



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

RS Peters

Facebook Guide:

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

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 advantage of Facebook's new location based functionality Schedule real world get togethers and send out invitations Share common interests in groups Play games Understand Facebook's dizzying array of privacy options that dictate who sees one's content Buy and sell stuff in the Facebook Marketplace and more Readers also learn how to tap the power of Facebook for more than simply personal use such as personal branding marketing a business product service or non profit or promoting a worthy cause

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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** Dana Kilroy,2017 *Facebook* Dana Kilroy,Chelsea Hejney,2013-05-31

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[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 **Mastering Facebook** Adidas Wilson, This is not a book of ideas but a blueprint for Facebook success Facebook is becoming a social media and search engine powerhouse Seeing the trends in the online platform and knowing how to utilize them will ensure success This has revolutionized publishing and has dawned to a new digital era There are a million and one reasons However you do not need all of them Just a few concrete ones to make you see the light as to why Facebook is giving you a golden opportunity to monetize publishing in a smarter creative way Table of Contents Facebook History Managing Your Facebook

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The

Unofficial Guide to Marketing in Facebook Knowledge Treasure Collection, An estimated 50 percent of active Facebook users take the time to log into Facebook each and every day That s some 200 million people coming to this site daily The amount of time people spend on Facebook means there is an advertising goldmine waiting for you Just think of all the new people you could expose your brand to with very little effort

Facebook Marketing Jacob Kirby,2023-05-19 FACEBOOK

MARKETINGFacebook Marketing A Guide to Growing Your Brand with Facebook is a comprehensive guide to using Facebook to market your business or brand This book provides a beginner friendly introduction to the world of Facebook marketing including the latest strategies and best practices for reaching and engaging with your target audience The book starts by discussing the basics of Facebook marketing and how to create a strategy that will work for your business or brand It then delves into the various features of the platform including Facebook Pages Groups and Events and provides information on how to use each one to reach and engage with your target audience The book also covers the latest trends and best practices in Facebook marketing including how to use Facebook Insights Facebook Live and Facebook Advertising to boost your reach and engagement Whether you re a small business owner marketer or entrepreneur this book provides the knowledge and tools you need to succeed on the platform Are you ready to grow your business and brand on Facebook Scroll up and hit Buy Now to get started today

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.

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