

MASTERING META ADS

Key Guidelines for Facebook & Instagram

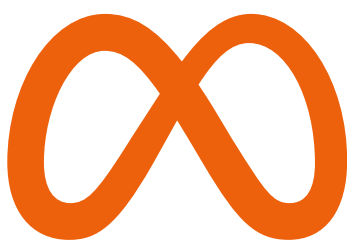


Text guidelines

- ✓ **Main Ad Copy:** Keep key info within 125 characters to avoid truncation
- ✓ **Headlines:** Capitalise on 40 character limits to make headlines snappy
- ✓ **Descriptions:** Optimise the first 25 characters; the rest may be truncated

Testing & content type

- ✓ **Ad Copy:** Experiment with long and short forms to gauge engagement
- ✓ **Creatives:** Use videos, images, and carousels to diversify your approach
- ✓ **Narrative Videos:** Engage with video-based narratives and user-generated content



Best Practices

- ✓ **Ad Volume:** Run 3-5 ads per set for clearer data insights
- ✓ **Creative Sizes:**
 - In-Feed (1:1): 1080 x 1080 px
 - Instagram In-Feed (4:5): 1080 x 1350 px
 - Stories (9:16): 1080 x 1920 px

Start creating impactful ads!
Contact us for help