



# Guide to Facebook Ad Specs



## Image Ads

1200 x 628 px  
9:16 to 16:9  
JPG & PNG

## Collection Ads

1:1  
1080 x 1080 px  
JPG/PNG/MP4/MOV

## Carousel Ads

1:1  
1080 x 1080 px  
JPG/PNG/  
MP4/MOV

## Lead Form Ads

1:1  
1080 x 1080 px  
JPG & PNG



## Square Video Ads

1:1  
1080 x 1080 px  
MP4 & MOV



## Story Ads

9:16  
1080 x 1920 px  
JPG/PNG/MP4/MOV



## Horizontal Video Ads

Min. 600 x 315 px  
1.91:1  
MP4 & MOV



# Facebook Guide

**Paul McFedries**



## **Facebook Guide:**

**Facebook Me! A Guide to Socializing, Sharing, and Promoting on Facebook** Dave Awl, 2010-12-16 With more than 500 million active users around the world and still growing steadily Facebook is more than just another social media site In the words of author Dave Awl Facebook is the new town square the place where people gather to discuss the news of the day as well as share what's going on in their lives And Facebook can actually be a useful business tool as well as a great way to promote creative projects So what's new in the second edition of Facebook Me Facebook has changed dramatically since the book was first published and this newly revised and expanded edition will bring readers up to speed on all the new features and interface elements that have been added and revamped in the time since It addresses the ongoing controversies about Facebook's privacy policies with detailed coverage of Facebook's privacy settings and advice for keeping your Facebook experience as secure as possible as well as expanded info on Facebook's sharing tools and how to control who sees what It includes a brand new chapter called Advertising and Promoting on Facebook that shows you how to apply the principles of social media marketing specifically to Facebook's user culture in order to maximize the ripple effect of Facebook's news feed to win new fans and customers and build stronger bonds with existing ones Plus there's an expanded chapter on Facebook at Work how to keep your profile professional avoid getting in trouble and use Facebook for job hunting And in the etiquette department this edition features new guidance on how to deal with conflict and avoid flame wars between Facebook friends All in all Facebook Me takes you on a guided tour of everything Facebook has to offer and shows you how to get the most out of the time you spend there while helping you avoid some of its pitfalls Find out what you can do on Facebook and what it can do for you Reconnect with old friends and make new ones let your friends know what you're up to and share photos or video all while protecting your privacy Learn Facebook etiquette how and why to friend someone how to socialize politely whether you should friend your boss and how to keep your profile looking professional if you do Publicize your projects business or causes Post to your Wall set up a Page organize a Group or invite friends to Events Discover how to use Facebook's News Feed to connect with an audience that reaches far beyond the boundaries of your own friends list Look for the Facebook Me page on Facebook to connect with the author and other readers of this book

**The Complete Idiot's Guide to Facebook, 3rd Edition** Joe Kraynak, Mikal E. Belicove, 2012-10-02 Facebook is by far the most popular social networking site but it is not as user friendly as the service would like people to think It leaves many users scratching their heads over even the most fundamental features such as the difference between their Wall and their News Feed And Facebook's help system is woefully inadequate The Complete Idiot's Guide to Facebook Third Edition gets readers registered and touring Facebook in the very first chapter and never lets up as it reveals the features that have made Facebook so amazingly popular Users discover how to Flesh out and protect the all new personal profile Track down long lost friends family members and classmates Communicate via status updates email and chat Share photos and video Make the best use of the new Timeline feature Take

advantage of Facebook's new location based functionality Schedule real world get togethers and send out invitations Share common interests in groups Play games Understand Facebook's dizzying array of privacy options that dictate who sees one's content Buy and sell stuff in the Facebook Marketplace and more Readers also learn how to tap the power of Facebook for more than simply personal use such as personal branding marketing a business product service or non profit or promoting a worthy cause

*The Facebook Guide to Small Business Marketing* Ramon Ray, 2013-02-05 The guide for marketing a small business on Facebook The number one social networking site offers the opportunity to reach more than 350 million registered users with your advertising message Owners of small and local businesses will benefit from these tips and best practices provided by Facebook insiders Learn new ways to attract customers create a business profile and take advantage of Facebook's many marketing features With more than 350 million registered users Facebook opens a worldwide forum for small businesses that were once dependent on local traffic alone This guide to small business marketing on Facebook is packed with information from Facebook's staff Guides you through creating a profile for your business taking advantage of Facebook's unique marketing features following best practices and getting the best return on your investment Packed with insider tips and creative marketing ideas If you have a small or local business you can't go wrong with the marketing advice in *The Facebook Guide to Small Business Marketing*

