SOCIAL MEDIA
BEST PRACTICES

	f	Instagram	Twitter	in	YouTube
RECOMMENDED TEXT CHARACTERS	40–80	138–150	71-100	50-100	Titles: 70
RECOMMENDED HASHTAG LIMIT	No hashtags	10	2	No hashtags	No hashtags
IMAGE SIZE Send us the largest image you have. We'll do the cropping for each channel.	1200 x 630	1080 x 1080	600 x 335	1200 x 627	1280 x 720
VIDEO Send us the video file and we will upload it.	60 minute limit	60 second limit	140 second limit	10 minute limit	3 minute limit
ASPECT RATIO	16:9 or 9:16	1:1, 1.91:1, 4:5	1:2.39-2.39:1	1.91:1	16:9
MAX SIZE	4 gb	4 gb	512 mb	5 gb	128 gb

Send your photo or video files, along with lead-in copy and your social media account URLs.

• Also, include a URL and we'll create a custom, trackable link and add it to your post.

Social Media Pointers:

• Sponsored posts should inform and/or entertain, and therefore should not feature overly promotional copy.

• Let your content do the talking.

• For native video autoplays, use the first few seconds to capture attention. The majority of views will be limited to the first 60 seconds. (I.E. Don't have only your logo on screen right away.)

• We encourage you to share the content on your own accounts once it has been published by AQUA.

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