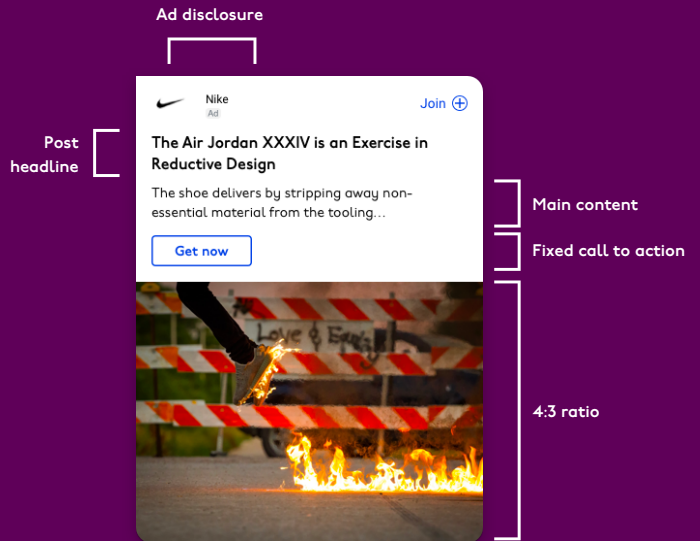


UNiDAYS post specs



Offer posts

- ▶ **Required Elements**
 - **Post Name** *Used for internal reporting only
 - **Image**
Size: Suggested size 1200x900
Format: JPEG, PNG
 - **Offer Identifier** *One of the following is required
Perk identifier: UNiDAYS Perk Subdomain
Offer: Live Offer on the UNiDAYS Platform associated with partner creating the post
 - **Body Text:** Max length - 82 characters
- ▶ **Additional fixed elements**
 - **Post Headline:** Pulled in automatically from the related offer
 - **CTA:** Non-editable "Get Now" CTA text, translated into members native regional language
 - **Partner Logo**
 - **Partner Name**
 - **Join CTA**



Polls

- ▶ **Required Elements**
 - **Post Name** *Used for internal reporting only
 - **Question:** Max 100 characters
 - **Option 1 text:** Max 34 characters
 - **Option 2 text:** Max 34 characters
- ▶ **Optional Elements**
 - **Option 3 text:** Max 34 characters
 - **Option 4 text:** Max 34 characters
 - **Option 5 text:** Max 34 characters
- ▶ **Additional fixed elements**
 - **Partner Logo**
 - **Partner Name**
 - **Join CTA**

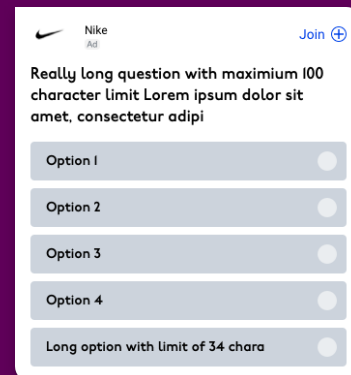
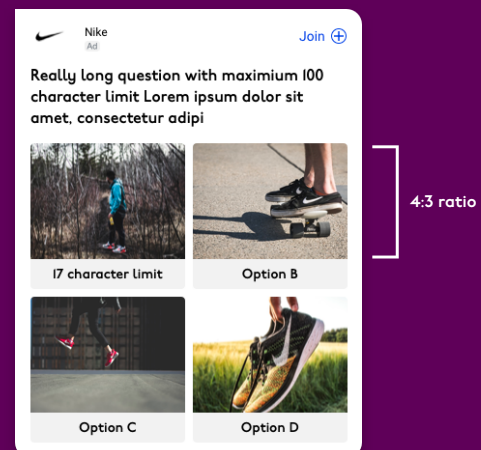


Image polls

- ▶ **Required Elements**
 - **Post Name** *Used for internal reporting only
 - **Question:** Max 100 characters
 - **Option 1 image:** Suggested size 400 x 300
 - **Option 1 text:** Max 17 characters
 - **Option 2 image:** Suggested size 400 x 300
 - **Option 2 text:** Max 17 characters
- ▶ **Optional Elements**
 - **Option 3 image:** Suggested size 400 x 300
 - **Option 3 text:** Max 17 characters
 - **Option 4 image:** Suggested size 400 x 300
 - **Option 4 text:** Max 17 characters
- ▶ **Additional fixed elements**
 - **Partner Logo**
 - **Partner Name**
 - **Join CTA**

