

Client: _____ Date: _____

Speaker: _____ Event: _____

Facebook

- LABROOTS
- HEALTH & MEDICINE
- CLINICAL & MOLECULAR DX
- IMMUNOLOGY
- CARDIOLOGY
- CANCER
- CELL & MOLECULAR BIOLOGY
- GENETICS & GENOMICS
- MICROBIOLOGY
- NEUROSCIENCE
- PLANTS & ANIMALS
- EARTH & THE ENVIRONMENT
- SPACE & ASTRONOMY
- CHEMISTRY & PHYSICS
- TECHNOLOGY
- CANNABIS SCIENCES
- DRUG DISCOVERY & DEVELOPMENT

Twitter

- Yes, same selection as Facebook

LinkedIn

- Yes

Hash tag keywords

Facebook specs

IMAGE DIMENSIONS: 1200x630 pixels

DESIGN: Keep important content 3px min from edge of image. Text can only account for 20% of ad image. See [FACEBOOK GRID](#) and page 2 for reference.

TEXT: 500 characters max

HEADLINE: 1-2 lines

LINK DESCRIPTION: 2-3 lines

Twitter specs

IMAGE DIMENSIONS: 1200x630 pixels

SIZE: 5MB max for photos, 3MB max for GIFs

TEXT: 280 characters max (including spaces)

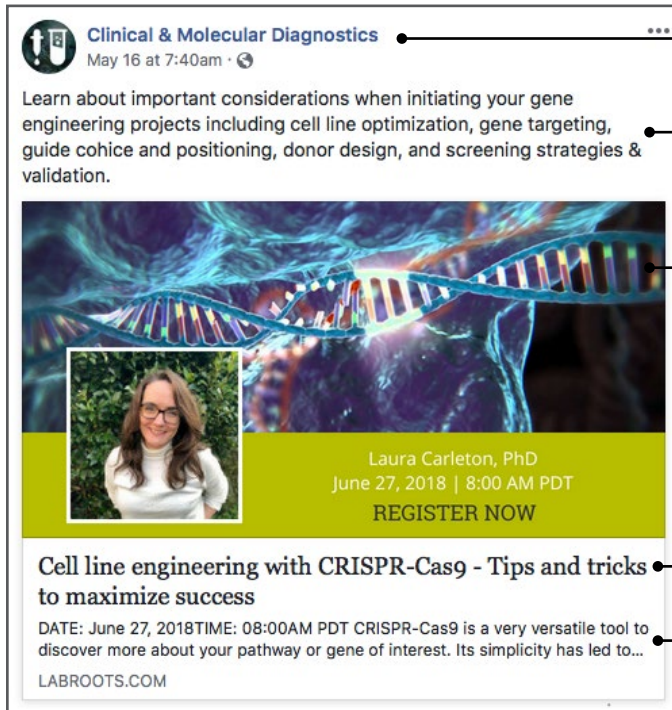
LinkedIn specs

IMAGE DIMENSIONS: 1200x630 pixels

NOTE: At this size it is hard to read text. Please just edit the wording so its nice and understandable by our clients!

URL

Facebook post example



FACEBOOK PAGE SELECTION

TEXT: 500 characters max

IMAGE DIMENSIONS: 1200x630 pixels
DESIGN: Keep important content 3px minimum from edge of image. Text can only account for 20% of the image. Use the [FACEBOOK GRID TOOL](#) for reference.

HEADLINE: 1-2 lines

LINK DESCRIPTION: 2-3 lines