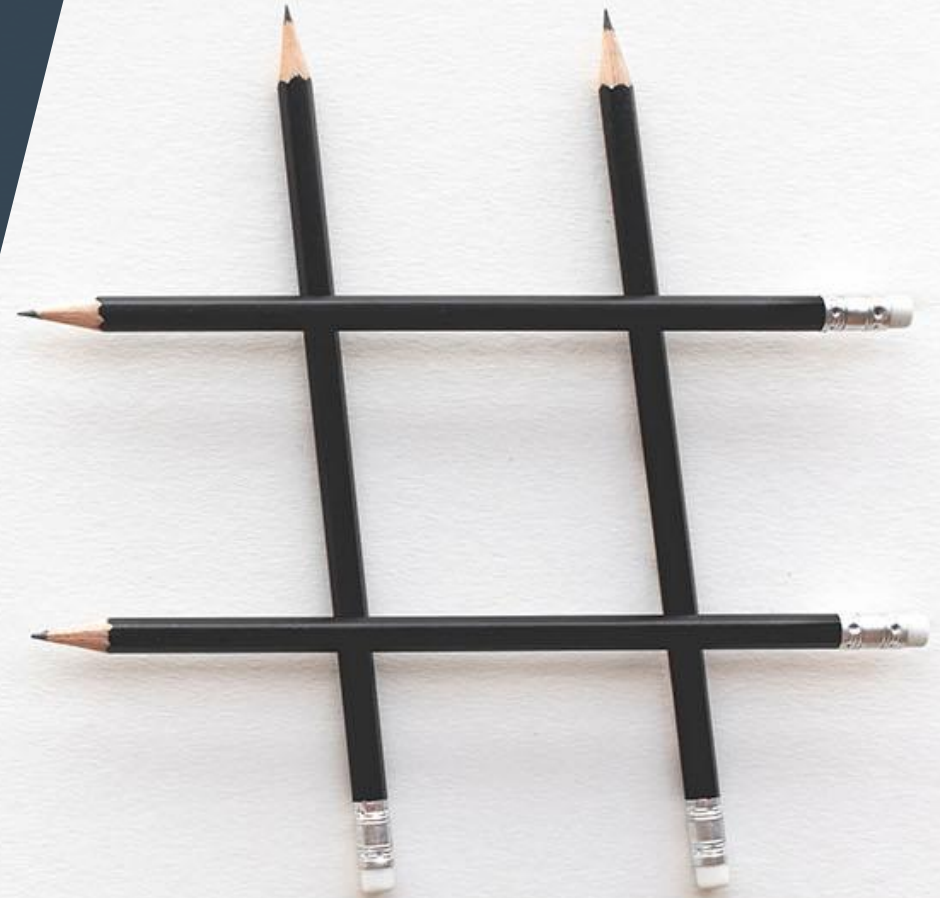


Desktop & Mobile SOCIAL DISPLAY





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
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

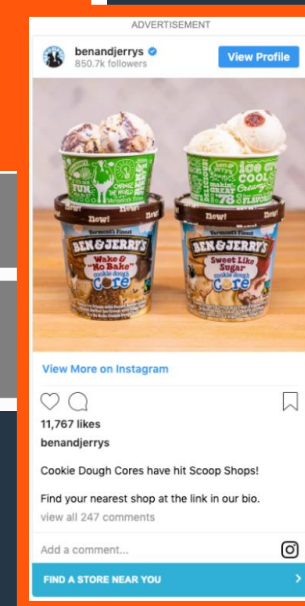
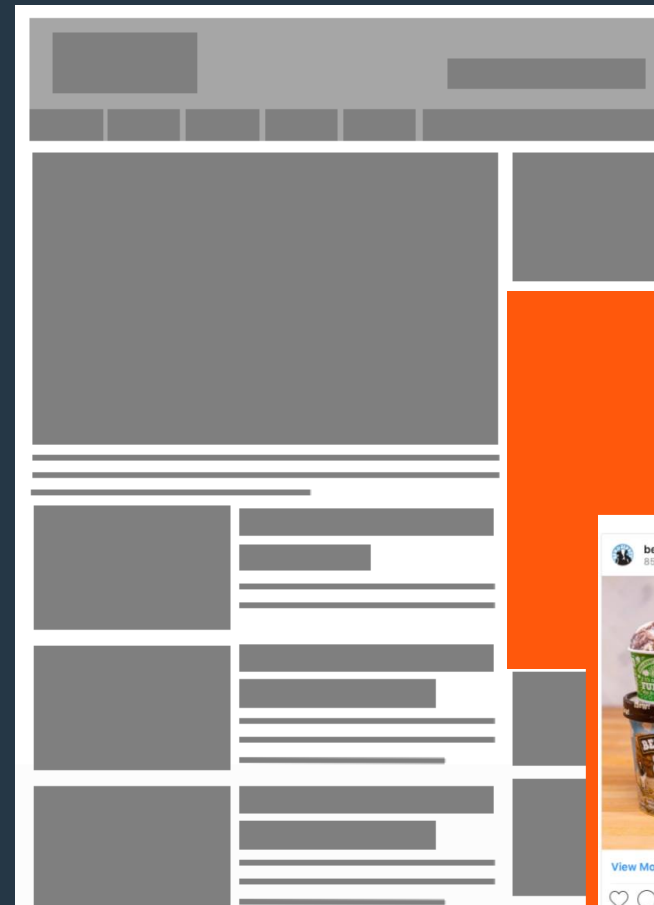
Ensure the URL link is [UTM tagged](#), more information [here](#)



