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Introduction

This guide is for you if you’re:
• a designer, creating assets for social media
• a member of staff, commissioning an advertisement or campaign to be run on social media
• a member of staff, in charge of social media accounts.

It offers advice on formats and best practice when creating assets for use on social media. Following the guidance helps ensure the University’s visual identity remains strong and consistent.

The guidance covers Facebook, Twitter, LinkedIn, Snapchat and Instagram – the University’s supported channels and platforms. It also has information regarding the University’s presence on Chinese social media.

Before commissioning or creating any assets, use this guidance to understand:
• the different formats and the supporting text and how to use them, across each platform
• the variation in content and when to use it, eg when and where to include your call to action
• the University’s visual identity and how this is carried through external platforms.

It explains the differences between paid for and organic advertising, and suggests appropriate formats for each.

Tell us what you think
We welcome your feedback. Please let us know if anything in the guide is unclear or if you can’t find the information you need – email Martin Carter (Comms): m.e.carter@leeds.ac.uk
SECTION ONE

PAGE BRANDING
Avatar and banner images

Avatars
There are three colour options available to you: black, green or red. You can request an avatar via the University image library.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>180x180px</td>
</tr>
<tr>
<td>Twitter</td>
<td>400x400px</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>200x200px</td>
</tr>
</tbody>
</table>

To authorise use of the avatar we ask that;
• your channel/feed is used solely for University of Leeds posts, and
• you email webcomms@leeds.ac.uk to let the Digital Communications team know when your use of the avatar has gone live.
• Ensure you request the correct avatar for the channel you are using.

Page banners (cover photo) and text
Don't use text in page banners for social media. It won't work because images are:
• aggressively compressed when uploaded to the platform, and
• often scaled down when viewed on a mobile device where text can get obscured by the avatar and occasionally cropped.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>851x315px</td>
</tr>
<tr>
<td>Twitter</td>
<td>1500x500px</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>1000x425px</td>
</tr>
</tbody>
</table>

Circular Avatars
Some platforms will automatically fit your square avatar to a circular frame – if this is happening, please use the centred avatar.
Best practice

Facebook

Twitter

LinkedIn

- Wrong colour avatar.
- Inappropriate profile picture.
- Text in header image.
Content considerations

On Facebook you have the opportunity to utilise written content alongside visual content (photos, graphics, video etc). It’s important to consider how the two relate to each other.

For organic posts, the written copy will sit above the visual content. For paid for advertising, the written copy will again sit above the visual content, and you also have the opportunity to add a headline and description beneath the visual content.

Whether you’re creating an advertising campaign, or just some organic elements, planning the written copy alongside your visual content is best practice as it means the two work together and complement each other.

Creating the two elements in silos can lead to a disparity and your post not being as effective.

Overlaying text on your image or design

Facebook prefers you to use images without overlaid text and instead prefers you to use the written post, headline and description for your copy.

They have a 20% rule, which means that text overlaid onto image can only take up 20% of the space.

Our logo uses approximately 5% and so any additional text can only take up 15% or less of the overall design space.

There are some exceptions, including events advertisements. More information can be found here.

Facebook also offer a tool to check how much text is on your image, available here.

Organic post content

Paid for post content

Be aware
If you add text to your image it may not reach as many people, even if it is less than their recommended 20% threshold. Text which exceeds 20% of the image will not perform well and in some cases, Facebook may even reject the graphic.
## Content considerations

**Call to action button**
A call to action button is offered on some ad formats on Facebook and Instagram. You can choose a CTA from a set list of options, when you're setting your advert up. The call to action you choose to display is worth consideration, as it affects the relevancy score if an inappropriate CTA is used with a different headline on your advert. For example if your headline text was ‘Explore campus’ and you used the **Book Now** CTA button, your advert may not perform as well as one with more relevant content.

