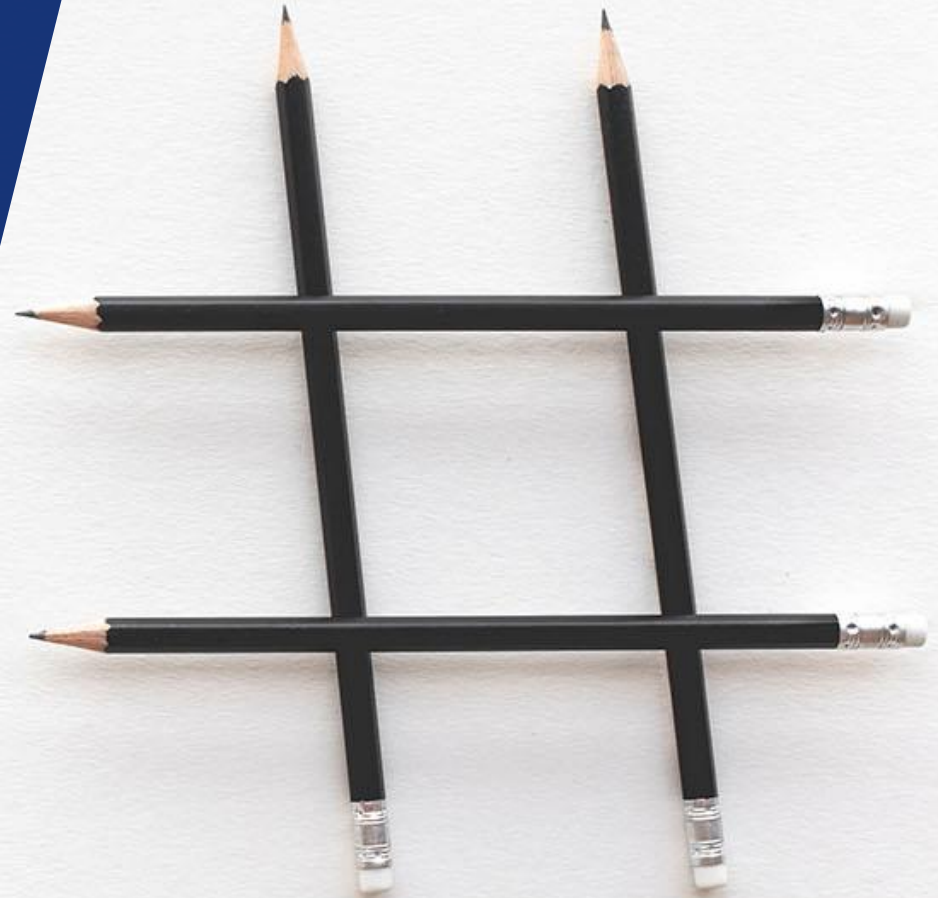


# Desktop & Mobile SOCIAL DISPLAY



**WilliamReed.**



## Social Post URL

The only material you need to supply is the URL to the Social Post you want to use

If the Social Post contains a video, please also send the video file

- *MP4 format only*
- *60MB Maximum Weight*

See Page 3 for details on how to locate this URL



## Call to Action Button

Please choose one of the following:

