facebook

Page Post Ad Best Practices Guide

Introduction

Facebook connects people to their friends and the things they care about. People have always relied on friends to help them make decisions and discover new things, and one of the ways they can do this is through ads and sponsored stories from Page posts.

At this time, you're able to boost six different types of Page posts: **video, photo, link, question, event, and text.** This guide contains tactical best practices for each of these.

Here's how the guide is organized:

- We go over each type of Page post separately in detail: Use cases, Do's and Don'ts, specs and images of both good andbad examples

- Prescriptive use cases help you determine when to best utilize each type of ad type. Use cases include: selling a new item on your site, trying to acquire more fans, or promoting a the launch of a new product or movie.

- We include good examples of real advertisers for each type of Page post unit. We also show bad examples featuring Jasper's Market, a fictional local grocery store that sells healthy ingredients and baked goods.

Final checklist

Before you publish your ad, refer to this checklist to make sure you've designed it for success:

☐   My Page's profile photo is recognizable in 32x32 size

☐   My most important text is captured in the first 90 characters of my ad

☐   My video or photo thumbnail is eye-catching and clear. People will be able to recognize it right away

☐   The content in my ad is relevant and synonymous to the brand I'm promoting

☐   The message in the body of my ad is memorable

☐   People will be inspired to tell their friends about the content in my ad

☐   People feel rewarded after seeing my ad

☐   I'm targeting the right people who I want to see my ad or sponsored story

☐   Some people may or may not know about my brand, so it's important that I create my ad accordingly

☐   All my posts will be turned into ads or sponsored stories, e.g. 'always on'

Page post (Video)

Use To	Do's	Dont's
▶ **Launch a brand, product, or movie** ▶ **Drive awareness** ▶ **Drive video views** ▶ **Promote a commercial**	• Include an eye-catching and action-oriented thumbnail to achieve high video play rates. Be engaging, but make sure the image you select relates to the video content and your brand. It should be recognizable and understandable to your audience. (Faces work well.) • Target video length at 15-30 seconds (up to 3 minutes are allowed). Use your strongest content within the first few seconds to compel people to keep watching. • Feature your fans in your video content by requesting that they upload themselves in a video (must be facilitated within an application or a destination outside Facebook). • (Note that our play button will automatically be added to the bottom left corner of the video thumbnail.)	• Don't tell people to "watch your commercial!" Sell them on your video instead. • Avoid thumbnails that are text-heavy, focused on a logo, or can be used as stand-alone ad image. • Avoid over-manipulating your thumbnails; the photo should appear as if it has been taken straight from a camera.

Good Examples

Body copy: 90 characters, remainder truncated (Clicking the truncation will open up the full post)

Video thumbnail: 185 x 104 px (Premium)

YouTube thumbnail: 104 x 104 px (Premium)

Video thumbnail: 128x72 px (Marketplace

YouTube thumbnail: 96x72 px (Marketplace)

Bad Examples

• It is unclear what the viewer will watch when he/she clicks on the thumbnail.

• Text is longer than 90 characters.

• Thumbnails are unclear, unrecognizable, and/or are text-heavy.

• The text in the body of the ad is irrelevant to the thumbnail in the ad.

Page post (Photo)*

Use To	Do's	Dont's
▶ **Increase awareness** ▶ **Promote a new product** ▶ **Drive conversation about a topic**	• Be engaging, since an eye-catching photo is essential to draw people's attention. But make sure that the photo relates to the brand. • Use a photo that is at least 168x128 and maintains a 16:9 aspect ratio. • Host all your photos on Facebook (on your Page or in a Facebook album). • Include critical information in the first 90 characters of the text since that is likely what your audience will remember. • To drive offsite traffic, use a URL in the text of your post. We recommend placing the link at the end of the 90 characters that will appear in the ad. Ensure that you can track activity on the link, as our system does not support this.	• Avoid photos that can be used as stand-alone ads. You should use the photo to complement the messaging in your post's text, not replace it. • Don't post photos on a third party website. • Don't include text or text overlay, as it is prohibited.

