



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

Twitter Facebook Guide

Jennifer Holt, Kevin Sanson

Twitter Facebook Guide:

The Rough Guide to Social Media for Beginners Rough Guides, 2012-07-05 If you haven't joined the social media revolution yet don't fret there's still time. But with so much out there where do you even start? Something more than a text message, something less than a phone call, not engaging in these new types of online social messaging could mean you are missing out on the action without either friends or followers. Business, leisure and everything in between is covered and this guide walks the uninitiated through setup to maintenance and gives you the skills to make your pages lively and relevant to the people you know or work with and the folk you're about to meet or reach out to. The term social media covers an ever-expanding suite of apps, blogs and wikis but this book focuses on the most popular and personal forms of social media: Facebook and Twitter. Significant attention is also paid to Google, the latest direct challenge to Facebook's overwhelming dominance of social networking. Start connecting now with *The Rough Guide to Social Media for Beginners*. Now available in ePUB format.

[Social Media and Ministry: Sharing the Gospel in the Digital Age](#) Kenneth Lillard, 2010-11-26

SOCIAL MEDIA AND MINISTRY: Sharing the Gospel in the Digital Age is a practical guide for all, including pastors and church leaders, to social media. It is a handbook, a how-to manual for ministries on how to use Facebook, Twitter, YouTube and other social media platforms to grow and increase their influence. It is a Pastor's Guide to Social Media. This book is also for those in general who seek a better understanding of social networking and how social media impacts our daily lives. Finally, it is about the information-based Digital Age and how we relate to it.

[The Complete Beginner's Guide to Mac OS X El Capitan](#) Scott La Counte, 2015-10-10

Whether you are a new convert to Mac, still thinking about making the switch or just want to learn more about Macs, this book will guide you through the Mac OS and help you see how making the switch really isn't the great leap that you once thought it was. While this book was written for anyone new to Mac, it is especially geared for people who are switching to Mac from Windows. This book will show you the basics and show you how to do the common day tasks you know on Windows like right clicking. It will also show you how to get your Mac in sync with your iPad or iPhone and how to do everyday tasks like change background, find files and performance tweaks to keep your Mac running like new. Please note: while every effort has been made to ensure accuracy, this book is not endorsed by Apple and should be considered unofficial.

The Rough Guide to the Best iPhone and iPad Apps (2nd Edition) Rough Guides, 2013-09-01

The must-have guide to the Best iPhone and iPad Apps for every iOS user. So many apps and so little time. How do you get to the best with a minimum of fuss? The Rough Guide to the Best iPhone and iPad Apps solves the problem. It pinpoints the 500 best free and paid-for applications in all major categories. Whether it's navigation or news, photography or productivity, games or utilities, this book highlights the best running on iPhone, iPad or both, from the marquee names to the hidden gems. Discover the 500 finest applications your iOS was born to run with. *The Rough Guide to the Best iPhone and iPad Apps*. Now available in ePUB format.

[The Rough Guide to the Best Android Apps](#) Rough Guides, 2012-08-02

So many apps and so little time. How do you get to the best with a minimum of fuss? The Rough Guide to the Best Android Apps solves the problem. It pinpoints the 500 best free and paid-for applications in all major categories. Whether it's navigation or news, photography or productivity, games or utilities, this book highlights the best running on Android. Discover the 500 finest applications your Android was born to run with. *The Rough Guide to the Best Android Apps*. Now available in ePUB format.

