

Paid Social Media Campaign: Standard Campaign



Inclusions:

- 1 Static in-feed post
 - With up to 3 photos.
 - Please share verbiage, recommended hashtags, and please confirm which account to tag in the post.
- 2 Instagram Stories on the @NatProdExpo Instagram account
 - Image or Video Posted for 24-hours.
 - Redirection link options and tagging brand in story.

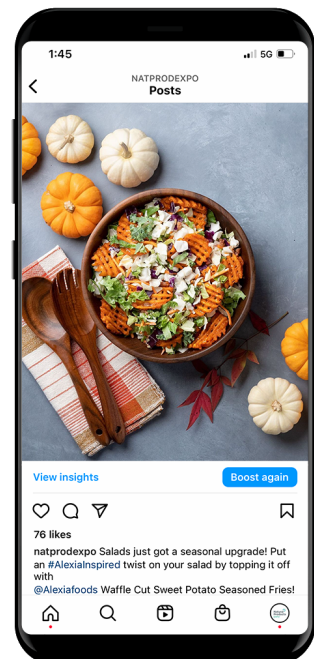
Static In-Feed Post Image

1. Images or Videos

- Image Size: 1080x1080
 - JPG or PNG files
- Images: up to 3
 - If submitting 3 images, please confirm order for posting.
 - Best practices: use the same pixel dimensions for all 3 photos. Instagram will auto crop images to fit the pixel size of the first image.
 - Minimal text **in image** – 7 words or less.
- Video Length: less than 60 seconds, MOV or MP4 files.
- Video Size: 1080 x 1920 or 9:16 ratio, filmed vertically in full-screen format.
 - *ALL animated images are automatically posted as Reels on Instagram as of August 2022.
 - No copyrighted music, GIFs, interactive stickers or camera filters.
 - If no music is included, Marketing Manger will choose a trending IG Reel music to go along with your video.

2. Caption

- Suggested Length: 1-3 sentences
- Best practices: be authentic & relatable and don't be afraid to include emojis!
- Hashtags: include hashtags that are related to your brand, product claims, industry, etc. Per Meta guidelines, "#ad" will appear first when posting your paid social.
 - Suggested no more than 5 hashtags per caption.
- We will tag your brand in the caption directing our audience to your brands Instagram account.
 - Please confirm exact caption verbiage, @handle and #hashtags in an email to Troy.



Real Life Example: Just roll with it 🍴 @alexiafoods Sweet Potato Fries with Sea Salt are a sweet addition to your homemade sushi rolls! Get the recipe at alexiafoods.com. #ad #alexiainspired #sweetpotato #sushigoals #justrollwithit #yum

Instagram Stories

1. Image or Video
 - Image Size: 1080x1920
 - Video Size: 1080x1920 that is 15 seconds or less
2. Redirection Link: include a website to link to your instagram story.
 - Customizable! Tell us what you want the link to show.
 - Example: <http://www.daabonusa.com/> “ shown as, “Shop Products Now!
 - We will tag your brand in the Instagram story directing our audience to your brands Instagram account.
 - Please confirm @handle in email to Troy.
 - Please confirm website URL in email to Troy.

Further Your Reach!

- Repost @NatProdExpo static in-feed post to your brands feed or stories
- Repost @NatProdExpo Instagram stories to your brands Instagram stories

Questions? Please reach out

Troy Cushman

New Hope Network, Digital Sponsorship Coordinator

tcushman@newhope.com

212-600-3840