



# Guide to Facebook Ad Specs



**Image Ads**  
1200 x 628 px  
9:16 to 16:9  
JPG & PNG

**Carousel Ads**  
1:1  
1080 x 1080 px  
JPG/PNG/MP4/MOV

**Collection 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



**Horizontal Video Ads**  
Min. 600 x 315 px  
19:9  
MP4 & MOV

# Facebook Guide

**Perry Marshall**

## **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

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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

[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

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Kathryn Rose, 2011-01-03 NEWLY UPDATED JANUARY 2012 includes the new Facebook Timeline design Your children are playing in an international playground with more than 800 million strangers Over 19 million U.S. children between the ages of 13 and 17 are registered Facebook users Just as you wouldn't leave them alone on a physical playground you need to watch and guide them on the virtual one too The Parent's Guide to Facebook Tips and Strategies to Protect Your Children on the World's Largest Social Network will Give you step by step instructions to set up your Facebook profile Lead you through the new Facebook privacy settings including the new Timeline design Reveal the top privacy concerns every parent needs to know about Facebook Show you how to block bullies and protect your child from bullies on Facebook Reveal the dangers of NOT educating your child on appropriate posting Reveal the simple errors that could expose you to identity theft and show you how to avoid making them Share the fun friendship and social engagement available to Facebook users who know how to enjoy themselves safely The Parent's Guide to Facebook is a step by step guide focusing on using Facebook as another window into your children's life friends attitudes and online actions Facebook is the world's largest social network To make sure people enjoy connecting with their friends and loved ones while protecting their privacy online just follow this simple guide Let the author walk you through the steps from the start of the sign up process all the way through setting up a group uploading pictures writing status updates and do's and don'ts of privacy on Facebook

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