the best with a minimum of fuss The Rough Guide to the Best Android Apps solves the problem It reveals the 400 best free and paid for applications for smartphones and tablets in all categories Whether its navigation or news photography or productivity games or utilities this book highlights the best Android apps available from the marquee names to the hidden gems Discover now the 400 apps your Android device should be using Manager's Guide to Online Marketing Jason Weaver,2013-02-05 A COMPREHENSIVE CRASH COURSE FOR MASTERING TODAY S MOST IMPORTANT MARKETING PLATFORM Online marketing has evolved far beyond just websites and banner ads Your business s credibility now rests on the ability not to just embrace digital platforms but to coordinate a broad spectrum of media in every campaign Manager s Guide to Online Marketing explains how to do this and more by planning and executing effective cross channel digital outreach using the latest most sophisticated tools and strategies It provides in depth coverage of essential online marketing tools and techniques including Content marketing and blogging Social media marketing Web analytics Search Engine Optimization SEO E mail marketing Online Public Relations Briefcase Books written specifically for today s busy manager feature eye catching icons checklists and sidebars to guide managers step by step through everyday workplace situations Look for these innovative design features to help you navigate through each page Clear definitions of key terms and concepts Tactics and and strategies for effective online marketing Tips for executing the tactics in the book Practical advice for preventing errors Caution signs to avoid common and uncommon mistakes Examples of successful online marketing tactics Specific planning procedures tactics and hands on techniques **The Rough Guide to the iPhone (5th)** Rough Guides,2013-02-01 Fully updated to cover the iPhone 5 and iOS6 the bestselling Rough Guide to the iPhone is the ultimate guide to the definitive gadget of our time The full colour guide shows you how to make the most of the iPhone 5 s unique blend of fun and function As well as covering the basics such as synchronizing with iCloud Facetime and making the most of Siri the book also unlocks new secrets such as how to make free international calls and exploring the latest built in features such as Facebook integration panoramic photos and Apple Maps There s also up to date advice on the coolest apps available on the App Store Whether your focus is productivity or creativity The Rough Guide to the iPhone will turn you from an iPhone user into an iPhone guru Now available in ePub format **Illinois Media Guide, Women's Basketball** ,2010 *Social Network Sites as a Marketing and Communication Tool between Global Cosmetic Companies and Consumers* Daniela Scheele,2014-02-11 Doctoral Thesis Dissertation from the year 2014 in the subject Communications Public Relations Advertising Marketing Social Media grade NA University of Westminster Westminster Business School course Marketing Management language English abstract Purpose The purpose of this dissertation is to explore the habits and the motives of young females using social network sites SNSs their possible perceived gratifications with specific reference to five cosmetic companies and how these companies utilize relationship cultivation strategies on Facebook Twitter and Google as a marketing and communication tool Derived from the findings recommendations for content of cosmetic companies SNSs

were formulated in order to foster the relationship with their consumers Methodology Approach Data Analysis In order to meet the objectives this practical study used an inductive mixed methods research approach and a mixed methods research strategy by conducting five focus groups qualitative with 40 young females between 20 to 30 years old and content analysis quantitative of the UK SNS pages of five chosen cosmetic companies based on the uses and gratifications theory and the online relationship cultivation strategy The transcripts of each focus group were analysed carefully in NVivo and Excel in regards to the research objectives by coding the statements into categories Data analysis for the content analysis of the UK SNS pages of the five chosen companies was performed using IBM SPSS Statistics Key Findings Participants exhibit a passive behavior towards the chosen companies SNS pages which differs from the habits in their private usage Analysis of gratification seeking revealed five dimensions Information seeking being up to date on products educational information feedback action features and multimedia The findings of this study indicate that not all companies deliver satisfying content to fulfil the gratification of young females and that the companies have not yet been able to enter into a comprehensive dialogue with their publics Research Limitations Implications Future studies could compare in a longitudinal approach with a greater sample the marketing and communication activities of companies on other SNSs consumer are using and examine other country specific pages CD and Appendix D to I are not included

