

SOCIAL MEDIA PACKAGE

2025 MARKETING SPECIFICATIONS

DUE DATE

One month prior to run date

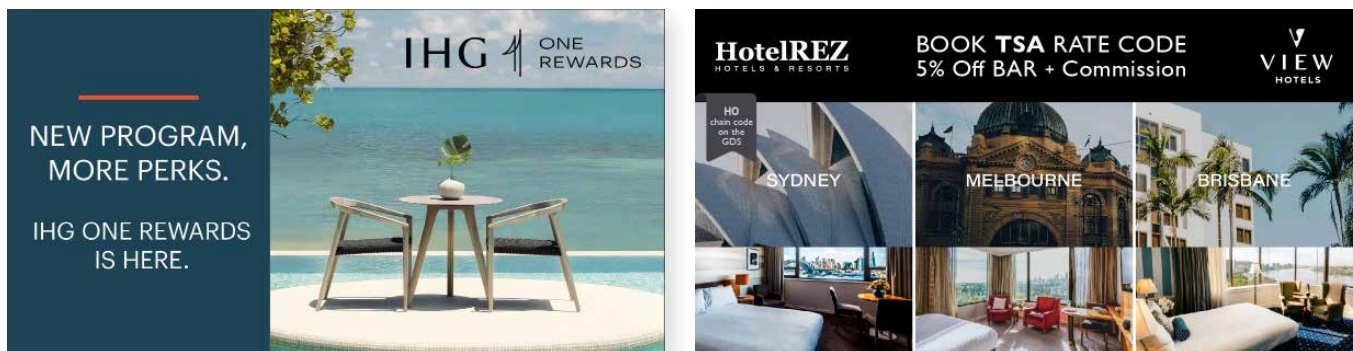
OVERVIEW

TRAVELSAVERS' social media technology offers the opportunity to push your marketing message out to more than 1,700 advisors in our closed Facebook groups.

Please provide a total of 4 posts and/or videos to be shared once per week for the duration of the social media campaign.

POST

- Image: 1200 px (w) x 633 px (h)
- Resolution: 72 dpi
- Caption: Keep the offer or description short and to the point. (50 words max)
- Send terms and conditions with the offer if applicable. (200 words max)
- File Format: jpg



VIDEOS

- Do not submit video links from YouTube, the only acceptable video link is from Vimeo

Submitting Video Files:

- Videos should be 5 min or less
- Acceptable video file extensions are: .wmv, .mov, .mp4, .avi
- Caption: Keep the offer or description short and to the point. (50 words max)
- Send terms and conditions with the offer if applicable. (200 words max)

Video Content:

- New Hotel/Property
- Hotel relaunch/renovations
- Brand/Loyalty Program videos
- Any promotional video