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'



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'

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

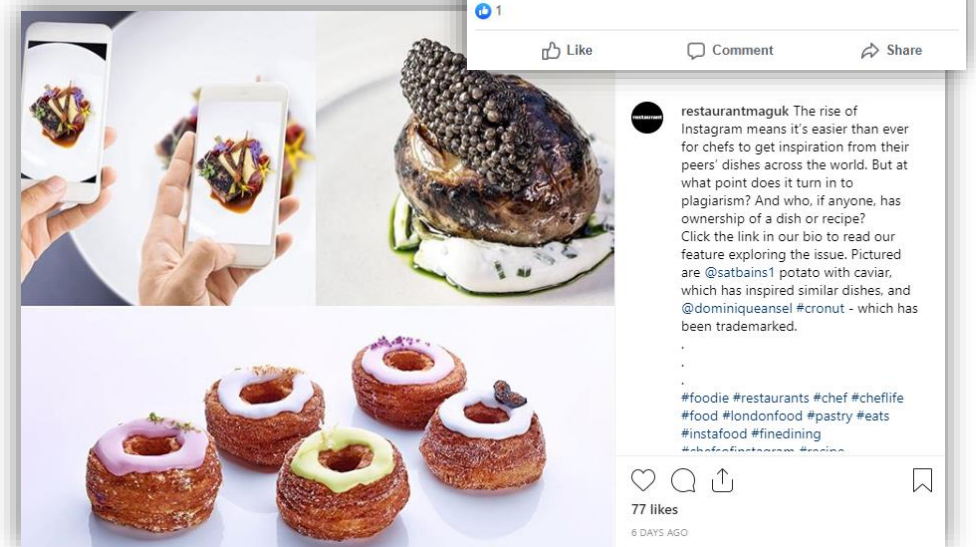
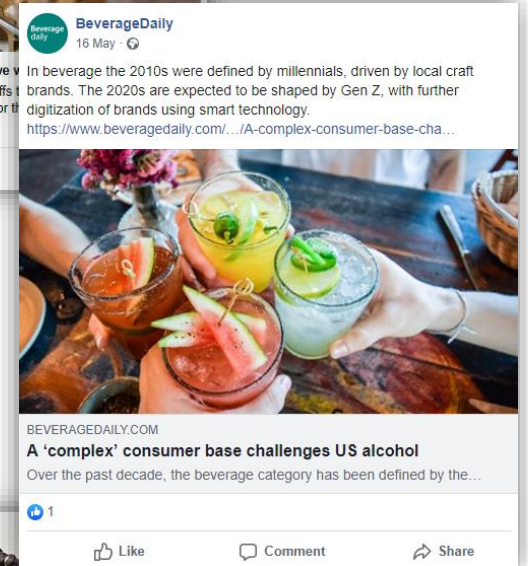
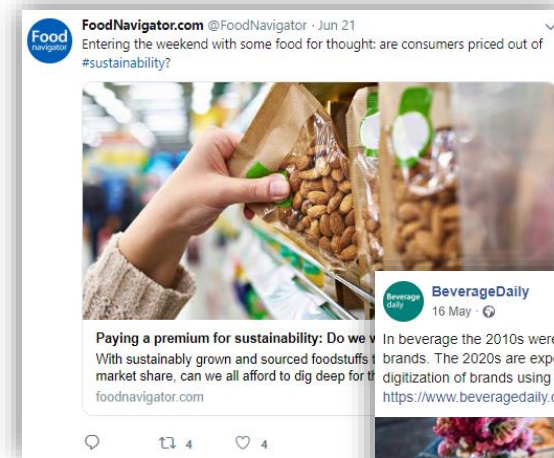
- Instagram video
- Instagram photo
- Instagram carousel

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



Supported LinkedIn Posts

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



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.