

	FACEBOOK	INSTAGRAM	X	LINKEDIN
IMAGE SIZE Send us the largest image you have. We'll do the cropping for each channel.	Square: 1080x1080 Vertical: 1080x1350 Horizontal: 1080 x 566	Square: 1080x1080 Vertical: 1080x1350 Horizontal: 1080 x 566	Square: 1080x1080 Vertical: 1080x1350 Horizontal: 1080 x 566	Square: 1080x1080 Vertical: 1080x1350 Horizontal: 1080 x 566
VIDEO Send us the video file and we will upload it.	10 minute limit	10 minute limit	140 second limit	10 minute limit
ASPECT RATIO	16:9, 1:1 or 9:16	16:9, 1:1 or 9:16	16:9, 1:1 or 9:16	16:9, 1:1 or 9:16
MAX SIZE	4 gb	4 gb	5 gb	5 gb

SEND US YOUR:

- ✓ Photo or video files. Pick one image size to be used on each platform.
- ✓ Caption for the posts with a call to action.
- ✓ URL to your site or product page, and we'll create a custom, trackable link and add it to your post.
- ✓ Social media account URLs (we will tag you in the posts).

SOCIAL MEDIA POINTERS:

- Sponsored posts should inform and/or entertain, and therefore should not feature overly promotional copy.
- For native video autoplays, use the first few seconds to capture attention. The majority of views will be limited to the first 60 seconds. [For example, don't have only your logo on screen right away.]
- We encourage you to share the content on your accounts once it has been published by Wood Floor Business—this will help the algorithms and make it more likely the platforms will show the post to more people.

FOLLOW US ON:



TECHNICAL QUESTIONS? CONTACT:

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