Good Examples

Body copy: 90 characters, remainder truncated (Clicking the truncation will open up the full post)

Photo: 168x128 px (Premium), 118x90 px (Marketplace)

Bad Examples

• Images are unclear, unrecognizable, and/or have been stretched out.

• Images don't use high resolution or maintain a 16:9 aspect ratio.

• Images are text-heavy or contain text overlay.

• Text is longer than 90 characters.

• The text in the body of the ad is irrelevant to the image in the ad.

• The text used in the body of the ad does not give people critical information.

*Note: Refer to Appendix for Page post philosophy.

Page post (Link)

Use To	Do's	Dont's
▶ **Drive people to take action on your external website (e.g. buy a product)**	• Use open graph tags to control how link attachments render. – View the "Open Graph Tags" section on the Developer Wiki. (developers.facebook.com/docs/opengraph/tutorial) – Use tags to specify the title, URL, image and description that show up. (Using these tags properly can make a huge difference in customizing the look of your post.) – Select a square image to maximize use of the space. • Include URL to the brand's Facebook Page to engage people using another Page that your brand is associated with.	• Don't include URL in the text of your post. (Note: 'Backspace' can be used to delete the URL of the link, and the link will still appear.) • Don't host video on YouTube or another 3rd party site, as this limits organic activity compared to hosting the video on Facebook.

Good Examples

Body copy: 90 characters, remainder truncated (Clicking the truncation will open up the full post)

Link image: 75x 75 px thumbnail (Premium)

Link image: 50 x 50 px thumbnail (Marketplace)

Bad Examples

• Link is included in the URL of the Post. (Note: 'Backspace' can be used to delete the URL of the link, and the link will still appear.)

• Text is longer than 90 characters.

Page post (Question)

Use To	Do's	Dont's
▶ **Collect opinions about something related specifically to your brand**	• Keep your questions short and concise.	• Don't use if your goal is to drive traffic offsite or app installs; the goal of a question is to stir up conversation about your brand on Facebook.
▶ **Drive conversation about your brand**	• Ask questions that are general enough that most people could answer.	
▶ **Drive lightweight engagement**	• Make sure that your question is one that could only be asked by your brand.	
	• Include your brand's name or product in the question itself.	• Don't check the "Allow anyone to add options" box unless it will be beneficial for you (e.g. gathering product ideas or useful feedback).
	• Include an option that requires no background knowledge. This allows any person to express their opinion via a vote even if they aren't yet familiar with your brand.	
	• When asking a "quiz" question (for example, "In what year was our company founded?"), keep in mind that people will be looking for the correct answer. Be sure to message where/when the correct answer can be found.	• Don't include answer options that are too specific or niche, as they may limit votes and organic activity.
	• Only check the "Allow anyone to add options" box if you want to allow user generated responses and you're positive it will result in a better post.	• Don't ask generic questions that are not unique to your brand.
	• Tie your question back to a greater brand initiative (e.g. post a question after you post a video or photo as a follow-up to collect feedback).	

Good Examples

Specs: Up to 3 answers plus "See More" option, or 4 if there are exactly 4 (Premium)

Up to 2 answers plus "See More" option, or 3 if there are exactly 3 (Marketplace)

Bad Examples

When you click on "2 More", a box with question and responses will pop up on the user's screen:

• Question is not unique to the brand; it is generic and can be asked by several other brands.

• People have the choice to "Add an option", and it won't help gather product ideas or useful feedback.

• The brand's name is not included in the question itself.

Page post (Event)

Use To	Do's	Dont's
▶ **Promote an upcoming event. Keep seasonality in mind (Christmas, Valentine's Day, etc.)** ▶ **Create stories about friends coming to your event.**	• Use event ads for events that take place at a physical location, or for events that have a genuine premiere time that people should tune into. • Include an image and date. This image should be square to maximize use of the space. • End the campaign when the event is over.	• Avoid using events as a reminder for people to check updates, fill out a form or make a purchase that can be completed at any time. • Don't create this ad type if your event spans a long period of time. Use an ad type that drives people directly to the desired completion page where they can find out more information about it.

