

# UNIVERSITY MARKETING AND COMMUNICATIONS QUICK REFERENCE GUIDE

## Facebook

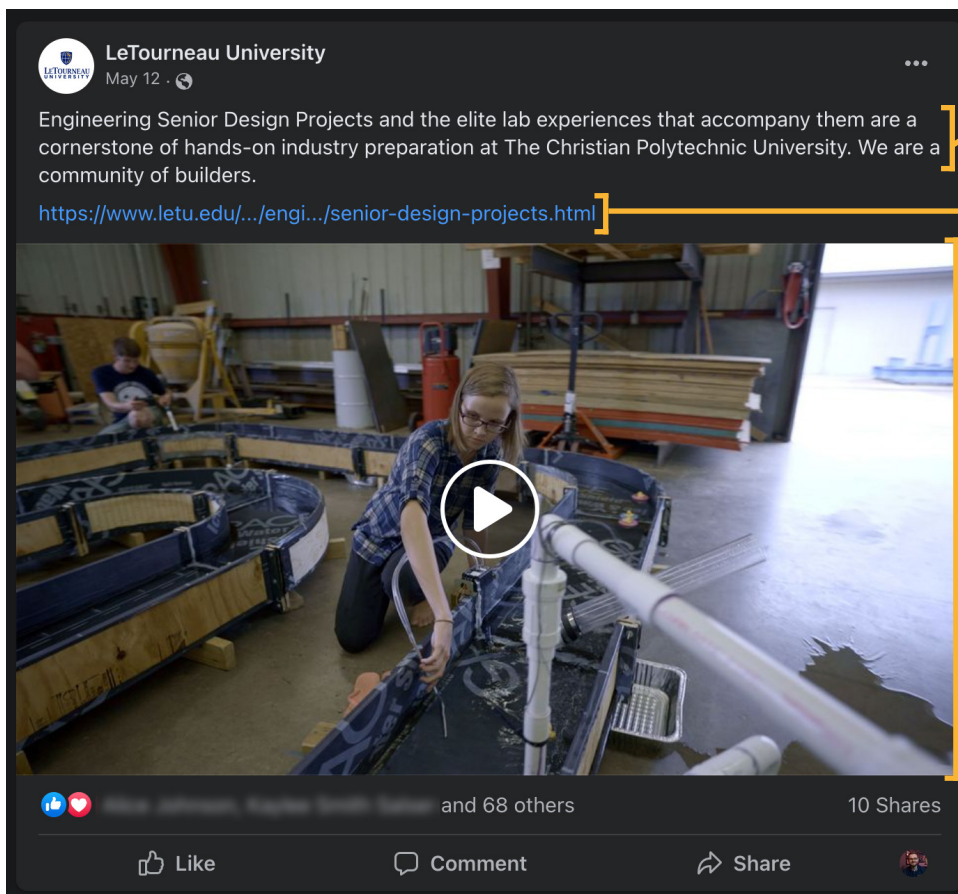
### Audience

- General, trends older but still accessed by all demographics.

### Tips to Succeed on Facebook

- Use Facebook to reach older demographics (parents, alumni, staff/faculty), but young audiences still use it.
- Facebook is ideal for sharing articles & news. However, it is the busiest platform, so content has to work harder to stand out.
- Like comments on your posts, respond professionally to positive comments, and tag partner accounts to whom your content is relevant.
- Avoid long captions, posts without visuals, and long link URLs.

### Example Post



Brand-centric language for content targeted towards prospective students and families

Call to action directs viewers to more content

Video natively uploaded to Facebook instead of linked from another platform

# Technical Specifications

## Video

	Recommended Size	Min Size	Max Size	Supported Ratios	Max Length	Recommended File Types	Max File Size	Notes
Standard Video Post	1920x1080, 30fps	width at least 600	3840x2160, 30fps	16:9, 9:16, 2:3, 4:5, 1:1	240 min	.mov or .mp4 (H.264), 30fps	4 GB	Audio should be stereo AAC w/ at least 128Kbps
360 Video	4096x2048, 60fps	width at least 600	4096x2048, 60fps	2:1	40 min	.mov or .mp4 (H.264), 60fps	1.75 GB	Should contain 360 metadata, audio should be stereo AAC w/ at least 128Kbps
In-Stream Video Ad, Carousel Video Ad	1280x720	600x315	30fps	1.9:1 to 1:1	120 min	.mov or .mp4 (H.264), 30fps	4 GB	Audio should be stereo AAC w/ at least 128Kbps
Messenger Story Ad, Slideshow Video Ad	1280x720	not published	30fps	16:9 to 1.91:1	240 min	.mov or .mp4 (H.264), 30fps	4 GB	Audio should be stereo AAC w/ at least 128Kbps
Collection Cover Video, Experience Video	1200x628	600x315	30fps	1.9:1 to 1:1	120 min	.mov or .mp4 (H.264), 30fps	4 GB	Audio should be stereo AAC w/ at least 128Kbps

Updated on 2022-10-17 | Source: <https://influencermarketinghub.com/social-media-video-specs/#toc-0>

## Images

	Recommended Size	Min Size	Display Size on Desktop	Display Size on Smartphone	Recommended File Types	Max File Size
Stories	1050x1920	not published			.png or .jpg	45 MB (.jpg) or 60MB (.png)
Profile Photo	170x170	not published		128x128	.png or .jpg	45 MB (.jpg) or 60MB (.png)
Cover Photo	1200x628	400x150	820x312	820x312	.png or .jpg	45 MB (.jpg) or 60MB (.png)
Posts and Timeline Photo	1200x630	600x315			.png or .jpg	45 MB (.jpg) or 60MB (.png)
Feed Ad	1080x1080	600x600			.png or .jpg	45 MB (.jpg) or 60MB (.png)
Right Column Ad	1080x1080	254x133			.png or .jpg	45 MB (.jpg) or 60MB (.png)
Instant Article, Marketplace Ad, Sponsored Message	1080x1080	1080x1080			.png or .jpg	30 MB
Messenger Inbox Ad	1080x1080	254x133			.png or .jpg	30MB
Messenger Story Ad	1080x1080	width at least 500			.png or .jpg	45MB (.jpg) or 60MB (.png)

Updated on 2022-10-17 | Source: <https://blog.hootsuite.com/social-media-image-sizes-guide/>