### Facebook

<table>
<thead>
<tr>
<th>Call to action</th>
<th>Image</th>
<th>Video</th>
<th>Carousel</th>
</tr>
</thead>
<tbody>
<tr>
<td>No button</td>
<td>Get Showtimes, Learn More, Listen Now, Send Message, See Menu, Shop Now, Sign Up, Watch More</td>
<td>Get Showtimes, Learn More, Listen Now, Send Message, See Menu, Shop Now, Sign Up, Watch More</td>
<td>Request Time, Apply Now, Book Now, Contact Us, Download, Get Showtimes, Learn More, Listen Now, Send Message</td>
</tr>
</tbody>
</table>

### Instagram

<table>
<thead>
<tr>
<th>Call to action</th>
<th>Image</th>
<th>Video</th>
<th>Carousel</th>
<th>Stories</th>
</tr>
</thead>
<tbody>
<tr>
<td>No button</td>
<td>Request Time, Apply Now, Book Now, Contact Us, Download, Get Showtimes, Learn More, Listen Now, Send Message</td>
<td>Request Time, Apply Now, Book Now, Contact Us, Download, Get Showtimes, Learn More, Listen Now, Send Message</td>
<td>Request Time, Apply Now, Book Now, Contact Us, Download, Get Showtimes, Learn More, Listen Now, Send Message</td>
<td>Request Time, Apply Now, Book Now, Contact Us, Download, Get Showtimes, Learn More, Listen Now, Send Message</td>
</tr>
</tbody>
</table>
Facebook

Photo (organic)

An organic Facebook single image can be viewed on a desktop and mobile. It is organic, and therefore will display within the feed of your followers and cannot be targeted. You will need to make sure your URL is included in your text as the image will not click through. The advert can be used for a range of campaigns, including general brand awareness.

Dos and don’ts

- Correct use of logo, can also include minimal text.
- Can be a stand-alone image with just the logo.
- Call to action not needed as the advert won’t click through.
- Logo too big.
Facebook

Photo (organic)

<table>
<thead>
<tr>
<th>Image</th>
<th>1200x628px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Margin</td>
<td>28px</td>
</tr>
<tr>
<td>Logo size</td>
<td>250px wide</td>
</tr>
<tr>
<td>Logo position</td>
<td>bottom right</td>
</tr>
<tr>
<td>Call to action</td>
<td>none</td>
</tr>
</tbody>
</table>

Text

This text will appear along the top of your image. It should include your message and important information, such as dates. It can host live hashtags, so if you are using one for your campaign, this would be the ideal place to put it. You need to include your URL here along with your call to action.

In stream examples

Desktop news feed.

Mobile news feed.
**Facebook**

**Photo (paid for)**

Photo adverts can be viewed on desktop and mobile, and can be used for a range of campaigns. They are paid for and targeted at a specific audience. The advert presents the call to action and URL below the image. You can click through to a designated landing page directly from the image or from the call to action below the image.

**Adverts on Instagram**

Facebook recommends running adverts on Instagram as well as Facebook. The adverts are built simultaneously but are formatted differently. However please note that you cannot advertise solely on Instagram. It is either Facebook or Facebook and Instagram. More information on Instagram ad formats is available from page 36.

**Dos and don’ts**

- Correct use of logo, can also include minimal text.
- Can be a stand alone image with just the logo.
- Call to action on image not needed.
- Logo too big.
Facebook

Photo (paid for)

Image 1200x628px
Margin 28px
Logo size 250px wide
Logo position bottom right
Call to action on image none
Your image cannot include more than 20% text.

Content hierarchy

Text recommended max 90 characters
Headline recommended max 25 characters
Newsfeed link description recommended max 30 characters

Once you’ve created your advert, see how the amount of text in your ad image will affect the delivery of your advert here.

Further guidance is available here.

Text recommended max 90 characters
This text will appear along the top of your image, and should include most of your message, including important information such as dates. It can host live hashtags, so if you are using one for your campaign, this would be the ideal place to put it.

Headline recommended max 25 characters
This is a summary of your campaign and what you are trying to raise awareness of – most likely your campaign title.

Newsfeed link description max 30 characters
This is a small addition to the content, most likely practical information regarding the call to action in the advert, such as what will happen when you click through.

In stream examples

Desktop news feed.
Mobile news feed.
Side bar view.
# Video (paid for)

Video adverts can be viewed on desktop and mobile, and can be used for a range of campaigns. They are paid for and targeted at a specific audience. The advert presents the call to action and URL below the image. You can click through to a designated landing page directly from the video or from the call to action below the video.

