



Guide to Facebook Ad Specs



Image Ads

1200 x 628 px
9:16 to 16:9
JPG & PNG

Collection Ads

1:1
1080 x 1080 px
JPG/PNG/MP4/MOV

Carousel 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
1.91:1
MP4 & MOV



Story Ads

9:16
1080 x 1920 px
JPG/PNG/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 **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 *Facebook All-in-One For Dummies* Jamie Cragar, Scott Ayres, Melanie Nelson, Daniel Herndon, Jesse Stay, 2014-04-07 The A to Z Facebook guide for users marketers and developers alike Facebook has more than a billion users worldwide Whether you enjoy spending time on Facebook every day use it to advertise and market your product or develop Facebook apps this go to guide has something you need Its six 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 It's fully updated to cover the latest Facebook changes including Graph Search mobile apps Timeline enhancements and news feed redesign Facebook has more than one billion active users who share more than 30 billion

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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 MARKETING Facebook 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

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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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