

# Overview of Ad Formats on Different Social Media Platforms

There are several different types of ads to choose from when advertising on social media. Most ads consist of some form of visual and text. But the variety of combinations of those two things allows you to pick and tailor the perfect ad format to achieve your goals. Let's take a look at specific ad formats available on Facebook, Instagram, Youtube, Twitter, LinkedIn, Snapchat, Pinterest, and Tiktok, respectively.

## Facebook

Facebook is the world's largest social media platform. As such, it's able to take data from its 2.7 billion active monthly users and turn it into an intelligent advertising system that allows marketers to target audiences more precisely than ever before. Let's take a look at the kinds of ads that you can create on Facebook and Messenger.

### Image Ads

Image ads are some of the most common ads that appear on social media. They incorporate an eye-catching photo, overlaid with little-to-no text on the image itself. Image ads can be easier to make and accompanied by a caption and call-to-action button.

You can choose where you'd like your image ad to appear: in the Facebook feed, the Facebook right column, Facebook Instant Articles, Facebook search results, and more. Design specifications vary based on ad placement, in addition to desktop and mobile layouts.

Design recommendations for Image Ads on Facebook Feed that can appear on desktop or mobile are as follows:

#### Design Recommendations

- File type: jpg or png
- Image ratio: 1.91:1 to 4:5
- Recommended resolution: Upload the highest-resolution image available.
- Images that consist of more than 20% text may experience reduced delivery.
- Primary text: 125 characters.

#### With link

- Image ratio: 1.91:1 to 1:1
- Recommended resolution: at least 1,080 X 1,080 px
- Headline: 25 characters
- Description: 30 characters

For more information on Facebook's recommended specifications for Image Ads, you can access Design Recommendations and technical requirements [here](#) and then further specify by Ad Placement.

For Facebook's best practices when creating image ads, click [here](#). For more information on incorporating text into image ads, click [here](#).

## Video Ads

Video ads are typically short-form and attention-grabbing. They're also a great way to tell your brand's story. With mobile-video consumption [rising by 100% every year](#), video ads are a must for marketers.

Here is a table of Facebook's video ad requirements organized by ad placement. This table can also be accessed [here](#).

For more information on Facebook's recommended best practices for video ads, you can access this [link](#).

## Carousel Ads

Facebook Carousel Ads allow you to incorporate 2-10 images or videos called "cards" within a single advertisement. Each image or video includes an individual link. The Carousel format is an especially great way to advertise more than one product, create a slideshow effect using multiple images, tell a story in several pictures or videos, or highlight different aspects of your brand.

Let's take a look at the design recommendations for a Carousel Ad that appears in the Facebook feed:

### Design Recommendations

- Minimum number of cards: 2
- Maximum number of cards: 10
- Landing page url: required
- Image file type: jpg or png
- Video file type: [Supported file formats](#)

- Video maximum file size: 4 GB
- Video length: up to 240 minutes
- Image maximum file size: 30 MB
- Recommended resolution: at least 1080 x 1080 px
- Recommended ratio: 1:1
- Primary text: 125 characters
- Headline: 25 characters
- Description: 20 characters
- Landing page link: required
- Images that consist of more than 20% text may experience reduced delivery.

Carousel Ads design recommendations and technical requirements for various ad placements can be accessed [here](#). For more information on Facebook's best practices for Carousel Ads, click [here](#).

## Collection Ads

Collection ads incorporate images and videos into a single package. They're especially well-suited for showcasing brand collections made up of several products. Collection ads start with a cover image or video as a first visual, which is then accompanied by multiple images of various products. When clicked on, collection ads lead users to an Instant Experience, which takes the form of a full-screen ad. Collection ads appear on a user's feed.

### Design Recommendations

- Image or video: The cover image or video that is displayed in your collection ad uses the first media asset from your Instant Experience. Vertical images or videos may be masked to a max. 1:1 ratio in users' feed
- Headline: 25 characters
- Primary text: 90 characters

More information on best practices for Collection Ads can be found [here](#).