<table>
<thead>
<tr>
<th>Video</th>
<th>1920x1080px (16:9 or 9:16)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frames</td>
<td>max 30 fps</td>
</tr>
<tr>
<td>File size</td>
<td>max 4GB</td>
</tr>
<tr>
<td>Recommended length</td>
<td>up to 15 seconds</td>
</tr>
<tr>
<td>Maximum length</td>
<td>120 minutes</td>
</tr>
<tr>
<td>Format</td>
<td>MP4</td>
</tr>
<tr>
<td>Audio</td>
<td>Stereo AAC audio compression, 128 kbps + preferred</td>
</tr>
<tr>
<td>H.264 video compression, high-profile preferred, square pixels, fixed frame rate, progressive scan</td>
<td></td>
</tr>
</tbody>
</table>

| Margin | 65px |
| Logo size | 525px wide |
| Logo position | bottom right |

**Content hierarchy**

- **Text** recommended max 90 characters
  - This text will appear along the top of your video, and should include most of your message, including important information such as dates. It can host live hashtags, so if you are using one for your campaign, this would be the ideal place to put it.

- **Headline** recommended max 25 characters
  - This is a summary of your campaign and what you are trying to raise awareness of – most likely your campaign title.

- **Newsfeed link description** max 30 characters
  - This is a small addition to the content, most likely practical information regarding the call to action in the advert, such as what will happen when you click through.

**In stream examples**

- **Desktop news feed.**
- **Mobile news feed.**

Once you’ve created your advert, see how the amount of text in your video will affect the delivery of your advert [here](#).

Further guidance is available [here](#).
Carousel

Carousel adverts can be viewed on a desktop or mobile device and are used in a similar way to Canvas ads, allowing us to show up to six images at once. The adverts are paid for and are targeted at a specific audience, who can click through to a designated landing page directly from each image. You can have up to 10 images with accompanying text, so this type of advert would suit a campaign promoting an event, or something with a wide range of visuals.

Adverts on Instagram

Facebook recommends running adverts on Instagram as well as Facebook. The adverts are built simultaneously but are formatted differently. However please note that you cannot advertise solely on Instagram. It is either Facebook or Facebook and Instagram. More information on Instagram ad formats is available from page 36.

Dos and don’ts

✔️ Up to 20% of image can be text.
✔️ Can use images only.
❌ Logo too big.
❌ Call to action not needed.
# Carousel

**Image**

1080x1080px

**Margin**

36px

**Logo size**

350px wide

**Logo position**

bottom right

**Call to action**

included button

Your image cannot include more than 20% text.

## Content hierarchy

<table>
<thead>
<tr>
<th>Text</th>
<th>recommended max 125 characters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headline</td>
<td>recommended max 40 characters</td>
</tr>
<tr>
<td>Description</td>
<td>recommended max 20 characters</td>
</tr>
</tbody>
</table>

Once you’ve created your ad, see how much text is on your image [here](#).

Further guidance is available [here](#).

## In stream examples

- [Desktop news feed.](#)
- [Mobile news feed.](#)
- [Side bar view.](#)

**Call to action button**

Facebook provide options

The call to action button is the same for each image, although the click through URL for each card does not have to be the same. It affects the relevancy score if an inappropriate CTA is used with a different headline. For example ‘Explore campus’ and [Book Now](#).

**Text**

This text will appear along the top of every image included in the carousel, so should be text that is relevant to all images.

**Headline**

This is the headline message that will sit underneath your images. Each image has its own individual headline which should be related to the image.

**Description**

This is an accompanying description to each individual headline and is optional.

Further guidance is available [here](#).
Canvas

Canvas adverts are specifically designed for mobile devices and provide an immersive, high impact, full-screen app-like experience. They are paid for and targeted at a specific audience, with click-through buttons hosted throughout the advert, which take users to your featured website. They can host a range of content including video, image and text.

Before creating a Canvas ad, contact Shona Orr: s.orr@leeds.ac.uk
Read further guidance here

Adverts on Instagram
Facebook recommends running adverts on Instagram as well as Facebook. The adverts are built simultaneously but are formatted differently. However please note that you cannot advertise solely on Instagram. It is either Facebook or Facebook and Instagram. More information on Instagram ad formats is available from page 36.

