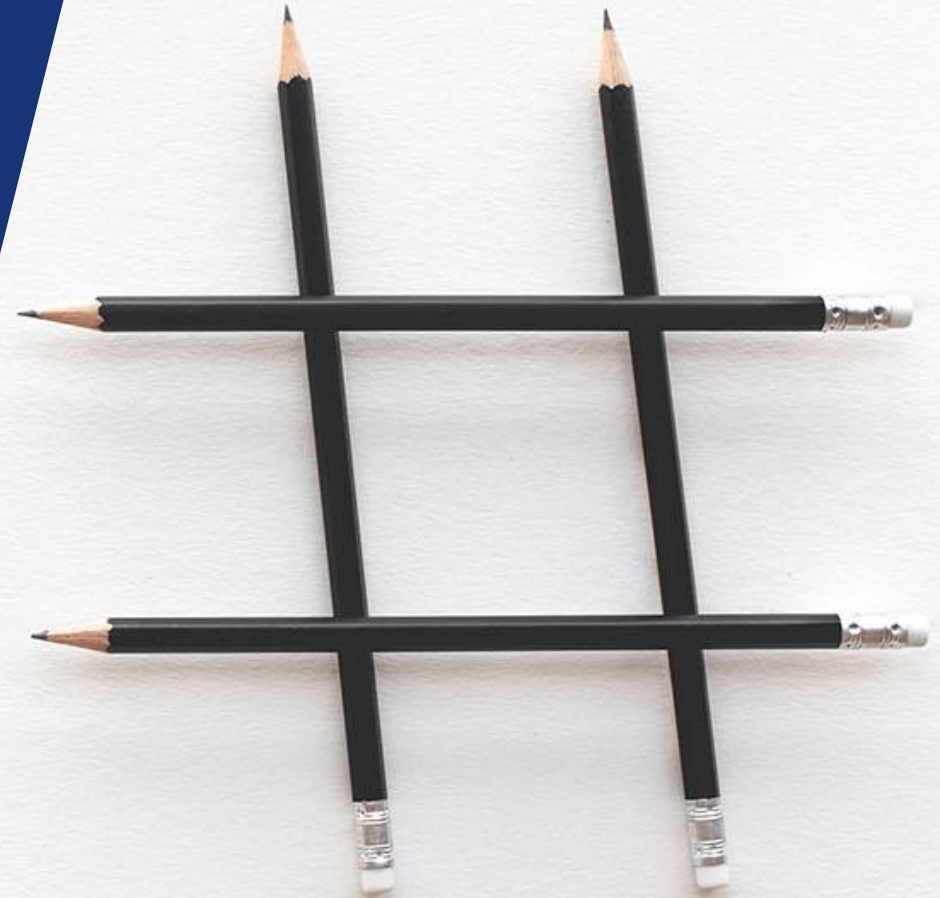# Desktop & Mobile
SOCIAL DISPLAY

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
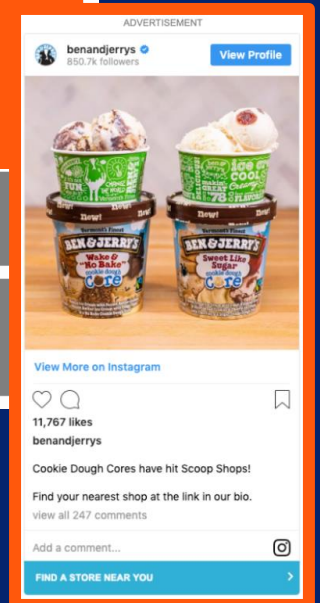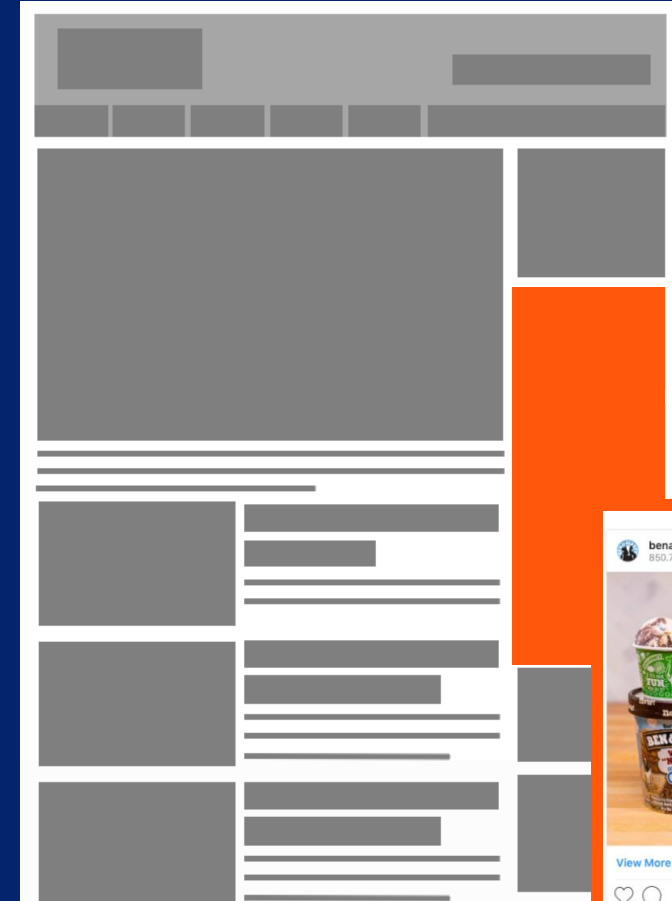Please provide one web address (URL link) for the banner to click through to
Ensure the URL link is **UTM tagged**, more information **here**