**The Complete Idiot's Guide to Facebook Marketing** Damon Brown, John Wayne Zimmerman, 2012-03-06 Covers all aspects including Facebook Marketplace Facebook Places and Facebook Deals

**Facebook All-in-One For Dummies** Jamie Crager, Scott Ayres, Melanie Nelson, Daniel Herndon, Jesse Stay, 2014-04-07 The A to Z Facebook guide for users marketers and developers alike Facebook has more than a billion users worldwide Whether you enjoy spending time on Facebook every day use it to advertise and market your product or develop Facebook apps this go to guide has something you need Its six minibooks cover creating a personal timeline connecting with others connecting Facebook to other social media building a fan page marketing a business on Facebook and developing Facebook apps It's fully updated to cover the latest Facebook changes including Graph Search mobile apps Timeline enhancements and news feed redesign Facebook has more than one billion active users who share more than 30 billion pieces of content each month More than 37 million brands have Pages on Facebook This complete guide has been fully updated to cover Facebook's latest changes including Graph Search mobile apps for both users and Page managers a redesigned news feed and enhancements to the Timeline Minibooks cover creating a personal timeline connecting with others connecting Facebook to other social media building a fan page marketing a business on Facebook and developing Facebook apps

*Facebook All in One For Dummies 2nd Edition* is packed with helpful information great ideas and ways to help you get even more out of Facebook

*Facebook for Seniors: Beginner's Guide* Matthew Hollinder, 2015-04-10 Facebook is the most popular online social network Originally developed to connect college students Facebook is used by different people from around the world amounting to its 1.39 billion users The website gained popularity by providing an easy means of

communication between people Instead of having to send several messages to different people about how you are doing you can post one update on Facebook to alert everyone It also allows you to share pictures and other media with multiple people instantaneously creating simpler and faster communication More and more people join the network daily and the fastest growing demographic of users are in the age group of 55 and over proving that Facebook is no longer a network limited to teenagers and young adults People of all age groups and backgrounds recognize the value in the services it provides which is why Facebook has become a social buzzword because of its prominence in modern culture and interaction *Ultimate*

*Guide to Facebook Advertising* Perry Marshall, 2022-08-01 NEW CUSTOMERS ARE WAITING FIND THEM ON

FACEBOOK Facebook makes it easy for businesses like yours to share photos videos and posts to reach engage and sell to more than 1 billion active users Advertising expert Perry Marshall is joined by co authors Keith Krance and Thomas Meloche as he walks you through Facebook Advertising and its nuances to help you pinpoint your ideal audience and gain a ten fold return on your investment Now in its third edition *Ultimate Guide to Facebook Advertising* takes you further than Facebook itself by exploring what happens before customers click on your ads and what needs to happen after 10 seconds later 10 minutes later and in the following days and weeks You ll discover how to Maximize your ad ROI with newsfeeds videos and branded content Create custom audiences from your contact lists video views and page engagement Use the Facebook Campaign Blueprint proven to generate your first 100 conversions Boost your Facebook ads using the Audience Network and Instagram Follow the three step formula for successful video ads Maximize campaigns and increase conversions on all traffic to your website Track and retarget engaged users by leveraging the Power of the Pixel Make every page on your website 5 10 percent more effective overnight If anybody can make practical sense of Facebook for marketers it s Perry He has his finger on its truth as advertising media not social media He also realizes there is a short window of time during which it offers greatest opportunity He identified this with Google AdWords Now this book shows how to capitalize on ideal timing with this media Finally he is a well disciplined direct response practitioner who holds this accountable for ROI I bestow my No B S blessing Dan S Kennedy legendary direct marketing advisor and author of the No B S series *The Rough Guide to Social Media for Beginners* Sean Mahoney, 2012-07-05 If you haven t joined the social media revolution yet don t fret there s still time But with so much out there where do you even start Something more than a text message something less than a phone call not engaging in these new types of online social messaging could mean you are missing out on the action without either friends or followers Business leisure and everything in between is covered and this guide walks the uninitiated through setup to maintenance and gives you the skills to make your pages lively and relevant to the people you know or work with and the folk you re about to meet or reach out to The term social media covers an ever expanding suite of apps blogs and wikis but this book focuses on the most popular and personal forms of social media Facebook and Twitter Significant attention is also paid to Google the latest direct challenge to Facebook s overwhelming dominance of social networking Start