Header image
Fixed to top 882x66px
Supported file types JPG or PNG

Photos
Full screen size 1080x1920px
Supported file types JPG or PNG

Text
Maximum 500 characters to a block
Fonts and sizing are selected in the Canvas editor

Buttons
Font and styling are selected in the Canvas editor

Video (auto play)
must be shot in HD 720p (1280x720px) or 1080p (1920x1080px)
H.264 codec
Supported file types MP4

Image carousel/gallery
Full screen size 1080x1920px
Maximum images per carousel 10
Supported file types JPG or PNG

Tilt to view image
Maximum width 1080 pixels
Maximum height 1920 pixels
Supported file types JPG or PNG
Image will be centred and requires an overlay indicating users to tilt the device

Example Canvas ad – used in our University of the Year campaign.
Canvas adverts are mobile only.

Facebook

Canvas – in stream view

<table>
<thead>
<tr>
<th>Text</th>
<th>recommended max 90 characters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headline</td>
<td>recommended max 45 characters</td>
</tr>
</tbody>
</table>

Once you’ve created your ad, see how much text is on your image [here](#).

Further guidance is available [here](#).

---

**Content hierarchy**

![Image of Canvas ad example]

- **University of Leeds**
  - Sponsored by:
  - [Visit University of Leeds](#)

- **Attend the University of Leeds Open Days**
  - Text

- **Speak to the University of Leeds**
  - Headline

---

**Text**

<table>
<thead>
<tr>
<th>Text</th>
<th>recommended max 90 characters</th>
</tr>
</thead>
</table>

This text will appear along the top of every image included in the carousel, so should be text that is relevant to all images.

**Headline**

<table>
<thead>
<tr>
<th>Headline</th>
<th>recommended max 45 characters</th>
</tr>
</thead>
</table>

This is the headline message that will sit underneath your images. Each image has its own individual headline which should be related to the image.
Collections

Collection adverts are specifically designed for mobile devices and provide an immersive, high impact, full-screen app-like experience. They are paid for and target at a specific audience, with click-through buttons hosted throughout the advert. It can host video and images. This format has been designed more for the purpose of e-commerce. However by using a variety of imagery and video content the Collection can create a more compelling advert, which also has the added benefit of converting to a basic canvas ad when viewed on a mobile device.

Before creating a Collection advert, contact Shona Orr: s.orr@leeds.ac.uk

**Header image/video** 1200x628px

**Margin** 28px

**Logo size** 250px wide

**Logo position** bottom right

Your image cannot include more than 20% text.

When building the advert you can add further associated images. Must have a minimum of four relevant images to populate thumbnails in the feed unit.

**Headline** recommended max 25 characters

Once you’ve created your advert, see how the amount of text in your video will affect the delivery of your advert here

Further guidance is available here

---

**In stream examples**

Desktop news feed.

Mobile news feed.
Slideshow adverts can be viewed on desktop and mobile, and can be used for a range of campaigns. They are paid for and targeted at a specific audience. The advert consists of 3–10 images and transforms it into a slideshow. You can edit the transition and image duration, add music and text to each individual image. It presents the call to action and URL below the slideshow. You can click through to a designated landing page from the call to action.

- **Images**: 3–10 images at 1280x720px
- **Length**: max 50 seconds
- **Image format**: JPEG
- **Video format**: MOV and MP4
- **Music format**: WAV, MP3, M4A, FLAC and OGG
- **Margin**: 30px
- **Logo size**: 300px
- **Logo position**: bottom right
- Your image cannot include more than 20% text.

**Content hierarchy**

- **Text** (recommended max 90 characters)
- **Headline** (recommended max 25 characters)
- **Newsfeed link description** (max 30 characters)

**In stream examples**

- **Text**: This text will appear along the top of your video, and should include most of your message, including important information such as dates. It can host live hashtags, so if you are using one for your campaign, this would be the ideal place to put it.
- **Headline**: This is a summary of your campaign and what you are trying to raise awareness of – most likely your campaign title.
- **Newsfeed link description**: This is a small addition to the content, most likely practical information regarding the call to action in the advert, such as what will happen when you click through.

Once you’ve created your advert, see how the amount of text in your video will affect the delivery of your advert here

Further guidance is available here
Frames (organic)

Facebook frames is a new feature that allows us create frame overlays, similar to Snapchat Geofilters (see page 36). Users can overlay these onto their profile pictures, and in the camera mode of Facebook. Frames are organic, but can be targeted using location and keywords. There is no link or click through displayed, so frames are best used for events or general brand awareness.