- Learn more
- Click here

Alternatively, you can request a custom call to action



## Click URL

Please provide one web address (URL link) for the banner to click through to

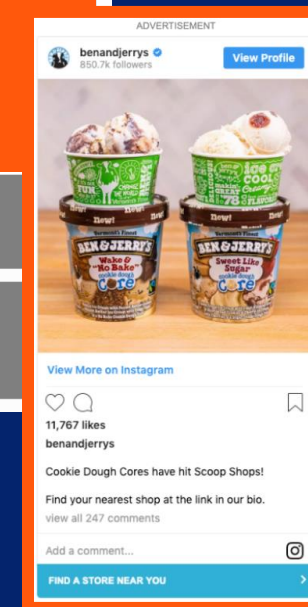
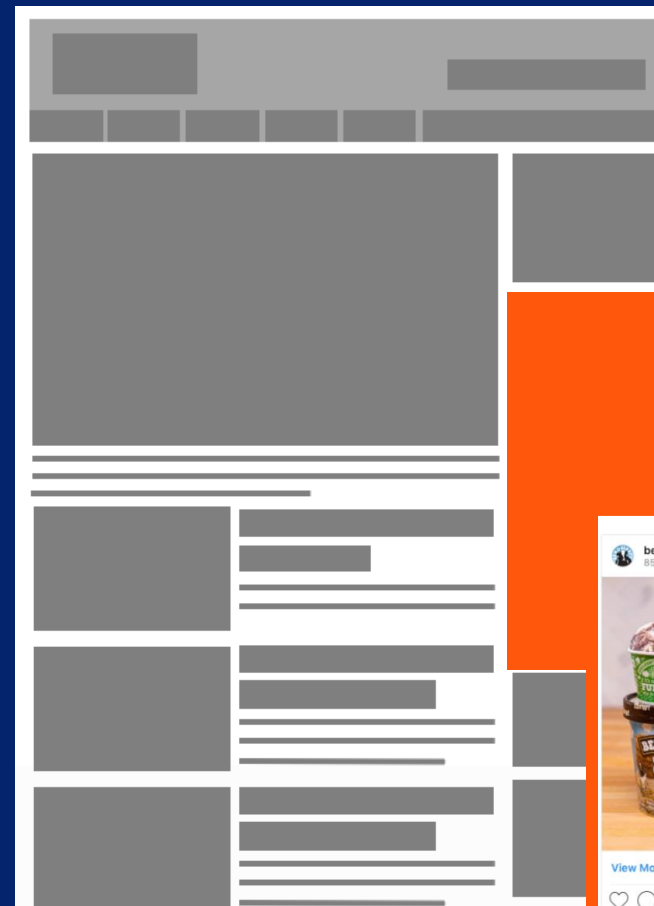
Ensure the URL link is **UTM tagged**, more information [here](#)



## Submission deadline

A minimum of 5 business days before the start of the campaign

Please send the finalised material to [adops@wrbm.com](mailto:adops@wrbm.com)



# Locating the URL of your Social Post



## Facebook post URL

Navigate to the post and then right click the date (directly underneath the brand name, to the right of the profile picture), then select 'Copy Link Address'



## Twitter post URL

Navigate to the post, click on the post and then copy the URL in the address bar at the top of the browser



## Instagram Post URL

Navigate to the post and simply go to the address bar on the top of the browser and copy the link



## LinkedIn post URL

Navigate to the post and in the top right hand column there are three dots, click on these dots and select 'copy link to post'



## TikTok post URL

Navigate to the Brand page, click on a particular TikTok and then copy the URL

# Supported Social Ads



## Supported Facebook Posts

- Facebook Video
- Facebook Photo
- Facebook Website Link
- Facebook Event
- Facebook Carousel