connecting now with The Rough Guide to Social Media for Beginners Now available in ePub format      **Facebook** Dana Kilroy,Chelsea Hejney,2013-05-31 Knowing how to use Facebook to network and market yourself or your business gives a single person the potential for reaching Facebook's over 1 billion users in 60 countries BarCharts new Facebook guide will show you how to manage your personal profile and your business's Facebook page as well as all the settings that go with them This well rounded guide will immediately change the way you use Facebook and the way you market your business Pair it with BarCharts new YouTube guide to cover the two most far reaching social media sites together      Mastering Facebook Adidas Wilson, This is not a book of ideas but a blueprint for Facebook success Facebook is becoming a social media and search engine powerhouse Seeing the trends in the online platform and knowing how to utilize them will ensure success This has revolutionized publishing and has dawned to a new digital era There are a million and one reasons However you do not need all of them Just a few concrete ones to make you see the light as to why Facebook is giving you a golden opportunity to monetize publishing in a smarter creative way Table of Contents Facebook History Managing Your Facebook Business Page Succeed in Facebook Marketing Make Your Facebook Post Command Attention Running Your Facebook Business Page Guide to a Successful Facebook Page Running an Effective Facebook Page Video Marketing on Facebook Definitive Guide to Marketing Your Business on Facebook Facebook live Video for Your Business Facebook for Marketing Facebook Ad's Facebook Revenue for Entrepreneurs Make Money Online With Ads Likes Pages and Apps Secrets to Facebook Success Facebook Store Successful Facebook Fan Page Facebook Video Ads Selling Facebook App's Facebook for Publishers Facebook Instant Articles Facebook Messenger for Business Facebook Live Monetization      **Facebook** Dana Kilroy,2017

**The Complete Idiot's Guide to Facebook, 2nd Edition** Mikal E. Belicove,Joe Kraynak,2011-10-04 Expert tech authors cover all new features and functionality Reveals Facebook's full potential and users options to communicate connect and have fun      *The Facebook Guide for People Over 50* Paul McFedries,2011-06-16 The Facebook guide for people over 50 People over 50 are the fastest growing segment of the Facebook population and they have some unique interests and concerns This one of a kind guide addresses issues of specific interest to older generations helping them create a profile connect with old friends and relatives communicate with others and maintain their safety online If you're among this group you'll find these tips and instructions will give you confidence and help you enjoy all that Facebook has to offer People over 50 are joining Facebook in record numbers an estimated 6 million such people are Facebook users This Facebook guide for people over 50 focuses on topics of particular interest to older generations such as finding and connecting with relatives friends from the past former colleagues and classmates Helps you set up your profile find old and new friends communicate with others through the site and protect your privacy Facebook insiders contribute plenty of tips and ideas to make the Facebook experience more fulfilling If you're over 50 and already on Facebook or thinking of joining The Facebook Guide For People Over 50 can help you make the most of the experience      Ultimate Guide to Facebook Advertising Perry S.

Marshall, Keith Krance, Thomas Meloche, 2015 Covering the latest and breaking news in Facebook advertising this updated edition introduces revised expanded and new chapters covering fundamentals Newsfeed ads sidebar ads and BIG data In addition advertisers are taken farther than just Facebook itself Marshall and coauthors provide priceless insight into the audience exploring what was happening before the visitor clicked on an ad and what needs to happen after ten seconds later ten minutes later and in the following days and weeks Presented in the same step by step format that made Marshall's Ultimate Guide to Google AdWords a top seller this book guides online marketers with a potential audience of 1.1 billion people via a completely different unbelievably powerful online advertising channel Facebook presents enhanced tools and exciting opportunities to capture clicks and create brand loyal customers *The Complete Guide to Facebook Advertising*