Good Examples

Priya Natasha Gupta likes Jasper's Market.

RELATED POST

Jasper's Market
Jasper's Market Annual Cooking Contest
— Saturday, May 12 at 11:00am in New York, New York.

Come participate in our contest and win a cooking getaway for 2!

▦ Join

Body copy: 90 characters, remainder truncated (Clicking the truncation will open up the full post)

Event created by Page and then resulting post turned into ad; both image and body copy pulled directly from Event

Event Image: 75x75 px (Premium), 50x50 px (Marketplace)

Bad Examples

Priya Natasha Gupta likes Jasper's Market.

RELATED POST

Jasper's Market
Jasper's Market Annual Cooking Contest

Come participate in our Annual Cooking contest for your chance to win a weekend cooking getaway for...

▦ Join

• There is no image, date, or time marked in this event.

• Text is longer than 90 characters.

Page post (Text)

Use To	Do's	Dont's
▶ **Speak to your fans in situations where they need less visual stimuli to engage.**	• Use this type to make simple announcements to a well-targeted audience. • Use a well-known quote or phrase that is inherent to your brand. "Inside jokes" work best. • Make sure your message is brand relevant and unique. • Ask your audience to fill in the blank when appropriate to encourage participation. • Ask yourself, "Is the message I'm writing in the body memorable?" • Ask yourself if the message is strong enough without a photo or video.	Avoid using messaging so general that any brand could replace your message with their name.

Good Examples

Priya Natasha Gupta likes Jasper's Market.

RELATED POST

Jasper's Market
Come to Jasper's to get the best chevre with truffles from Goat Hill now!

👍 Like This Page

Body copy: 150 characters, remainder truncated (Clicking the truncation will open up the full post))

Bad Examples

You and **Priya Natasha Gupta** like Jasper's Market.

RELATED POST

Jasper's Market
Our Recipe Maker allows you to make yummy entrees in just minutes! Get access now. You will be able to make them for all your family members in just ...

👍 2 · 💬 1 · Like

Write a comment...

• Text is not memorable, and people are unclear what they are supposed to take away from it.
• Text is not simple or unique; people do not feel compelled to engage with the post.
• Text is longer than 150 characters.

Appendix

Photo post philosophy

photos are a great way to deliver a message about your brand. They are engaging and can evoke emotions not easily produced by text alone. The most engaging images on Facebook are those that depict real people, real things, and real life situations. Because such photos appear authentic and closely resemble images posted by individuals, they have the ability to trigger much deeper emotional responses than images that are digitally manipulated and contain large amounts of text. Our mission is to guide clients to create photo posts that are both beneficial to the brand and to the people who interact with them.

When choosing images for photo posts, recall what makes any content on Facebook worth engaging. The last photo you interacted with likely made you laugh, reminded you of a personal memory, evoked a sense of awe, or catered to an interest. Start off by choosing an image that adheres to these principles.

General best practices

- photos should include real people and real things. The most engaging content on Facebook is content that most people can relate. User sentiment research has shown that the emotions triggered by images of real people, real situations, and real objects are more lasting and more compelling than those that include words or text.

- Text or text overlay is prohibited. Facebook people react negatively to content that they perceive as inauthentic or impersonal. Since text is rare in photos from friends, text in brand photos triggers negative emotions in people. Instead of introducing text in your images, choose photos that send a message or tell a story on their own without words.

- Brand logos should be used sparingly. Since brand logos already appear as the profile logo on most Pages, brand logos should not take up more than 20% of any photo. Brand logos should be used only when deemed extremely relevant to the image itself. Consider including a photo of your product in action instead of overlaying your brand logo on an otherwise unrelated image.

- Keep it simple. People should be able to tell what your image represents without having to scan your photo for minor details or read fine print. The simpler the image, the clearer your brand message will be.

- Focus on quality. It's a simple thing, but make sure that your photo is of high enough resolution to represent your brand in a positive light. Basic screenshots are often low quality, can appear grainy, and may cheapen the effect of your post.