The elements of your frame should all be created separately before hand. Each element must have a transparent background. These elements are then uploaded individually to the platform and arranged in the frame studio. Facebook will then automatically adjust your design for each of the three formats.

<table>
<thead>
<tr>
<th>Graphic elements format</th>
<th>PNG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>max 1MB</td>
</tr>
<tr>
<td>Logo</td>
<td>not needed</td>
</tr>
<tr>
<td>Text</td>
<td>no more than 20% of graphic</td>
</tr>
</tbody>
</table>

Further guidance is available [here](#)

**Please note:** a test page for Facebook has been set up by the digital communications team, designers are invited to use this to test their frame layouts. These will then be transferred over to the live Facebook page and published. Contact Martin Carter, m.e.carter@leeds.ac.uk for more information.
SECTION THREE

INSTAGRAM
Instagram

Overview

Instagram is a photosharing social media platform which needs a very clear audience and purpose. The main university account shows all parts of the campus and appeals to a very wide audience of prospective students, current students and alumni. If there’s part of campus you’d like featured, then please contact the communications team.

We recommend not setting up new accounts unless there is a very clear, unique audience that is not handled by the corporate account. Examples of this could include subjects which are highly visual, such as some art and design subjects, or accounts that actively promote a subject by reposting interesting user generated images, such as students studying abroad, or on visually interesting placements.

However out of date, poorly maintained accounts, feeds with no clear audience or purpose dilute the main accounts, create a poor and potentially brand damaging impression of the University, take considerable time and resources, and offer very little to the user, faculty or service.

Things to consider about the account:

• Who is it for and why do they need this?
• Who will manage this, engage daily, respond to messages, identify and post the content? All of this needs to be done on a mobile phone.
• Is there enough content to fill the feed throughout the year, and have you got the resource to maintain and grow this?
• Why would you follow the feed? As the person setting it up, do you follow similar feeds? If not, why not?
• Where do you see the account in two years? Five years?

Things to consider about the photography:

• Photographs of individual or groups of people generate significantly less engagement than wider views of an environment.
• Stock photography is often less well received as followers see it as less genuine.
• Photography of specific equipment has a very limited wider appeal outside the particular field.

If you’re considering setting up an Instagram account, then please contact
webcomms@leeds.ac.uk

Advertising on Instagram

We are able to advertise easily on Instagram, however. Images used in advertising on Instagram do not appear in the feed of the main account. This means you use our main account to reach your exact audience easily without the requirement to maintain a new, or separate account on an ongoing basis. See the next section for details.
Photo adverts can be viewed on desktop and mobile. The placement for the advert can either be in the Feed or in Instagram Stories between people’s stories. They are paid for and targeted at a specific audience. The advert presents the call to action below the image. You can click through to a designated landing page directly from the call to action.

### Content hierarchy

<table>
<thead>
<tr>
<th>Image</th>
<th>1200x628px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Margin</td>
<td>28px</td>
</tr>
<tr>
<td>Logo size</td>
<td>250px wide</td>
</tr>
<tr>
<td>Logo position</td>
<td>bottom right</td>
</tr>
<tr>
<td>Call to action</td>
<td>included button</td>
</tr>
<tr>
<td>Your image cannot include more than 20% text.</td>
<td></td>
</tr>
</tbody>
</table>

### Caption

Caption recommended max 125 characters

This text will appear below your video, and will be pulled through from the content you have used on your Facebook advert in the ‘text’ section. This is the only text pulled through from Facebook, so any information used in the ‘headline’ and ‘Newsfeed description’ will be lost.

**In stream examples**

In stream examples

- **Desktop view.**

- **Mobile view.**

Further guidance is available here.
Video (pulled through from Facebook)

Video adverts can be viewed on desktop and mobile. The placement for the advert can either be in the Feed or in Instagram Stories between people’s stories. They are paid for and targeted at a specific audience. The advert presents the call to action below the video. You can click through to a designated landing page directly from the call to action.