The dangers of social media. How cancel culture and shitstorms can affect companies and how to recover from it Kira Mertens, 2022-05-31 Bachelor Thesis from the year 2020 in the subject Communications Public Relations Advertising Marketing Social Media grade 1 1 Westf lische Hochschule Gelsenkirchen Bocholt Recklinghausen language English abstract The following Bachelor thesis is meant to analyze if and how cancel culture and shitstorms online especially on social media can affect companies and how affected companies can recover from the outcomes For avid social media users online shitstorms especially on the platform Twitter can frequently be witnessed It was therefore a very interesting topic to look further into to be able to understand what can trigger a shitstorm and what the consequences for companies could look like This thesis is also supposed to answer if or how a company can recover from a shitstorm if they were affected by one Furthermore it is meant to show what effective measurements could look like and if shitstorms could even be prevented in the first place and if yes how they could be prevented To achieve that the first step will be to take a closer look at what makes social media so important to businesses For that an insight on the most important social media apps and websites will be given After that the dangers of social media to companies will be analyzed The thesis will then continue by showing what makes shitstorms and cancel culture dangerous to a company To achieve that possible triggers of a shitstorm will be analyzed as well as what phases a shitstorm has and what possible outcomes could look like Furthermore a closer look will be taken at how consumers react to shitstorms by analyzing the results of a self made survey The survey was made to understand if and how consumers let shitstorms influence their buying decisions and if they would stop buying a certain product or brand if they were involved in a shitstorm Following

that three companies Nestl Amazon and Nike which have already been at the center of a shitstorm will be analyzed as case studies To analyze the companies a closer look will be taken at the reasons for these shitstorms how each company was affected in terms of image and revenue and how they handled the situation Furthermore it will be explained if shitstorms could be prevented in the first place and how to successfully manage and recover from a shitstorm when affected by one For this a best practice example will be given in chapter 6 **Beverage Media** ,2010-06 **Convene** ,2010-07 **Connected Viewing** Jennifer Holt, Kevin Sanson, 2013-12-04 As patterns of media use become more integrated with mobile technologies and multiple screens a new mode of viewer engagement has emerged in the form of connected viewing which allows for an array of new relationships between audiences and media texts in the digital space This exciting new collection brings together twelve original essays that critically engage with the socially networked multi platform and cloud based world of today examining the connected viewing phenomenon across television film video games and social media The result is a wide ranging analysis of shifting business models policy matters technological infrastructure new forms of user engagement and other key trends affecting screen media in the digital era Connected Viewing contextualizes the dramatic transformations taking place across both media industries and national contexts and offers students and scholars alike a diverse set of methods and perspectives for studying this critical moment in media culture **The Times Index** ,2011 Indexes the Times Sunday times and magazine Times literary supplement Times educational supplement Times educational supplement Scotland and the Times higher education supplement **Hospitality** ,2009 **Agri-naturalist** ,2008 **Illinois Reading Council Journal** ,2016 **The Handbook of Strategic Public Relations and Integrated Marketing Communications, Second Edition** Clarke L. Caywood, 2011-12-30 The definitive guide to PR and communications updated with the newest social media and brand reputation tools and techniques The most authoritative comprehensive resource of its kind The Handbook of Strategic Public Relations and Integrated Marketing Communications Second Edition is a gathering of 70 of the brightest most influential figures in the field It includes 27 new chapters as well as 44 new authors addressing the major changes in the field since the last edition the use of social media in business demanding and growing stakeholder relationships and a new era of openness and transparency to protect reputations and brands and to prevent crises Providing best practices for 28 key industries the handbook is conveniently organized into thematic sections Introduction to Public Relations and Integrated Communications research history law and ethics Stakeholder Leadership in Public Relations crisis management employees investors consumers press corporate philanthropy and digital communities Current and Continuing Issues in Public Relations business sustainability environmental communications and reputation and brand management Industries and Organizations Business to Consumer and Business to Business automotive aviation insurance hospitality healthcare consulting financial food law and energy Each section highlights specific case studies and examples to illuminate exactly how to plan and execute different methods for optimum results The book concludes with a section on the future of the

industry developing issues trends and roles of public relations and integrated communications Use The Handbook of Strategic Public Relations and Integrated Marketing Communications to position your company your brand and yourself for success for many years to come *Event Solutions ,2009* *Commercial Investment Real Estate ,2009*

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