SOCIAL MARKETING SPECS

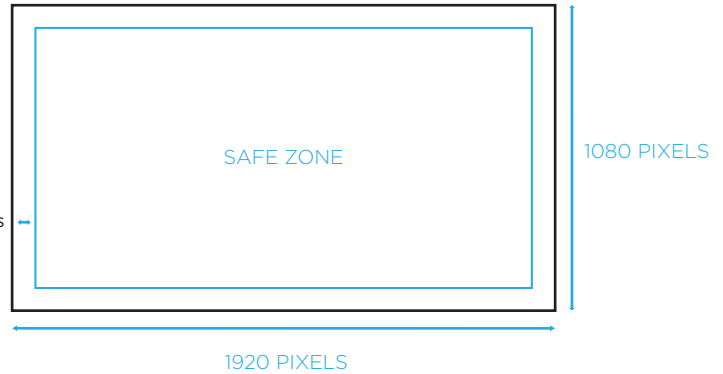**TREVI** LOUNGE

1. EVENT COVER (REQUIRED)
SIZE: **1920** PIXELS X **1080** PIXELS (**16:9** RATIO)

This will be used on Trevi Lounge TVs
and Facebook Event Page

INCLUDE:
• Trevi logo
• Event name
• Event date
• Show start time
• Cast (if applicable)
• DJ name (if applicable)

Keep text away from edges →

SAFE ZONE

1080 PIXELS
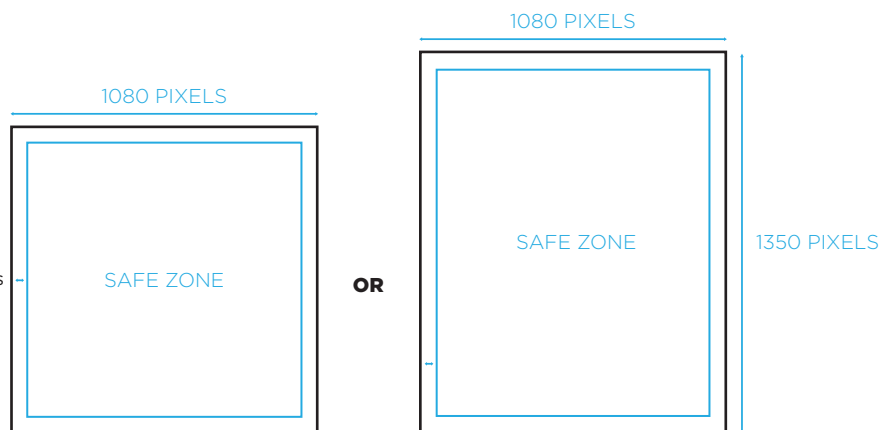
1920 PIXELS

2. SOCIAL POST (REQUIRED)
SIZE: **1080** PIXELS X **1080** PIXELS (**1:1** RATIO)
OR **1080** PIXELS X **1350** PIXELS (**4:5** RATIO)

This will be used on Facebook,
Instagram, X, and Facebook Groups

INCLUDE:
• Trevi logo
• Event name
• Event date
• Show start time
• Cast (if applicable)
• DJ name (if applicable)

1080 PIXELS

Keep text away from edges →

SAFE ZONE

OR

1080 PIXELS

SAFE ZONE

1350 PIXELS

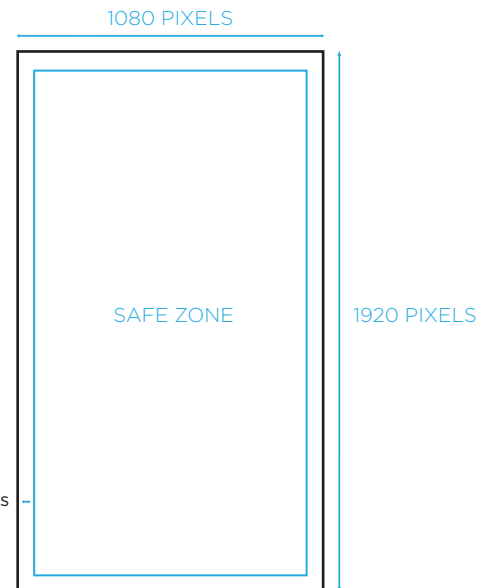## ADDITIONAL STORY (OPTIONAL BUT SUGGESTED)
SIZE: **1080** PIXELS X **1920** PIXELS (**9:16** RATIO)

This will be used on Facebook and
Instagram Story

INCLUDE:
• Trevi logo
• Event name
• Event date
• Show start time
• Cast (if applicable)
• DJ name (if applicable)

1080 PIXELS

SAFE ZONE

1920 PIXELS

Keep text away from edges →

FILE TYPES JPG, PNG, AI, PSD, PDF

3. TEXT (REQUIRED)
To be used in the Facebook Event description and in social media posts. In an email with the graphics include:
Summary of the show (inspiration, meaning, or purpose), event name and date, show start time, list cast names
in full, and any other information you want to be written about the show.