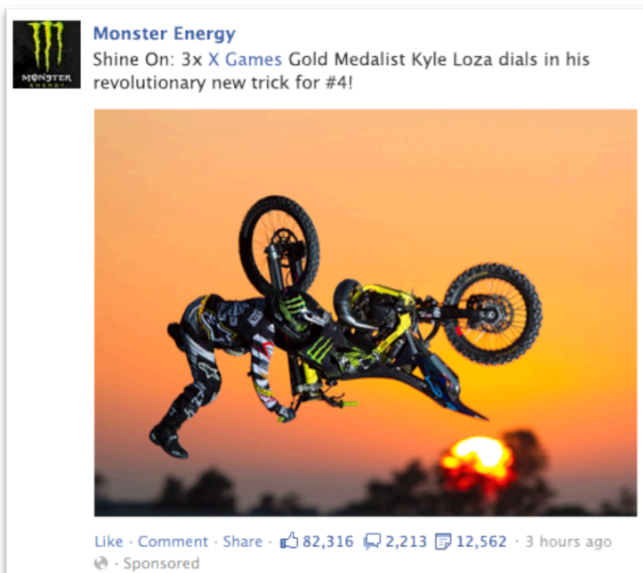## Philosophy for Images in News Feed

Photos are a great way to deliver a message about your brand. They are engaging and can evoke emotions not easily produced by text alone. The most engaging images in News Feed are those that depict real people, real things, and real life situations. Because such photos appear authentic and closely resemble images posted by individuals, they have the ability to trigger much deeper emotional responses than ads that appear photo-shopped or that contain large amounts of text. Any photo that clashes with content that users typically post is unlikely to appear genuine. Our mission is to guide clients to create ads that are both beneficial to the brand and to the people who interact with them.
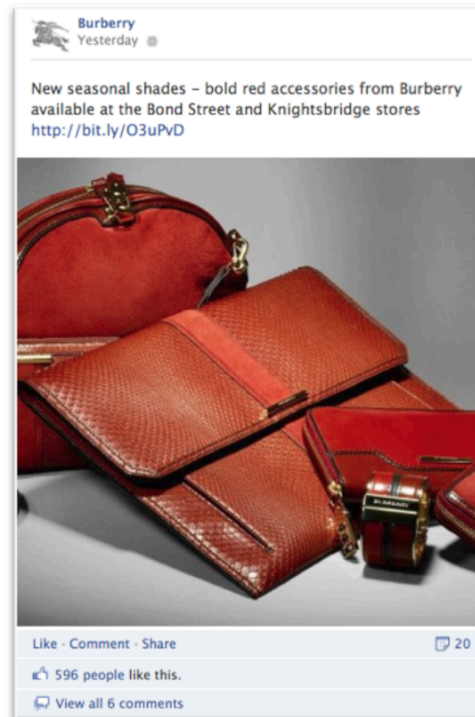
While you're choosing images for photo posts, recall what makes any content in News Feed engaging. The last photo you interacted with likely made you laugh, reminded you of a personal memory, evoked a sense of awe, or catered to an interest. Start off by choosing an image that caters to these principles.

General Best Practices

- **Photos should include real people and real things**. The most engaging content on Facebook is that to which most users can relate. User sentiment research has shown that the emotions triggered by images of real people, real situations, and real objects are more lasting and more compelling than those that include words or text.

- **Text or text overlay should be minimal (our policy allows for 20% of text overlay on an image)**. Facebook users react negatively to content that they perceive as inauthentic or impersonal. Since text is rare in photos from friends, text in brand photos triggers negative emotions in users. Instead of introducing text in your images, choose photos that send a message or tell a story without needing any words. If words are necessary, make sure that you are being thoughtful about how your consumers might react.

