

# Social Media

## Facebook, X & LinkedIn - Content Promo

- Copy: Short, snappy and have a clear call to action
- Include a snippet of background information about your company
- The image used will be the feature image from your article

## Word Limit:

- **X:** 250 words - to allow room for us to add our sponsored label, hashtags and link to post
- **LinkedIn & Facebook:** No specific word count - the same copy will be used across both social media platforms

## Facebook, X LinkedIn- Product or Event Promo

- Copy: Short and snappy promotional copy
- Link e.g. Store or event sign up
- Clear call to action
- Supply image (size:300x250)

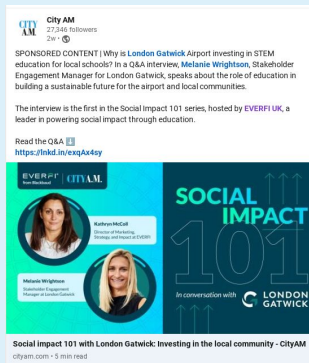
## Word Limit:

- **X:** 250 words - to allow room for us to add our sponsored label, hashtags and link to post
- **LinkedIn & Facebook:** No specific word count - the same copy will be used across both social media platforms

### Facebook - Content Promo



### LinkedIn - Content Promo



### X Product Promo

