



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

Sean Mahoney

A red circular graphic with a gradient, appearing as a partial circle or a thick arrow pointing to the right, located on the right side of the light blue bar.

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

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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

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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

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Table of Contents Facebook Guide

1. Understanding the eBook Facebook Guide
 - The Rise of Digital Reading Facebook Guide
 - Advantages of eBooks Over Traditional Books
2. Identifying Facebook Guide
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Facebook Guide
 - User-Friendly Interface
4. Exploring eBook Recommendations from Facebook Guide
 - Personalized Recommendations
 - Facebook Guide User Reviews and Ratings
 - Facebook Guide and Bestseller Lists

5. Accessing Facebook Guide Free and Paid eBooks
 - Facebook Guide Public Domain eBooks
 - Facebook Guide eBook Subscription Services
 - Facebook Guide Budget-Friendly Options
6. Navigating Facebook Guide eBook Formats
 - ePub, PDF, MOBI, and More
 - Facebook Guide Compatibility with Devices
 - Facebook Guide Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Facebook Guide
 - Highlighting and Note-Taking Facebook Guide
 - Interactive Elements Facebook Guide
8. Staying Engaged with Facebook Guide
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Facebook Guide
9. Balancing eBooks and Physical Books Facebook Guide
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Facebook Guide
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Facebook Guide
 - Setting Reading Goals Facebook Guide
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Facebook Guide
 - Fact-Checking eBook Content of Facebook Guide
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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