

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

### Twitter

- Yes, same selection as Facebook

### LinkedIn

- Yes

### Hash tag keywords

### Facebook specs

IMAGE DIMENSIONS: 1200x627 max, **470x246 preferred**

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: 440x220 min, **506x253 preferred**

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

TEXT: 140 characters max (including spaces)

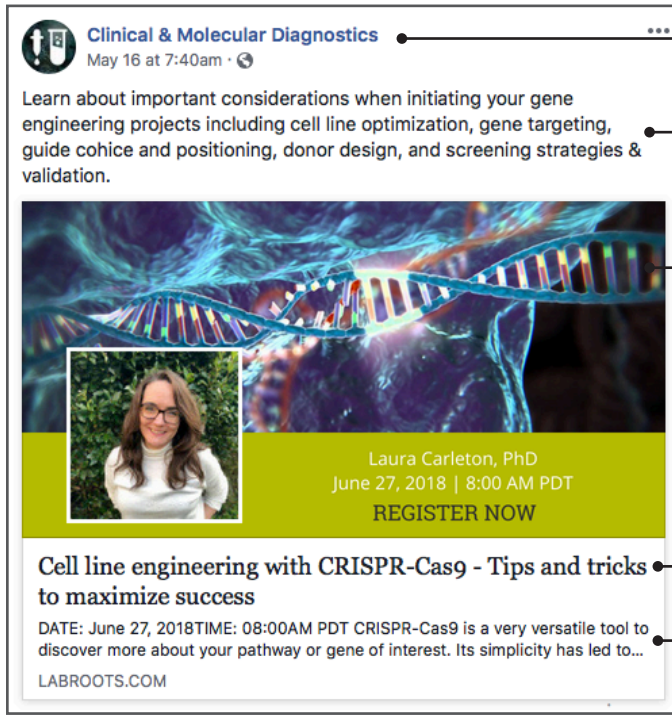
### LinkedIn specs

IMAGE DIMENSIONS: 1200x627 max, **520x272 preferred**

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: 1200x627 max, 470x246 preferred  
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