

## Paid Social Media Campaign: Expo East Virtual Upgraded Campaign

### Inclusions:

- 2 Static in-feed post
  - Each with up to 3 photos
  - Please share verbiage, recommended hashtags and please confirm which account to tag in the post.
- 1 Instagram Story on the @NatProdExpo Instagram account
  - Image Posted for 24-hours
  - “Swipe up” options and tagging brand in story

**Expo East Artwork Deadline: Friday, September 9, 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– 7 words or less per image.
- 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 #hashtags 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

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