption length text: Text only, max 2,200 characters
- Recommended Aspect Ratio: 1.33:1 / 4:3 / SDTV
1.375:1 / film, 1.77:1 / 16:9 / HDTV
1.85:1 / Film
2:39:1 or 2:40:1 / Widescreen / 9:16 no pillar boxing or letter boxing
- Length: 120 minutes max
- Thumbnail image ratio: Should match the aspect ratio of your video. Your thumbnail image may not include more than 20% text.
- Minimum resolution: 600x315 (1.9:1 landscape) 600x600 (square)
- File Size: Up to 4GB max Frames: 30fps max
- Format: Full list of supported file formats here
- Bitrate: No limit to bitrate file if you're using two pass encoding, as long as long as your file doesn't exceed 1 GB. Otherwise, 8 megabits per second for 1080p and 4 megabits per second for 720p.

Slideshow Design Guidelines

- Recommended News Feed image size: 1,280 x 720 pixels
- News Feed image ratio: 16:9 (max 4:3) or 1:1
- Text: 90 characters (long posts may be truncated on small screens)
- Images of same size and aspect ratio are recommended to avoid cropping
- Your image may not include more than 20% text. See how much text is on your image.

Facebook/Instagram Advertising

Instagram Creative Specs



Instagram Standard

Drive traffic directly to your website with static ads.

Design Recommendations

- Image Size: 1080x1080
- Image Ratio: 1:1
- Image may not include more than 20% text. See how much text is on your image.
- Caption: Text only, 125 characters recommended

Technical Recommendations

- Image ratio: 1.9:1 to 1:1
- Minimum resolution: 600x315 (1.9:1 landscape) 600x600 (square)
- Caption: Text only, max 2,200 characters

Instagram Carousel

Showcase 3-5 images and links within a single ad unit to direct traffic to your website.

Design Recommendations

- Image Size: 1080x1080
- Caption: Text only, 125 char. recommended

Technical Recommendations

Minimum number of images: 3 Maximum number of images: 5

Image ratio: 1:1

Minimum resolution: 600x600 Maximum resolution: 1936x1936

File type: .jpg or .png

Maximum size: 30MB per image

Your image may not include more than 20% text. See how much text is on your image.

Caption: Text only, max 2,200 char.



Facebook/Instagram Advertising

Instagram Creative Specs



Instagram Video

Drive traffic directly to your website with video advertising.

Design Recommendations

- Aspect Ratio: 1:1
- Audio: Stereo AAC audio compression, 128kbps + preferred
- Caption: Text only, 125 characters recommended
- File type: .mp4 container ideally with leading mov atom, no edit lists
- Video: H.264 video compression, high profile preferred, square pixels, fixed frame rate, progressive scan

Technical Recommendations

- Caption length text: Text only, max 2,200 characters
- Video aspect ratio: 1.9:1 to 1:1
- Minimum resolution: 600 x 315 (1.9:1 landscape)
600 x 600 (square)
- Minimum length: 2.5 seconds
- Maximum length: 60 seconds
- File type: .mp4
- Video codecs: H.264, VP8
- Audio codecs: AAC, Vorbis
- Maximum size: 1.75 GB
- Frame rate: 30fps max

Bitrate: No limit to bitrate file if you're using two pass encoding, as long as your file doesn't exceed 1 GB. Otherwise, 8 megabits per second for 1080p and 4 megabits per second for 720p.

Thumbnail image ratio: Should match the aspect ratio of your video. Your thumbnail image may not include more than 20% text. See how much text is on your image.