## Instagram

Instagram, the second-most logged-into daily app in the world. It's an extremely visual social media platform that allows its users to share photos and video content via Feeds, Stories, Instagram Live, and Instagram TV features. It's owned by Facebook and reached over a billion monthly users in 2018. You can place ads in the Instagram Feed, Instagram Stories, and in Instagram Explore.

## Image Ads

Image ads on Instagram maintain the spirit of the app: high-quality, captivating images that grab users' attention and promote your brand and products. These ads can appear in Instagram Feed, Instagram Stories, and Instagram Explore. Image ads in Instagram Stories appear as full-screen vertical ads in between Instagram user stories and typically last for 5 seconds.

### **Design recommendations for Image Ads on Instagram Feed are as follows:**

- File type: jpg or png
- Recommended resolution: Upload the highest-resolution image available that meets ratio requirements.
- Text: Two rows of text will be displayed.

### **Design recommendations for Image Ads on Instagram Stories are as follows:**

Consider leaving roughly 14% (250 pixels) of the top and bottom of the video free from text, logos, or other key creative elements to avoid covering them with the profile icon or call to action. This means, if your image is 1080x1920, ensure that key elements appear within a 1080x1420 title-safe area.

- Image ratios: 9:16 and 16:9 to 4:5

### **Design recommendations for Image Ads on Instagram Explore are as follows:**

Your ads in Explore will appear on Instagram in the same format as your ads in the Instagram feed.

- File type: jpg or png
- Recommended resolution: Upload the highest-resolution image available that meets ratio requirements.
- Text: Only one row of text will display.

Design recommendations, as well as technical requirements, can be accessed [here](#).

For best practices for Image Ads on Instagram, click [here](#).

## Video Ads

These ads can appear in Instagram Feed, Instagram Stories, and Instagram Explore and incorporate dynamic video content.

### **Design recommendations for Video Ads on Instagram Feed are as follows:**

Upload the highest-resolution source video available without letter or pillar boxing (no black bars). Most file types are supported. However, we recommend H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128+ kbps.

- Recommended resolution: Upload the highest resolution video available that meets file size and ratio limits.
- Video captions: Optional
- Video length: 1 to 120 seconds
- Text: Two rows of text will be displayed.
- Video thumbnail images that consist of more than 20% text may experience reduced delivery.

### **Design recommendations for Video Ads on Instagram Stories are as follows:**

Upload the highest-resolution source video available without letter or pillar boxing (no black bars). Most file types are supported. However, we recommend H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128+ kbps.

Consider leaving roughly 14% (250 pixels) of the top and bottom of the video free from text and logos to avoid covering these key elements with the profile icon or call to action. This means, if your video is 1080x1920, ensure that key elements appear within a 1080x1420 title-safe area.

- Video ratios: 9:16 and 16:9 to 4:5
- Video length: 1 to 120 seconds
- Video captions: Optional
- Video sound: Optional

### **Design recommendations for Video Ads on Instagram Explore are as follows:**

Upload the highest-resolution source video available without letter or pillar boxing (no black bars). Most file types are supported. However, we recommend H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128+ kbps.

- Recommended resolution: Upload the highest resolution video available that meets file size and ratio limits.
- Video captions: Optional

- Video length: 1 to 120 seconds
- Text: Only one row of text will display.
- Video thumbnail images that consist of more than 20% text may experience reduced delivery.

Design recommendations, as well as technical requirements, can be accessed [here](#).

For best practices for Video Ads on Instagram, click [here](#).

Click [here](#) to view a chart of the different video requirements across ad placements.

## Instagram Carousel Ads

Carousel Ads are also available on Instagram and they can appear on Instagram Feed and/or Instagram Stories. For Carousel ads, you can incorporate 2-10 images or videos.

