



Guide to Facebook Ad Specs



Image Ads

1200 x 628 px
9:16 to 16:9
JPG & PNG

Collection Ads

1:1
1080 x 1080 px
JPG/PNG/MP4/MOV

Carousel Ads

1:1
1080 x 1080 px
JPG/PNG/
MP4/MOV

Lead Form Ads

1:1
1080 x 1080 px
JPG & PNG



Square Video Ads

1:1
1080 x 1080 px
MP4 & MOV



Story Ads

9:16
1080 x 1920 px
JPG/PNG/MP4/MOV



Horizontal Video Ads

Min, 600 x 315 px
1.91:1
MP4 & MOV



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COMPLETE Facebook MANUAL for BEGINNERS Peter MAXWELL, 2019-09-20 Get the latest and most complete manual to learn everything about Facebook in 5 days Are you new to Facebook Or would you like to discover more amazing features about the largest social media in the world Then all you need is a Complete Facebook Manual for Beginners This book is written to make using Facebook a delight to you It simplifies ways you can use to connect with loved ones secure your information and keep yourself safe from internet predators As Facebook is ever changing you also do not need to remain static When you get this book you will learn How to sign up for Facebook How to use Facebook on computers tablets and smartphone How to adjust your privacy settings to suit your needs How to create a business page to boost your online presence How to take advantage of news feeds and connect with important people How to use Facebook app and messenger seamlessly How to keep your online presence without compromising your privacy How to create important events and attend others How to keep up with your friends and know what they re up to without stalking And so much more What stops you from buying this great book today

Social Media Optimization For Dummies Ric Shreves, 2015-04-20 Optimize optimize optimize to get the most out of your company s social media presence As it turns out social media is good for a lot more than funny cat videos memes and sharing what you re eating for lunch with the world As the social media sphere continues to grow and be redefined it s more important than ever to arm yourself with the latest information on how you can use it to drive traffic to your website raise awareness of your brand and promote your products or services If you re a marketer who has asked yourself how you can possibly stay afloat in these newly chartered and oft overcrowded waters Social Media Optimization For Dummies serves as your roadmap to smart marketing in the digital age So what is Social Media Optimization SMO exactly Well it s comprised of two closely related practices First SMO refers to a set of techniques in which social media is used to drive traffic to a website and create an interest in a product or service Second SMO concerns the optimization of the social media presence itself with the goal of building followers increasing engagement and again generating interest in a product or service Each of these parts supports the other and when the channels are managed efficiently enhances the other s effectiveness In this plain English easy to follow guide you ll quickly discover how to apply SMO practices to your marketing plan to accomplish those goals Integrate social media into your website Drive traffic to your website Build followers and generate a buzz Increase engagement with customers From integrating social media into your website to building your social media presence to everything in between Social Media Optimization For Dummies points your business toward success

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your Portal Mini within the shortest period of time Add this book to your library Now *Innovative Methods, User-Friendly Tools, Coding, and Design Approaches in People-Oriented Programming* Goschnick, Steve, 2018-05-09 As modern technologies continue to develop and evolve the ability of users to interface with new systems becomes a paramount concern Research into new ways for humans to make use of advanced computers and other such technologies is necessary to fully realize the potential of twenty first century tools Innovative Methods User Friendly Tools Coding and Design Approaches in People Oriented Programming is a critical scholarly resource that examines development and customization user interfaces for advanced technologies and how these interfaces can facilitate new developments in various fields Featuring coverage on a broad range of topics such as role based modeling end user composition and wearable computing this book is a vital reference source for programmers developers students and educators seeking current research on the enhancement of user centric information system development *Principles of Data Wrangling* Tye Rattenbury, Joseph M. Hellerstein, Jeffrey Heer, Sean Kandel, Connor Carreras, 2017-06-29 A key task that any aspiring data driven organization needs to learn is data wrangling the process of converting raw data into something truly useful This practical guide provides business analysts with an overview of various data wrangling techniques and tools and puts the practice of data wrangling into context by asking What are you trying to do and why Wrangling data consumes roughly 50 80% of an analyst s time before any kind of analysis is possible Written by key executives at Trifacta this book walks you through the wrangling process by exploring several factors time granularity scope and structure that you need to consider as you begin to work with data You ll learn a shared language and a comprehensive understanding of data wrangling with an emphasis on recent agile analytic processes used by many of today s data driven organizations Appreciate the importance and the satisfaction of wrangling data the right way Understand what kind of data is available Choose which data to use and at what level of detail Meaningfully combine multiple sources of data Decide how to distill the results to a size and shape that can drive downstream analysis *PHP & MySQL: The Missing Manual* Brett McLaughlin, 2012-11-20 Provides information on using PHP and MySQL to build and manage database driven websites *Chief Petty Officer's Guide, Third Edition* Paul A Kingsbury, 2025-03-12 In this third edition of the Chief Petty Officer s Guide author Paul Kingsbury offers the same caliber of wisdom and advice that has helped Chief Petty Officers CPOs succeed for decades Fully revised this edition features updates to every chapter as well as a broader context scope and audience With the addition of guidance for Navy and Coast Guard chiefs of all experience levels aspiring petty officers seeking advancement to chief and other leaders this book is a vital tool for anyone who wants to understand how great chiefs think manage and lead Those striving to improve as a chief senior chief or master chief will find this handbook an essential resource on how to lead and manage strong maintenance and operational teams Kingsbury provides key perspectives on how chiefs can use power bases influence tactics and managerial skills to achieve mission success at all levels of Navy and Coast Guard leadership Chapters feature tools for self assessment including explanations of the attributes

behaviors and qualities that all petty officers or any leader or manager should strive for

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