## Supported Twitter Posts

- Twitter video
- Twitter photo
- Twitter website link
- Twitter Carousel

**Please note:** dark, promoted/sponsored posts and polls are **NOT supported**



## Supported Instagram Posts

- Instagram video
- Instagram photo
- Instagram carousel

**Please note:** Instagram stories and adverts posts are **NOT supported**



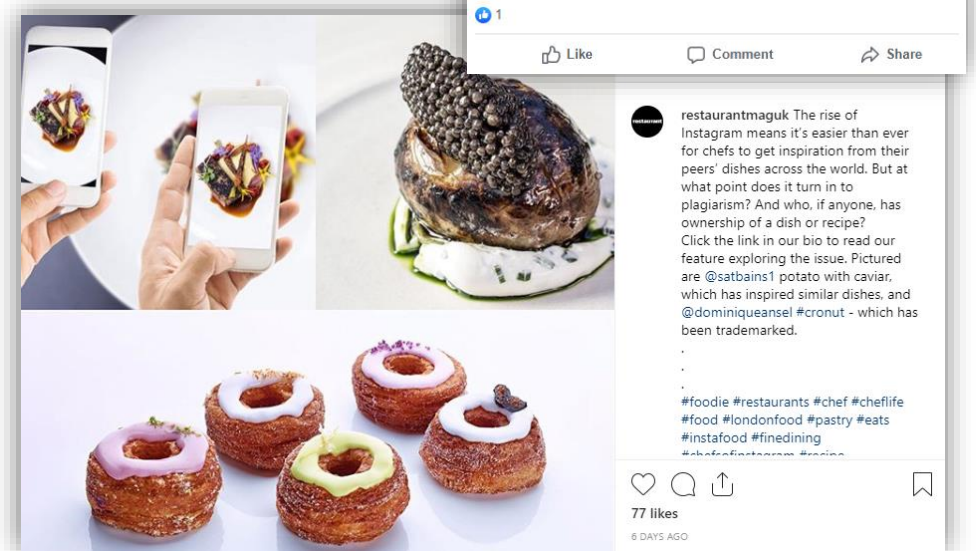
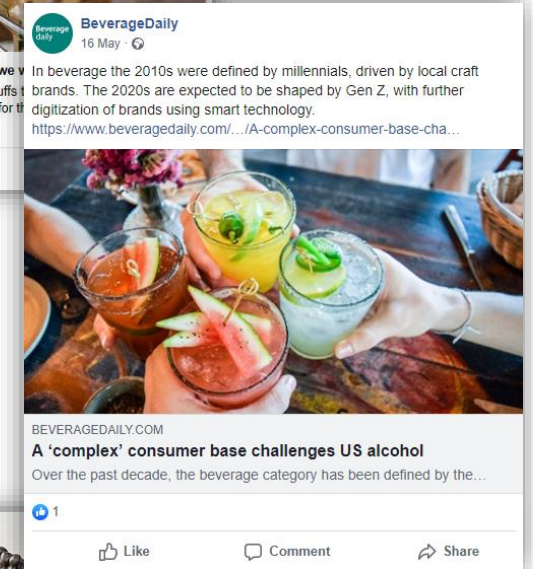
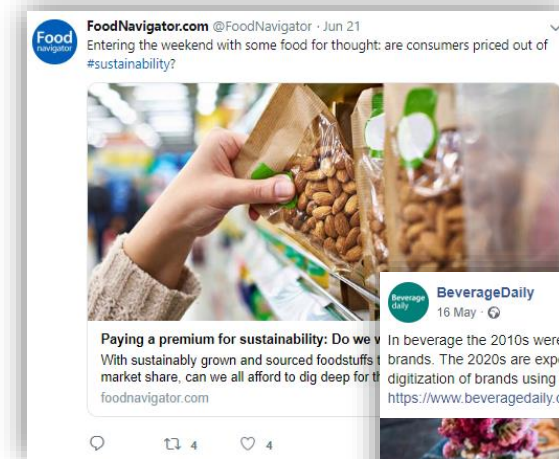
## Supported LinkedIn Posts

- LinkedIn video
- LinkedIn photo
- LinkedIn website link
- LinkedIn Carousel



## Supported TikTok Posts

- TikTok video



# Additional information

## Inventory

- Runs on desktop & mobile
- Utilises the Medium Rectangle position

## Character Limits (see image)

- **Brand profile name:** 25 characters for one word on one line. New rows will be added if additional words exist
- **Text:** Social Posts with text in excess of 300 characters will be truncated and an option provided to expand to read more - the limit is 700 characters
- **Link title:** 30 characters will be shown before it is truncated
- **Link description:** 35 characters will be shown before it is truncated

## Click experiences

- **Video:** Clicking on the media player will play the video in-unit or in a full-screen experience on mobile
- **Photo:** Clicking on the photo will bring the user to the social platform to engage with the original post
- **Link:** Clicking on the link portion will bring the user to the intended destination page
- **Any interaction (e.g., like, share, comment):** Brings the user to the social platform to engage with the original post
- **Call to action:** Opens browser to the call to action URL

**300px width**

**Brand Profile Name**  
25 characters for one word on one line. New rows will be added if additional words exist.

**Caption Text**  
300 characters will be shown before an option is provided to expand. Once expanded, limit is 700 characters.

**Link Title**  
30 characters will be shown before it is truncated.

**Link Description**  
35 characters will be shown before it is truncated.