### **Design recommendations for Carousel Ads on Instagram Feed are as follows:**

Selecting the Instagram Feed placement will allow members of your audience to see your ad within their Instagram app feed.

The carousel format allows you to showcase up to ten images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card.

- Minimum number of cards: 2
- Maximum number of cards: 10
- Landing page url: required
- Image file type: jpg or png
- Video file type: Supported file formats
- Video maximum file size: 4 GB
- Video length: up to 60 seconds
- Recommended resolution: at least 1080 x 1080 px
- Carousel ratio: 1:1
- Text: Two rows of text will be displayed.

- **Headline:** One row of text will display.
- Images that consist of more than 20% text may experience reduced delivery.

### **Design recommendations for Carousel Ads on Instagram Stories are as follows:**

Consider leaving roughly 14% (250 pixels) of the top and bottom of the image or video free from text and logos to avoid covering these key elements with the profile icon or call to action.

- Minimum number of cards: 2
- Maximum number of cards: 10
- Maximum video duration per card: 120 seconds
- Ratio: 9:16 and 16:9 to 4:5
- Recommended resolution: 1080x1920
- Aspect ratio tolerance: 1%

Design recommendations, as well as technical requirements, can be accessed [here](#).

For best practices for Stories on Instagram, click [here](#).

## YouTube

YouTube is the largest video-sharing platform in the world and the second-most popular search engine after its parent company Google. Users can create and/or view videos on a variety of topics. YouTube has 2 billion monthly active users and offers different ad formats that incorporate well into its video platform.

Ad format	Placement	Platform	Specs
<b>Display ads</b>	Appears to the right of the feature video and above the video suggestions list. For larger players, this ad may appear below the player.	Desktop	300x250 or 300x60
<b>Overlay ads</b>	Semi-transparent overlay ads that appear on the lower 20% portion of your video.	Desktop	468x60 or 728x90 image ads or text

Ad format	Placement	Platform	Specs
<b>Skippable video ads</b>	Skippable video ads allow viewers to skip ads after 5 seconds, if they choose. Inserted before, during, or after the main video. If you turn on this option, you may see a combination of skippable and bumper ads play back to back.	Desktop, mobile devices, TV, and game consoles	Plays in video player.
<b><u>Non-skippable video ads</u></b>	Non-skippable video ads must be watched before your video can be viewed. These ads can appear before, during, or after the main video.	Desktop and mobile devices	Plays in video player. 15 or 20 seconds in length, depending on regional standards.
<b>Bumper ads</b>	Non-skippable video ads of up to 6 seconds that must be watched before your video can be viewed. If you turn on this option, you may see a combination of skippable and bumper ads play back to back.	Desktop and mobile devices	Plays in video player, up to 6 seconds long
<b>Sponsored cards</b>	Sponsored cards display content that may be relevant to your video, such as products featured in the video. Viewers will see a teaser for the card for a few seconds. They can also click the icon in the top right corner of the video to browse the cards.	Desktop and mobile devices	Card sizes vary

Source: Table provided by [Google](#)

## Twitter

Twitter is a fast-paced social platform that focuses on trending topics, current events and in-the-moment discussions. Posts on Twitter are called *tweets*, which are limited to 280 characters. Not only did Twitter reach over 330 million monthly active users in 2019, but its users also post more than on other platforms.

Twitter offers several different ad formats that incorporate images, text, video, hashtags, emojis, and more. Let's take a look at the following four categories of Twitter ad formats: Promoted Tweet, Video Ads, Cards, and Brand ads.

### Promoted Tweet

Promote existing tweets or specifically created ads in order to reach more people on Twitter. Promoted tweets can be in the following formats:

- Promoted Text
- Promoted Image



- Promoted GIF
- Promoted Poll
- Promoted Account

**The Design recommendations for a Promoted Image on Twitter are as follows:**

- Tweet copy: 280 characters. Each link used reduces character count by 23 characters, leaving only 257 characters for your Twitter copy.
- Image width/height: We recommend a minimum width of 600 pixels, although larger images (i.e. 1200 pixel images) will be better optimized for when users click to expand images. Any height is acceptable, although if the height exceeds the width, we will crop to 1:1.