Submission deadline
A minimum of 5 business days before the start of the campaign
Please send the finalised material to adops@wrbm.com

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'

X/ 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 X/ Twitter Posts
- X video
- X photo
- X website link
- X 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**
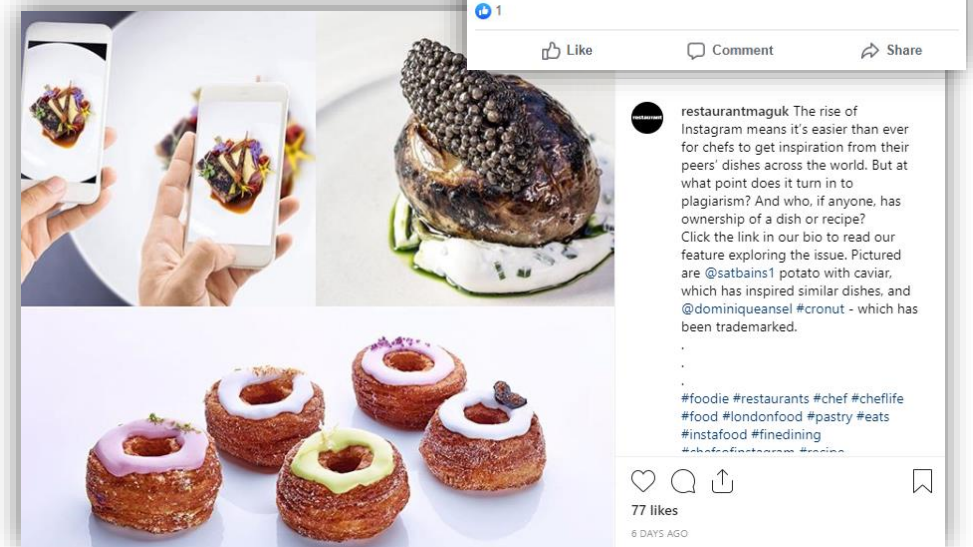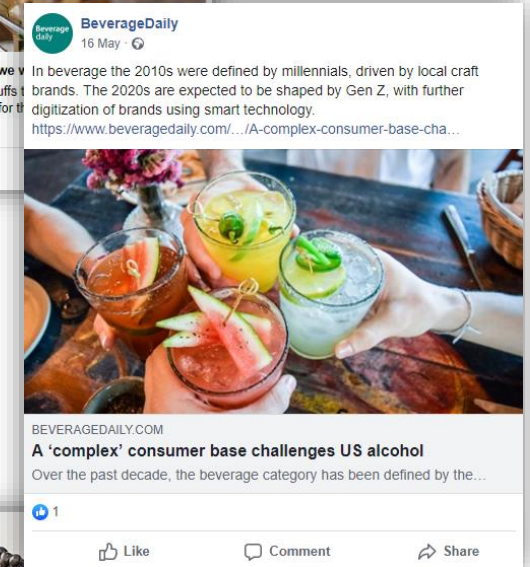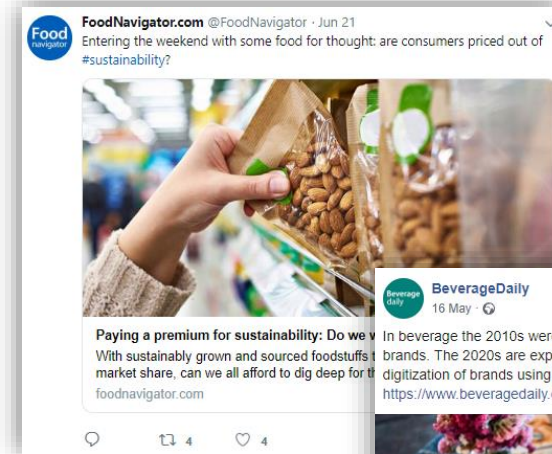
Supported LinkedIn Posts
- LinkedIn video
- LinkedIn photo
- LinkedIn website link
- Linkedin Carousel

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