- **Brand logos, campaign slogans, and taglines should be used sparingly.** Since brand logos already appear as the profile logo on most pages, brand logos should not be the focal point of any photo post. Brand logos should be used sparingly, and only when deemed extremely relevant to the image itself. Likewise, campaign slogans and taglines can often be integrated much more seamlessly into ad copy than they can into photos. Consider including a photo of your product in action instead of overlaying your brand logo, campaign slogan, or tagline on an otherwise unrelated image.

- **Keep it simple**. Users should be able to tell what your image represents without having to scan your photo for minor details or read fine print. The simpler the image, the clearer your brand message will be.

- **Focus on quality**. It's a simple thing, but make sure that your photo is of high enough resolution to represent your brand in a positive light. Basic screenshots are often low quality, can appear grainy, and may cheapen the effect of your post.

- **Let your photos tell a story**. Every brand is different so every brand has the ability to tell stories in a unique way. Some of our principles for storytelling include: Tell stories that are unique to your brand; Know your audience; Use photos that people will want to share; Evoke emotion; Highlight your product; Use rich images; Make it about your fans; Keep text with photos short and sweet; Solicit a lightweight response.

Good Examples
Simple, Engaging, Authentic

M&S
August 27

Thanks to Jo Southall for sharing this creative use of a Percy Pig with us!

Like · Comment · Share   73
1,682 people like this.
View all 44 comments

British Airways
August 12

We wrote all your messages of congratulations on a flag for Gold Medallist Ben Ainslie. Here he is with your messages. Thank you for adding to the #HomeAdvantage

Like · Comment · Share   593
7,390 people like this.
View all 232 comments

Kit Kat

Sometimes it all gets a bit too much. Even for the best of us. Have a break.

#Haveabreak

Have a break, have a Kit Kat.

Like · Comment · Share · 96 6 17 · 42 minutes ago ·

Monster Energy

Shine On: 3x X Games Gold Medalist Kyle Loza dials in his revolutionary new trick for #4!

Like · Comment · Share · 82,316 2,213 12,562 · 3 hours ago · Sponsored

Text Overlay: DOs and DON'Ts

- ☑ **DO**: Avoid calls to action, price details and contact information

- ☑ **DO**: Leverage text in creative ways to invoke emotion and grab attention

- ☑ **DO**: Choose text that speaks in your brand's voice

- ☑ **DO**: Place all details in the text above the image (dates, location, T&C, promo codes)

- ☑ **DO**: Take a photo of the product being used in real life

- ☑ **DON'T**: Substitute a real photo with a graphic or stock photo of your product

- ☑ **DON'T**: Let text overpower the image; keep it short and sweet

- ☑ **DON'T**: Include text that's too small for a user to read easily

Compliance Tool for Text Overlay
Quality, Transparency, Consistency

Our new policy restricts text overlay to 20% of an image for ads in News Feed. With this policy, we hope to improve ad quality, eliminate the "gray areas" of prior policies and increase consistency in enforcement. To that end, we have created a grid-based tool that will be the standard for determining what percentage of an image contains text.

We're sharing screenshots of this tool with our trusted clients to improve transparency and predictability as to what images are appropriate for News Feed. Specifically, the tool is a 5x5 grid with a total of 25 boxes (see below). To meet the 20% test, text may appear in a maximum of five boxes (5/25 = 20%). If the image has text in six or more boxes, it is not eligible for an ad in News Feed.

Ad Image in Grid Tool   Ad Image with Text Boxes Highlighted

5 boxes = 20% text

Guiding Principles of Enforcement

- **Side with clients when borderline**. When a small amount of text spills over into an adjacent box, we'll side with the client in not counting multiple grid boxes as having text overlay in borderline cases (i.e., the tips of the "C" and "A" in the example above).

- **But prevent loopholes**. If a client tries to exploit policy loopholes, we will enforce on the spirit of the policy. For example, if the client zooms in closely on a photo of a billboard or logo to create the same effect as text overlay, we will enforce the text as if it were overlaid on top of the image.