**Aspect ratio**

- Desktop: Any aspect between 2:1 and 1:1 is acceptable. For example, 1200 X 600 (2:1), 1200 X 800 (3:2) or 1200 X 1200 (1:1). After 16:9 aspect ratio (for example, 1200 X 1400) we'll crop to a 16:9 aspect ratio.
- Mobile: 16:9

Design recommendations for all different kinds of promoted tweets can be accessed [here](#).

## Video Ads

Video ads on Twitter incorporate video content and come in various formats intended to control when and where your video ad will appear to Twitter users. They are a great way to showcase your brand and attract users' attention to your ads. Twitter offers the following kinds of video ads:

- Promoted Video
- Amplify Pre-roll
- Amplify Sponsorship
- First View
- Promoted Live Video/Periscope.

The Promoted Video option is Twitter's most popular and proven ad solution. These ads can appear and autoplay in a user's Timeline. If the video is shorter than 60 seconds, it will loop as a viewer watches. Twitter also strongly recommends including closed captioning or text overlays in video ads.

**The Design recommendations for a Promoted Video on Twitter are as follows:**

- Tweet copy: 280 characters. Each link used reduces character count by 23 characters, electing 257 characters for Twitter copy.
- File size: Max 1GB
- Video length: Recommended 15 seconds or less. Max 2 minutes and 20 seconds. Select advertisers are eligible to request an increase up to 10 minutes. Please contact your Twitter Account Manager for more information.
- File types: MP4 or MOV

#### Video bitrate recommendation

- 6,000 - 10,000k (recommended 6,000k) for 1080p
- 5,000k - 8,000k (recommended 5,000k) for 720p
- Frame rate recommendation: 29.97FPS or 30FPS. Higher is acceptable. If the available video has a lower frame rate don't try to "upsample" it.
- Audio codec recommendation: AAC LC (low complexity)
- Video codec recommendation: h264, baseline, main or high profile with a 4:2:0 color space

#### Video aspect ratio:

- 1:1 is recommended as it will always render as a square on desktop and mobile, timeline and profile.
- This and 9:16 (vertical) will take up the same amount of real estate - which is more than 16:9.
- Upon tap, full screen will open and fill with black bars.
- Any aspect between 2:1 and 1:1 is acceptable, but after 1:1, the platform will crop to 1:1 aspect ratio.
- 9:16 (vertical) will always render in a 1:1 space on desktop and mobile, timeline and profile.
- The desktop will have black bars on the sides once the video begins playing.
- Mobile will crop the top and bottom of the video, center, and autoplay without bars.

#### Recommended size:

- 1200 x 1200 (minimum for 1:1 is 600 x 600)
- Any height is acceptable, but if the height exceeds the width, the video will be cropped to 1:1 in the feed.
- If not a 1:1 aspect ratio: 640x360 minimum

#### Thumbnail

- Supported Files: PNG or JPEG

- Aspect Ratio: recommend matching sizing of the video
- Minimum size: 640 pixels by 360 pixels
- Max Size: 5MB

*Other types of video ad formats available on Twitter include the following:*

- **Amplify Pre-roll:** allows you to align your brand with brand-safe content that your customers are already watching.
- **Amplify Sponsorship:** allows you to build brand association by aligning yourself with a publisher through a one-to-one sponsorship package.
- **First View:** a premium, 24-hours long ad package intended for mass awareness and maximum impressions.
- **Promoted Live Video/Periscope:** allows you to maximize live video content and interact with your audience in real-time; recommended for launches of new products, etc.

Design recommendations for all different kinds of video ads on Twitter can be accessed [here](#).