<table>
<thead>
<tr>
<th>Video</th>
<th>1080x1080px (1:1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frames</td>
<td>max 30 fps</td>
</tr>
<tr>
<td>File size</td>
<td>max 4GB</td>
</tr>
<tr>
<td>Length</td>
<td>max 60 seconds</td>
</tr>
<tr>
<td>Format</td>
<td>MP4</td>
</tr>
<tr>
<td>Audio</td>
<td>Stereo AAC audio compression, 128 kbps + preferred</td>
</tr>
<tr>
<td>H.264 video compression, high-profile preferred, square pixels, fixed frame rate, progressive scan.</td>
<td></td>
</tr>
</tbody>
</table>

Margin 36px
Logo size 350px wide
Logo position bottom right

To select your 1:1 video to be displayed on Instagram, click ‘Use a different video for certain placements’ under the main video choice pulled through from your Facebook advert.

<table>
<thead>
<tr>
<th>Content hierarchy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hello, Leeds</td>
</tr>
</tbody>
</table>

| Desktop view. |

Caption recommended max 125 characters

This text will appear below your video, and will be pulled through from the content you have used on your Facebook advert in the ‘text’ section. This is the only text pulled through from Facebook, so any information used in the ‘headline’ and ‘Newsfeed description’ will be lost.

<table>
<thead>
<tr>
<th>Call to action chosen on Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learn More</td>
</tr>
</tbody>
</table>

This full-width call to action will appear below your advert’s photo. It is chosen from a set of recommended options on Facebook. If you do not choose a call-to-action button, a ‘Learn More’ CTA button that links to your website will automatically appear below your advert.

<table>
<thead>
<tr>
<th>In stream examples</th>
</tr>
</thead>
</table>

Caption recommended max 125 characters

Further guidance is available here.
Carousel (pulled through from Facebook)

Carousel adverts can be viewed on desktop and mobile. The placement for the advert can either be in the Feed or in Instagram Stories between people’s stories. They are paid for and targeted at a specific audience. The advert presents the call to action below the image. You can click through to a designated landing page directly from the call to action.

### Content hierarchy

#### Image
- 1080x1080px

#### Minimum number of images
- 2

#### Maximum number of images
- 10

#### Margin
- 36px

#### Logo size
- 350px wide

#### Logo position
- bottom right

Your image cannot include more than 20% text.

#### Text
- recommended max 90 characters

#### Headline
- recommended max 40 characters

#### Description
- recommended max 20 characters

The description is an optional field in Facebook advert manager, and although will display when your advert is served on Facebook, it will not be included when it is pulled through to Instagram.

#### Call to action
- Facebook provides options

A full-width call to action will appear below your advert’s photos. If you do not choose a call-to-action button, a ‘Learn More’ CTA button that links to your website will automatically appear below your advert.

### In stream examples

- Desktop view.
- Mobile view.

Once you’ve created your ad, see how much text is on your image here.

Further guidance is available here.
Stories can be viewed in full screen vertical format on mobile only. Instagram allows both video and photo content with add on filters, text overlay and drawing tools. They are targeted and will display when users are in the immersive viewer in app. They are only displayed for 24 hours and therefore would be suitable for events on campus or announcements.

You have the option to add a call to action button in this advert, but cannot add text or captions, other than within the image or video files.

**Format**

- 1080x1920px (9:16)
- Video file types: MP4 or MOV
- Image file types: JPG or PNG
- Maximum file size: 4GB (Video) or 30MB (Photo)
- Video length: maximum 15 seconds
- Photo content: visible for 3 seconds

**Margin**

- 36px

**Logo**

- Size: 350px wide
- Position: bottom right

**Call to action**

- Optional button

Please note: captions are not currently available. Any text must be part of the video or image files.

Further guidance is available [here](#).
Single image tweet (organic and paid for)

An image tweet can be viewed on both desktop and mobile. It can be organic and display within the feed of all your followers or can be paid for and targeted at a specific audience. You will need to make sure your URL is included in your text, as the image will not click through. The advert can be used for a range of campaigns, including general brand awareness.

**Dos and don’ts**

- Correct use of logo and margins, with clear readable text.
- Can be a stand-alone image with just the logo.
- Logo too big.
- Text is illegible.
Single image tweet (organic and paid for)

**Image**
- 780x440px

**File size**
- less than 5MB

**Margin**
- 26px

**Logo size**
- 200px wide

**Logo position**
- bottom right

PNG, JPEG, or GIF are recommended. BMP or TIFF files are not supported.

