Paid Social Media Campaign:
Expo East Virtual 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 Posted for 24-hours, each
    - "Swipe up" options and tagging brand in story

Expo East Artwork Deadline: Friday, July 22, 2022

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 practice: use the same pixel dimensions for all 3 photos. As Instagram will auto crop images to fit the pixel size of the first image.
- Best Practices: Minimal text in image – stick to 10 words or less.
- Video Length: up to 60 seconds, MOV or MP4 files
- Video Size: Up to 1080 pixels tall x 1080 pixels wide.
    - 9:16 ratio video = 606 tall x 1080 wide.

2. Caption

- Suggested Length: 1-5 sentences
- Hashtags: Include hashtags that are related to your brand, product claims, industry, etc.
    - 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 in email to Troy.
    - Please confirm @handle in email to Troy.
    - Include #hastags in email to Troy.
- Example: *Visit our Virtual Booth or find our new product in stores near you! #CompanyName #Organic*

Instagram Stories

1. Image or Video

- Image Size: 1080x1920 or 1080x1080 **OR**

- Video Size: 1080x1920 that is 15 seconds or less
2. **Swipe Up** Website URL: include a website to link to your Instagram story.
   - Shown as, "See More" on bottom of screen.
3. We will tag your brand in the Instagram story directing our audience to your brands Instagram account
4. Please confirm @handle in email to Troy.
5. Please confirm website URL in email to Troy.

Data Collection:

Static in-feed post
- "Reach" means total number of unique people who have seen your ad
  - Example: 7,254 reach= 7,254 different people have seen your post
- "Impressions" means number of times your ad has appeared in feed
  - Example: 7,952 impressions= ad was shown 7,952 times
- Ad can be seen by the same person more than once for multiple impressions.
  - "Likes" means number of people who hit the heart or 'double-tapped' the post
  - "Comments" means number of people who wrote something on your post

Instagram Stories: posts for 24 hours and no data is available

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