

Xtra Social creative specifications

Xtra Social enables brands to repurpose the same creative built for social platforms to run in display formats on the web. Visit socialdisplay.info for examples.

Xtra Social formats

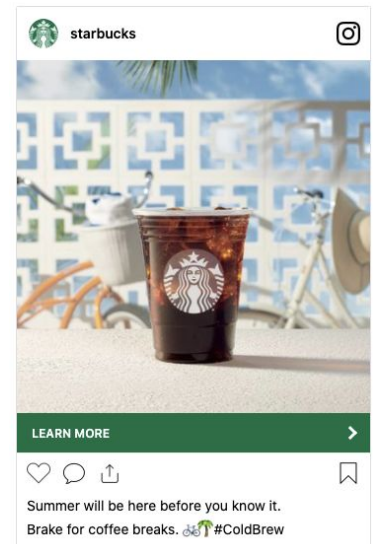
- Facebook
- Instagram
- LinkedIn
- Pinterest
- Snapchat
- TikTok
- Twitter
- YouTube
- Or any raw assets

Xtra Social post types

- Video
- Photo
- Link
- Carousel (with photo and/or video slides)

Destination URL (required)

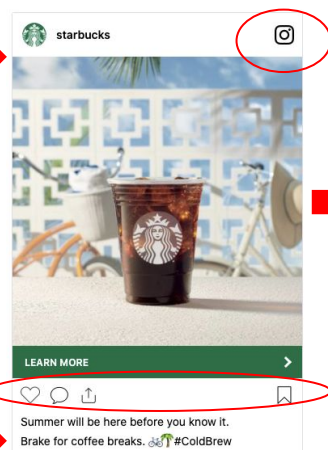
- **Destination URL**
 - Provide a click-through URL (brand's landing page,)
 - Clicks to brand logo, brand name, creative caption, media (image or video), link title/description, call-to-action button and any "blank space" all go to destination URL (e.g. brand's landing page)
- **Social URL**
 - Clicks to share buttons (near the bottom) go to the social post within the social platform
 - Clicks to the social platform logo (top right) go to the brand's social page (e.g. facebook.com/starbucks")



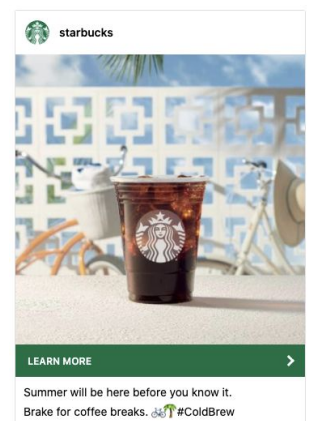
Iconless formats (optional)

- Option to hide the social network icon (top right corner) and social share buttons (bottom left).
 - Benefit is that all clicks will go to the destination URL.

Brand logo and name →



Creative caption →



Click to see an example

Option A: Creative import workflow

Default workflow that is the simplest and easiest, supported for most Facebook, Instagram and Twitter creatives

- **Sample Facebook post URLs**
 - Organic post URLs
 - <https://www.facebook.com/Starbucks/posts/10159563529308057>
 - Facebook ad library URLs
 - <https://www.facebook.com/ads/library/?id=2893770747542489>
- **Additional guidelines**
 - Creative import will not work for Facebook accounts, post links that have geo or age restrictions, LinkedIn, Pinterest, Snapchat, TikTok or YouTube creatives

Option B: Creative asset workflow

Used when the creative import workflow is not supported

- Facebook and Instagram posts that are paid (dark), ad preview links, geo targeted or age targeted
- All LinkedIn, Pinterest, Snapchat, TikTok or YouTube creatives

Brand logo

- **File type:** jpg or png
- **Recommended ratio:** 1:1 (square)
- **Width:** min 100px, max 500px
- **Height:** min 100px, max 500px
- **Max file size:** 2 MB

Brand name

- **Text:** max 25 characters

Creative caption

- **Caption length:** 700 character limit
- **Caption truncation:** automatically truncated to 300 characters with added "See More" link
- **Caption click behavior:** clicks to caption copy go to destination URL (e.g. brand's landing page)
 - All clicks go to destination URL, even if the caption copy text includes multiple URLs
- **Emoticons:** supported, similar to Facebook

Image

- **Supported file type:** jpg, png, or gif (static or animated)
- **Width:** min 500px, max 1,222px
- **Height:** min 262px, max 640px
- **File size max:** 2 MB

Video

- **Supported file type:** mp4
- **Recommended video ratio:** between 9:16 and 16:9
- **Width:** min 320px, max 720px
- **File size max:** min 180px, max 405px

Autoplay video on chrome

- **Maximum length:** 15 secs (landscape), 8 secs (portrait/square)
- **Maximum file size:** 4 MB
- **Maximum Width:** 480 px