

# SOCIAL MEDIA COMBINATION PACKAGE 2026 MARKETING SPECIFICATIONS

## DUE DATE

One month prior to run date

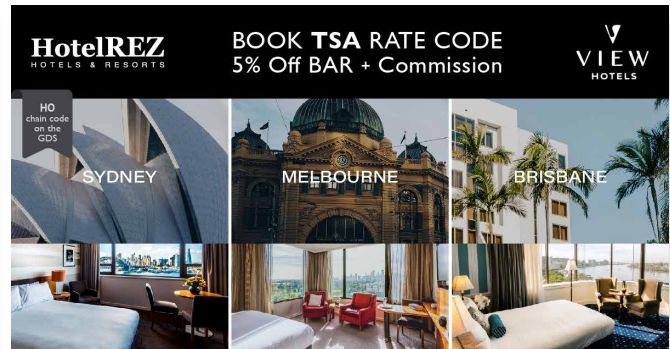
## OVERVIEW

TRAVELSAVERS' social media technology offers the opportunity to push your marketing message out to more than 2,500 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

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## MATERIALS NEEDED

Share your latest news, exclusive offers, or advisor incentives in a **dynamic 2-minute video** tailored directly to our travel advisors. Make it engaging by showcasing different areas of your property and highlighting what sets you apart—whether it's a unique experience, amenity, or service. This is your chance to capture advisor attention and inspire future bookings.

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## EXAMPLES

Coming soon...