**Text**
- max 140 characters including URL

Further guidance is available [here](#).

**Content hierarchy**
- Thinking about research in Education, Social Sciences or Law? Deadline for LeedsDoctoralScholarships is 10 March
- ow.ly/kHaq309jXG

**In stream examples**
- Desktop news feed.
- Mobile news feed.

This text will appear along the top of your image and should include your message, call to action and URL (if needed). It can host live hashtags, so if you are using one for your campaign, this would be the ideal place to put it.
Website card

A website card can be viewed on desktop and mobile. It is paid for and targeted at a specific audience who can click through to a designated landing page directly from the image and the call to action. This is ideal for a variety of web content, including blog posts, news articles, product pages and business descriptions. With a title, description and an image, the card is designed to give viewers a preview of the content before they click through to the featured website.

Dos and don’ts

Correct use of logo. Can also include minimal text.

Can be a stand-alone image with just the logo.

Too much text – image should offer a preview of the website it links to. Web address is included unnecessarily as advert clicks through directly to the designated landing page.

Too much text, web address duplication and no logo.
Website card

**Image**

- **Size**: 800x418px
- **File size**: less than 3MB
- **Margin**: 20px
- **Logo size**: 180px wide
- **Logo position**: bottom right
- **Call to action**: none

PNG and JPEG are recommended. BMP or TIFF files not accepted.

Your image cannot include more than 20% text.

**Text**

- **max 92 characters**

**Headline**

- **recommended max 50 characters**

Further guidance is available [here](#).

---

**Content hierarchy**

**Text**

Deadline for the University of Leeds Doctoral Scholarships is 10 March

**Headline**

Looking for funding?

www.leeds.ac.uk

Promoted

---

**In stream examples**

[Desktop news feed.]

[Mobile news feed.]
SECTION FIVE

LINKEDIN
Text adverts

A text ad can be viewed on both desktop and mobile. The size and format of the advert will vary depending on the platform it is being viewed on. It is targeted and is a cost-effective way of reaching a large audience. The advert will be served alongside a LinkedIn member’s feed.

The image will display very small and therefore should not include any text or the logo. A bold and eye-catching image will work best at such small size. If you don’t have such an image, the University avatar can be used. The accompanying text will also need to be concise and include your call to action.

This type of advert would be suitable for applications and sign-ups, such as jobs and funding.

Dos and don’ts

- Logo illegible.
- Image too small and busy.
- Correct size and no logo.
- Can use University avatar.
### Text adverts

**Content hierarchy**

<table>
<thead>
<tr>
<th>Image</th>
<th>Logo</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image</td>
<td>Logo</td>
<td>Text</td>
</tr>
</tbody>
</table>

- **Image** 50 x 50 pixels
- **Logo** none

<table>
<thead>
<tr>
<th>Headline</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 character max</td>
<td>75 character max</td>
</tr>
</tbody>
</table>

Further guidance is available [here](#).

### In stream examples

- Desktop news feed.
- Mobile news feed.

**Headline**

This is a summary of your campaign and what you are trying to raise awareness of – most likely your campaign title or call to action.

**Description**

This should be a short summary of the content you are linking to, including dates and important information. It should entice the reader to click through and find out more.
Sponsored content can be viewed on both desktop and mobile. It is targeted and will appear directly in LinkedIn member's feed, as well as appearing on other pages (jobs searches, “my network”, etc) and on the University’s page feed.

You must include your URL and call to action in your text on this advert, as the image is not a click through. This type of advert is suitable for campaigns and general brand awareness.

Dos and don’ts

Correct use of logo and margins, with clear readable text.

Correct use of logo and margins.

No call to action or URL is needed on the image.

No logo. Call to action is not needed.
Sponsored content

**Image** 1200x627px
**Margin** 28px
**Logo size** 270px wide
**Logo position** bottom right
**File size** max 100MB

Call to action none

JPG, GIF or PNG are recommended. Animated GIFs are not accepted.

**Headline** 70 characters max

**Description** 100 characters max

URLS longer than 23 characters are shortened by the LinkedIn shortener.

Content hierarchy

Headline

This is where the main message of your advert should be.

Description 100 characters max

Is intended to give more information. However for most desktops and mobile devices the ad description will not be visible. However we do advise writing one, as with Facebook, it automatically fills in the description based on the URL.