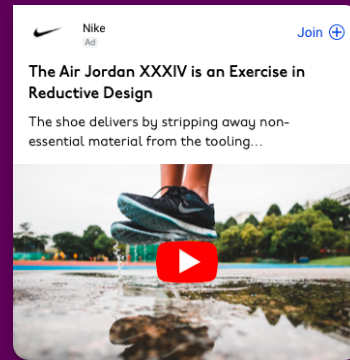


UNiDAYS post specs



Video post

- ▶ **Required Elements**
 - **Post Name** *Used for internal reporting only
 - **YouTube URL**
 - **Headline text:** Max 82 characters
 - **Body text:** Max 82 characters
- ▶ **Additional fixed elements**
 - **Partner Logo**
 - **Partner Name**
 - **Join CTA**

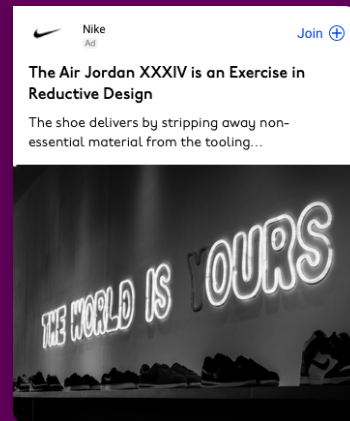


16:9 ratio

Story post

- ▶ **Required Elements**
 - **Post Name** *Used for internal reporting only
 - **Destination URL**
 - **Image**
Size: Suggested size 1200x900
Format: JPEG, PNG
 - **Headline text:** Max 82 characters
 - **Body text:** Max 100 characters
- ▶ **Additional fixed elements**
 - **Partner Logo**
 - **Partner Name**
 - **Join CTA**

Post headline



Main content

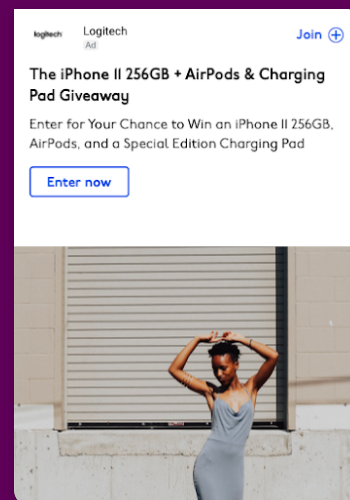
Fixed call to action

4:3 ratio

Giveaway

- ▶ **Required Elements**
 - **Post Name** *Used for internal reporting only
 - **Image**
Size: Suggested size 1200x900
Format: JPEG, PNG
 - **Giveaway:** Live giveaway on the UNiDAYS Platform associated with Partner creating the post
 - **Body text:** Max 100 characters
- ▶ **Additional fixed elements**
 - **CTA:** Non-editable "Enter Now" CTA text, translated into members native regional language
 - **Partner Logo**
 - **Partner Name**
 - **Join CTA**

Post headline



Main content

Fixed call to action

4:3 ratio

UNiDAYS post specs



Scholarship

Required Elements

- **Post Name** *Used for internal reporting only
- **Image**
Size: Suggested size 1200x900
Format: JPEG, PNG
- **Scholarship Identifier:** Live scholarship on the UNiDAYS Platform associated with Partner creating the post
- **Body text:** Max 100 characters

Additional fixed elements

- **CTA:** Non-editable "Apply Now" CTA text translated into members native regional language
- **Partner Logo**
- **Partner Name**
- **Join CTA**

The image shows a mobile app interface for a scholarship post. The post header includes the 'Public Desire' logo and a 'Join' button. The main content area contains the text 'Win a \$1000 scholarship and a \$500 Public Desire shopping spree' followed by 'It's LIT: fix your bank account and your wardrobe' and three fire emojis. Below this is a blue 'Apply now' button. The bottom half of the post is a large image of a smiling woman. Brackets on the right side of the image indicate the 'Main content' area (text and button) and the '4:3 ratio' for the image below. A bracket on the left side indicates the 'Post headline' area.