

# Social Media Sponsorship

## SPECIFICATIONS & MATERIALS NEEDED



	Facebook	X (formerly Twitter)	LinkedIn	Instagram
TEXT <i>(max. characters)</i>	280	280	280	280
IMAGE <i>(in pixels; png or jpg)</i>	1200 X 630 1200 X 1200	1600 X 900 1080 X 1080	1200 X 627 1080 X 1080	1080 X 566 1080 X 1080
VIDEO <i>(.MP4 and .MOV)</i>	Max time: 240 minutes Max file size: 4 GB Aspect ratio: 16:9 or 1:1	Max time: 140 seconds Max file size: 512 MB Aspect ratio: 16:9 or 1:1	Max time: 10 minutes Max file size: 5 GB Aspect ratio: 16:9 or 1:1	Max time: 60 seconds Max file size: 4 GB Aspect ratio: 16:9 or 1:1