## Cards

Twitter's Card ad formats are specific image or video ads that drive users to take a certain action such as visiting a brand's website, downloading an app, encouraging users to send direct messages to brands, or tweet at brands to become a part of a particular conversation or to unlock certain deals and offers. These cards come in five different formats:

- Website Card
- App Card
- Direct Message Card
- Conversation Card
- Tweet to Unlock.

**Here's an example of the design recommendations for a Website Card ad:**

- Tweet copy: 280 characters
- Website title length: 70 characters. Depending on device and app settings, this description may truncate. Up to two lines of text are rendered on the card title; any text beyond that is truncated with an ellipsis. Although not guaranteed, limiting the description to 50 characters should ensure that truncation won't occur across most devices.

Image size:

- 800 x 418 pixels for 1.91:1 aspect ratio
- 800 x 800 pixels for 1:1 aspect ratio (Max 3MB)
- Image aspect ratio: 1.91:1 or 1:1
- Image file size: Max file size 20MB
- Image file types: PNG and JPEG are recommended. We do not accept BMP or TIFF files

For more information on the different kinds of Cards and their design recommendations, click [here](#).

## Brand

Brand format ads on Twitter come in various forms that all help to amplify your brand's presence on the social media platform. These types of ads incorporate features that can be personalized to your brand. Twitter offers the following brand-focused ad formats:

- **Branded emojis:** specific emojis designed for your brand that can be used whenever your hashtag appears on Twitter.
- **Brand reminders:** enables a third-party application to automatically tweet a mention from your brand to thank users who interact with your brand's call-to-action tweets.
- **Promoted Moments:** allows marketers to publish a group of tweets intended to tell a story, enabling brands to share a message about themselves in more than 280 characters.
- **Promoted Trends:** allows brands to appear as the top trending topic for 24 hours in order to maximize awareness.
- **Promoted Trend Spotlight:** allows brands' video ads to appear in premium spots in Twitter's Explore feature.

### Here's an example of the design recommendations for a branded emoji:

- Up to 5 #Hashtags associate with Emoji.
- Any desired hashtag cannot exceed 250 mentions on Twitter over the last 30 days, unless directly related to brand conversation (more than 70%).
- Emoji design must be designed at 72x72 pixels, and must be clearly visible at 16x16.
- Can be displayed on light or dark background; recommend not using all light colors - won't be visible in the timeline.
- Simplicity is key! Keep details to a minimum to maximize message and to make sure it doesn't get lost when minimized
- No multiple faces/logos - these become too small and indistinguishable at 16x16

For more details on these types of ad formats and their specifications, click [here](#).

# LinkedIn

LinkedIn is a social media platform intended for working professionals and businesses, serving as a professional networking site and a platform for job searches and hiring. As of 2020, LinkedIn has more than 310 million active users and makes up a large portion of business-to-business interaction online. Ad formats available on LinkedIn include the following: Sponsored Content, Sponsored InMail, and Text Ads. Let's take a closer look.

## Sponsored Content

Sponsored Content ads appear in the LinkedIn feed and can be as diverse as any organic content available on LinkedIn. Brands can share website links, images, video and messages to potential customers as they normally would, but promote these posts to expand reach and awareness.

### LinkedIn Ad Specs for Sponsored Content:

- *Title*: 70 characters or fewer
- *Intro Copy*: 150 characters or fewer
- *Display Image*: 200px or more (1200x627 recommended)

To learn more about Sponsored Content ads, click [here](#).

## Sponsored InMail

Sponsored InMail ads take advantage of LinkedIn's inbox system and allow advertisers to tailor messages specifically to their intended recipients.

### LinkedIn Ad Specs for Sponsored InMail:

- *Sender Name*: 25 character maximum suggested
- *Subject Line*: 30 character maximum suggested
- *Body Copy*: 1000 character maximum suggested
- *CTA Button Copy*: 25 character maximum suggested
- *Banner Ad Dimensions*: 300x250, .jpg/.gif/.png, 40 kb or fewer

To learn more about Sponsored InMail ads, click [here](#).

