Social Media
Delivery Specs

For social media integrations, the following documents and information must be delivered to **SMNads@sky.de** no later than 4 working days before the start of the campaign. Please note that texts are formulated according to the respective channel. The integrations are subject to the approval of the social media editors.

Facebook Post
- Facebook Account name
- Headline text: 25 characters
- Link Description text: 30 characters
- Link
- Image:
  - File type: jpg or png
  - Image ratio: 9:16 to 16:9
  - Recommended resolution: 1200x628px
  - Minimum resolution: 600x600px
- Video:
  - File type: MP4 - H.264 compression, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression at 128kbps+
  - Video ratio: 9:16 to 16:9
  - Recommended resolution: Upload the highest resolution video available that meets file size and ratio limits
  - Video File Size: 4GB Max
  - Video Length Minimum: 1 second
  - Video Length Maximum: 60 seconds
  - Video Captions: Optional but recommended
  - Video Sound: Optional but recommended
  - Vertical videos (with aspect ratio taller than 2:3) may be masked to 2:3

Social Media

Delivery Specs

Instagram Story
- Instagram Account name
- Swipe-Up-Link
- Image:
  - File type: jpg or png
  - Image ratio: 9:16 to 16:9
  - resolution: 1080x1920px
- Video:
  - File type: MP4 - H.264 compression, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression at 128kbps+
  - Video ratio: 16:9 to 4:5 and 9:16
  - Recommended resolution: Upload the highest resolution video available that meets file size and ratio limits
  - Video File Size: 4GB Max
  - Maximum Video Duration in Seconds : 15
  - Maximum Video Duration in Seconds : 60

Twitter Post
- Headline text: 256 characters
- Link: URL will be altered to 23 characters
- Image:
  - File type: jpg, png, GIF (animated)
  - Image ratio: 16:9
  - Recommended resolution: 1200x675px
  - Minimum resolution: 600×335 px
  - Image File Size: 3 MB

sky | MEDIA