Start Here | How to Use Facebook Resources

Welcome to the Facebook resources section! In this section, we provide resources to help you inform your customers about your exciting new partnership with Route via Facebook. We have lots of different options available to help you fit your brand's unique style, voice, and tone.

Included in this section:

- 1080x1080 PNG "[Your Brand] + Route" Image
- 1080x1350 PNG "[Your Brand] + Route" Image
- 720x1280 Mp4 Video
- Copy for your Facebook posts

How to use:

- Images
    - Download the image size that you prefer and use a photo-editing tool to add your brand's logo to the "[Your Brand] + Route" image
    - Select copy from the "Facebook Copy Doc" to pair with the image
    - Post the image & text to your Facebook -- voila!
- Mp4 Video
    - Download the Mp4 video
    - Select copy from the "Facebook Copy Doc" to pair with the video
    - Post the video & text to your Facebook -- voila!

Best practices:

- To encourage engagement…
    - Post during **optimal times** for your audience. For retail, we recommend the following:
        - Best times: Wednesday at 11am and 1pm
        - Best day: Wednesday
        - Worst day: Sunday
        - Worst times: Before 7am and after 5pm
    - Use **photos** and **videos** rather than plain text

What to do if you don't see what you're looking for:

Don't see what you're looking for? Reach out to the Route Marketing team with your request and they can spin up copy & images personalized to you. Simply email elle@route.com to submit your request!