## Text Ads

These are streamlined text-only ads that LinkedIn offers on a pay-per-click basis that appear inline or on the side rail of the LinkedIn website as users are online.

### LinkedIn Ad Specs for Text Ads:

- *Headline*: 25 characters or fewer
- *Description*: 75 characters or fewer
- *Image (optional)*: 50x50

For more information on best practices for LinkedIn Text ads, click [here](#).

For further reading on LinkedIn's ad formats and specs, click [here](#).

## Snapchat

Snapchat is a visual-focused social platform that allows users to send “Snaps” to each other. Snaps come in the form of photo or video content that disappear after a short amount of time. Users are also able to create Stories updates. Ad formats available on Snapchat include Single Image or Video ads that can be enhanced by features such as Filters and Lenses. Snapchat offers ad placements in Stories and the Snapchat Discover section and includes options for shoppable ad formats and non-skippable six-second commercial ads.

### Single Image or Video Ad

Single Image or Video ad formats appear as full-screen mobile ads that appear in between Snapchat user content, for example, in-between stories. These ads can take on a variety of forms apart from just photos or videos, including gifs, cinemagraphs, stop-motion and more. Ads on Snapchat can be up to 3 minutes long, but marketers are recommended to keep their ads between 3-5 seconds.

Ads can be enhanced with Filters, which are overlays that increase an artistic effect on image or video content, or with Lenses, which apply augmented reality effects to content.

### The following are specs for ads on Snapchat:

Full-Screen Canvas:

- 1080 x 1920px
- 9:16 aspect ratio
- Scaled proportionally to the original asset

#### Length:

- 3 to 180 seconds

#### File Format:

- Video: .mp4 or .mov and H.264 encoded
- Image: .jpg or .png (Ads Manager only)
- Storage Aspect Ratio (SAR): 9:16
- Display Aspect Ratio (DAR): 9:16
- Pixel Aspect Ratio (PAR): 1:1

#### File Size:

- Video: 1 GB or less
- Image: 5 MB or less

#### Audio:

- Must utilize 2 channels (left and right) in a balanced way throughout
- Audio target level should be- 16 LUFS
- PCM or AAC codec
- 192 minimum kbps
- 16 or 24 bit only

#### Photo Image Requirements

*The image will be converted into a video of 5 second duration.*

- Image format: PNG or JPEG

- Minimum image size: 1080 x 1920px
- If you're uploading an image or video that is not 1080x1920 you'll have the ability to crop it to meet the specifications
- Required Image Ratio: 9:16
- Maximum file size: 5MB

For more information on Snapchat ad specs, click [here](#).

For Snapchat ad best practices, click [here](#).

## Pinterest

A visual social media platform designed for creating inspiration and mood boards, virtual scrapbooks and references around a particular theme. Images and videos posted on Pinterest by users and brands appear as Pins.

### Image Ad

Most Pins on Pinterest are images that users have virtually dog-eared. The most common ads on Pinterest are Standard Pins or Promoted Pins which very much resemble organic content but may have been paid for to be promoted and push awareness, traffic and revenue. Pins can be made Shoppable so that users can click on the product image and get directed to a landing page for purchasing.

**The following are design recommendations for Standard and Promoted Pins:**

#### Images

- File type: PNG or JPEG
- Max file size: 32 MB
- Aspect ratio: We recommend using a 2:3 aspect ratio, or 1000 x 1500 pixels. Pins with an aspect ratio that's greater than 2:3 might get cut off in people's feeds.

#### Character counts

- Title: Up to 100 characters. If you don't fill out a title, people will see your Pin description instead.
- Description: Up to 500 characters. The first 50-60 characters are most likely to show up in people's feeds, so put your most important info first.



