

# Social Media Best Practices for Ads

## Pinterest:

**Best Graphic Size:** 2:3 proportion as optimal (example: 600 x 900 pixels)

**Specific Example Hashtags to Include:** [#homeschool](#) [#homeschooling](#) and content specific hashtags

**Character Limit:** 500

**Sample:** <https://www.pinterest.com/pin/45458277473935980/>

## Twitter:

**Best Graphic Size:** Tweeted Image size: 1200 x 675

**Specific Example Hashtags to Include:** [#ad](#) or [#sponsored](#) [#homeschool](#) [#homeschooling](#) [#math](#)

**NOTE:** These #'s are part of your total character count.

**Character Limit:** 280

## Google+:

**Best Graphic Size:** 1200 x 628

**Specific Example Hashtags to Include:** Content specific

**Character Limit:** 5000 (for pages and profiles)

## Instagram:

**Best Graphic Size:** 1080 x 1080

**Specific Example Hashtags to Include:** @company handle and [#sponsored](#) or [#ad](#) along with content specific example hashtags such as [#homeschool](#) [#homeschooling](#) [#LanguageArts](#) or [#math](#)

**Character Limit:** 2200

## Facebook:

**Best Graphic Size:** 1200 x 628 for ads

**For Wall Posts:** Up to 940 x 788

**Specific Example Hashtags to Include:** [#ad](#) or [#sponsored](#)

(It may also require the use of the [Facebook Handshake tool](#))

**Character Limit:** 5000