Brian Meert, 2019-12 UPDATED FOR 2020 LEARN TO MASTER FACEBOOK ADVERTISING Reach 2.3 billion potential customers instantly on Facebook Instagram Messenger Easy step by step instructions for creating Facebook ads Discover insider tips and tricks to improve your ROI Brian Meert is the CEO of AdvertiseMint the leading advertising agency specializing in Facebook advertising This book brings a fast paced and simple learning approach to digital marketers looking to learn more about social advertising Whether you're new to Facebook ads or an expert at digital marketing and paid social you'll discover how to select the correct objective target your perfect audience and create ads that make a connection with your audience The Complete Guide to Facebook Advertising covers such topics as How to set up your Business Manager Facebook and Instagram accounts How to create your ad campaigns on Ads Manager How to create different ad formats such as Instant Experience and Dynamic Product Ads How to create marketing funnels the right target audience and successful ad creatives How to read Facebook reports and choose the right bidding type **REAL BOOK REVIEW** This is the book to get folks Not only does it dive deep into how Facebook advertising works it also breaks down all the targeting and analytics in very easy to follow format There's so much useful information that is easy to understand Duc California It's simple enough even for the most social media challenged to start with and detailed enough for an expert to learn from Whatever your level of experience this book will absolutely have what you need Sergio Florida This book is invaluable to anyone who wants to start Facebook advertising at any level It can bring someone who's never run a Facebook ad to pro status I found this book incredibly enlightening Mackenzie New York This complete guide to Facebook advertising is just that absolutely complete It walks novices like myself through every step so clearly Even experienced people will find information they didn't know Mary California [The Step by Step Guide to Facebook for Business](#) Kathryn Rose, 2011-03-01 Newly Updated March 2011 Why Facebook Simply put your market lives here Facebook has more than 500 million users worldwide Brands large and small are recognizing the benefits of Facebook and are eager to tap into Facebook's marketing potential This book is a step by step guide to help you set up your Facebook presence and master beginning strategy in minutes a day Designed for busy professionals who want to save time and get started with the right steps to creating a successful Facebook presence for

their business this easy to follow and informative guide will help you Set up your Facebook profile and business page quickly and easily Show you insider tips and tricks you can use to explode your Facebook presence and target your market Decide if a Group or a Page is right for you and your business Use strategic friending to reach a targeted group of potential prospects and partners Design and implement a Facebook ad campaign for as little as 1 per day How to promote your Facebook presence ON line as well as OFF Handy daily activity check list to save you time while building your community

**Facebook Advertising Guide** Kris Olin,2009      *5 Minutes a Day Guide to Facebook* Penny King,2016-01-11 Do You Want To Dominate Social Media This series of eBooks at first should be read through completely to help familiarize the reader with the nature of the subject and the tasks at hand The importance of covering all bases when working with a social media account cannot be stressed enough But the real power we want the reader to get is to use this book as a dip in reference guide to fix and tweak any problems that might arise This eBook literally can be used as a 5 Minute a Day Guide Search your interactive table of contents find the relevant section in the book and within one click and 5 minutes refresh read away you go For any busy entrepreneur time is money We hope this series of eBooks cuts out the noise and helps you the reader FIX your social media problems I can guarantee you ve been wondering if there was a blueprint on how to dominate FACEBOOK marketing Do you want to increase your online presence Do you want to grow increase your friends list get more likes and shares and establish your brand When you download and read this book you will have the info and strategies you need to increase your presence on Facebook and your business will start to grow rapidly Every business owner or marketing executive now agrees to the fact that their business has to adapt to social media or end up losing valuable customers to their competitors Facebook is a major player in creating a friendly but professional point of contact for your customer base If you get this wrong your business will suffer Here you will discover everything you need to know about making an impact on Facebook and having you utilise this powerful social media platform it like a pro Dominating strategies applied to your FACEBOOK account will transform your business We will show you how to Create a Business profile Create a Brand Use all the bells and whistles that FACEBOOK provide Increase your contact engagements How to target potential customers Increase your friend list with real fans of you and your business Create backlinks to all your other social media accounts and websites How to engage customers or complaints The pros and cons of Facebook Advertising Linking Your Facebook Profile Use Pop ups That Request Likes Instead of E mails Facebook Ads Planning Targeting Testing Images Build an Email List Your Facebook Profile Cover Pictures Add Calls to Action How can I get your Facebook friends onto my Facebook Page Adding a Like button to your website Promoted Posts Facebook Algorithm Facebook Tools Six pointers on creating stand out content Outsourcing Use Photos and Videos for More Exposure Common mistakes to avoid that will lose you business The Do s Don ts Growth in your overall business internet business Growth in income Personal gratification that all your work is paying off Inspiration for creating more growth in your brand with a new look and fresh ideas This book



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