## Video Ad

Ads that incorporate attention-grabbing auto-play video content shown to users as they explore Pinterest. These ads can include standard, vertical video or a maximum width format that appear in user feeds.

### **The following are design recommendations for Video ads at standard width:**

#### Videos:

- File type: .mp4, .mov or .m4v
- Encoding: H.264 or H.265
- Max file size: Up to 2GB
- Video length: Minimum 4 seconds, maximum 15 minutes
- Aspect ratio: Shorter than 1:2 (width:height), taller than 1.91:1. We recommend making your videos square (1:1) or vertical (2:3, 9:16).

#### Character counts:

- Title: Up to 100 characters. If you don't fill out a title, people will see your Pin description instead.
- Description: Up to 500 characters. The first 50-60 characters are most likely to show up in people's feeds, so put your most important info first.

### **The following are design recommendations for Video ads at maximum width:**

#### Videos

- File type: .mp4, .mov or .m4v
- Encoding: H.264 or H.265
- Max file size: 2GB or less
- Video length: Minimum 4 seconds, maximum 15 minutes
- Aspect ratio: Square (1:1) or widescreen (16:9). Note that max. width videos can't exceed the height of a 1:1 aspect ratio.

#### Character counts

- Title: Up to 100 characters. If you don't fill out a title, people will see your Pin description instead.
- Description: Up to 500 characters. The first 50-60 characters are most likely to show up in people's feeds, so put your most important info first.

For best practices for both Image and Video ads on Pinterest, check out this [link](#).

## Promoted Carousels

Promoted Carousels allow you to create ads with 2-5 cards attached to one Pin. Each card can feature a different image with a different link and description. Promoted Carousels are a great way to showcase multiple products through a single Pin.

**The following are design recommendations for Promoted Carousel ads:**

### Images

- Image count: 2-5 images per Carousel
- File type: PNG or JPEG
- Max file size: 32 MB per image
- Aspect ratio: 1:1 or 2:3

### Character counts

- Title: Up to 100 characters. The first 30-35 characters will show in people's feeds.
- Description: Up to 500 characters. The first 50-60 characters are most important.

## Promoted App Pins

Promoted App Pins are an ad format designed for brands that wish to create awareness and generate downloads for an app. Users can learn about or even download apps without actually leaving the Pinterest platform. These ads can incorporate images or videos.

Promoted App Pins specs are the same as those for image or video ads.

## TikTok

TikTok is one of the fastest-growing social platforms in the game, attracting a particularly young user base. Owned by the Chinese company ByteDance, TikTok began as a musical lip-sync app, but supports a variety of short-form video content. It has an estimated 800 million monthly users.

## Video Ads

The TikTok app currently only supports video ads.

### Design recommendations for TikTok Video ads:

- Aspect ratio: 9:16, 1:1, or 16:9
- Video resolution: Resolution must be  $\geq 720 \times 1280$ px,  $\geq 640 \times 640$ px, or  $\geq 1280 \times 720$ px.
- File type: .mp4, .mov, .mpeg, .3gp, or .avi
- Video duration: 5-60s allowed. We suggest short videos of 9-15s.
- Bitrate:  $\geq 516$  kbps
- File size:  $\leq 500$  MB
- Profile Image:
- Aspect Ratio: 1:1
- File Type: .jpg, .jpeg, .png
- File size:  $< 50$  KB
- App or Brand name: For app names, we support 4-40 characters (Latin alphabet) and 2-20 (Asian characters). For brand names, we support 2-20 characters (Latin alphabet) and 1-10 (Asian characters).
- Ad Description: For descriptions, we support 12-100 characters (Latin alphabet) and 6-50 (Asian characters).

For more recommendations for Video ads on TikTok and specs for other Video ad placements, click [here](#).

For creative best practices for TikTok ads, click [here](#).

### Sources:

75+ Social Media Sites You Need to Know in 2020. (2020, July 06). Retrieved August 22, 2020, from <https://influencermarketinghub.com/social-media-sites/>