In stream examples

Desktop news feed.

Mobile news feed.

Further guidance is available [here](#).
Sponsored InMail allows you to send marketing messages directly to your target audience’s LinkedIn inbox.

Whilst the message itself is text-based, with a simple call to action button at the bottom, you are also given the option to display a banner advert to the right of the message. The banner advert will only be viewable on desktop. Whilst optional, if you do not choose to include a banner advert in your campaign, users may see an advertisement from another advertiser in that slot.

<table>
<thead>
<tr>
<th>Text</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom fields – first name, second name.</td>
<td></td>
</tr>
<tr>
<td>Subject</td>
<td>60 character max</td>
</tr>
<tr>
<td>Message text</td>
<td>1000 character max</td>
</tr>
<tr>
<td>CTA button</td>
<td>40 character max</td>
</tr>
<tr>
<td>Custom footer</td>
<td>no limit</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Image (MPU advert)</th>
<th>300x250px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Margin</td>
<td>10px</td>
</tr>
<tr>
<td>Logo size</td>
<td>138x40px</td>
</tr>
<tr>
<td>Logo position</td>
<td>bottom right</td>
</tr>
<tr>
<td>File size</td>
<td>max 40KB</td>
</tr>
<tr>
<td>Call to action</td>
<td>yes</td>
</tr>
<tr>
<td>JPG, GIF or PNG are recommended. Animated GIFs and Flash files not accepted.</td>
<td></td>
</tr>
</tbody>
</table>

Refer to the digital banner advertising guidelines for more in-depth information on how to create an MPU banner advert.

**In stream examples**

Be concise, personal and relevant. Keep your copy under 1000 characters and include a body link.

Use a strong visual. Enhance your message but do not distract from it.
SECTION SIX

SNAPCHAT
Geofilters

Geofilters are visual overlays that users can apply to Snapchat messages. A geofilter can only be viewed on a mobile, in the app. It is paid for and targeted using a specific geographical location (e.g., campus).

There is no call to action or click through on geofilters, so it would be suitable for general brand awareness. A typical use might be graduation ceremonies, open days or a special event.

Maximum width 1080px
Maximum height 1920px
File size max 300kb
PNG with transparent background is recommended.

Further guidance

• Given the informal nature of the platform we recommend you do not use the University of Leeds logo.
• Ensure there is sufficient contrast on the text.
• No more than two lines of text per geofilter.
• Avoid semi-transparent images/text as they may create legibility issues.
• Snapchat will reject any geofilters including hashtags, URLs or social media accounts.
• Keep the design clean, simple, fun and memorable.

Digital Communications have a tool to test geofilters before they are submitted to Snapchat for approval. If you need to use this please email webcomms@leeds.ac.uk
SECTION SEVEN

CHINESE SOCIAL MEDIA
Chinese Social Media

Overview

Most Western social media channels, including Facebook, WhatsApp, Instagram, YouTube and Twitter are blocked in China, meaning we are unable to use these as routes to communicate with people who live there.

Alternative social media channels like WeChat and Weibo are omnipresent in China. WeChat, in particular, is incredibly popular - it’s the second most used social network in the world with over 900 million active users. WeChat is used for everything from searching the internet and chatting with friends, to paying for taxis and doing day to day banking.

WeChat looks like a hybrid of Facebook, WhatsApp and Google, and Weibo has similarities to Twitter. The prominent language on these apps is Mandarin.

We work with an external digital agency to maintain our Chinese social media networks, who grow our channels, respond to comments and promote the University. If you have messages which are specifically targeted to a Chinese audience, contact Sam Miles in the International Office for how to push your messages out through these accounts: s.a.t.miles@leeds.ac.uk.

Please be sure to provide:

- proposed posted date
- call to action (which can be a URL)
- which channel (or both)
- faculty/area
- Weibo suggested content (up to 70 English words)
- WeChat suggested content (up to 300 English words)
- image file.

In stream examples

Weibo

WeChat

Overview

We work with an external digital agency to maintain our Chinese social media networks, who grow our channels, respond to comments and promote the University. If you have messages which are specifically targeted to a Chinese audience, contact Sam Miles in the International Office for how to push your messages out through these accounts: s.a.t.miles@leeds.ac.uk.

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