

## SOCIAL MEDIA – INFO & GUIDELINES

All available social media images for this campaign are available for instant download and located in the corresponding zipped folder that can be downloaded from the PANDORA Marketing Center (PMC).

\*In order for PANDORA to stay on-brand, ALL social media materials must be created by our in-house designers and remain unedited.

### PAID SOCIAL

Social media continues to be a powerful channel for PANDORA initiating such great engagement with our consumers. Paid Facebook is eligible for co-op, but should be focused at the zip code level around your store, primarily on local events. *Allow the national Facebook plan to drive the traffic during promotional periods.*



Cover Images

**820 x 312 pixels**  
Image sized for viewing  
on a desktop

**640 x 360 pixels**  
Image cropping for  
viewing a mobile device

Concept and Shop-in-Shop stores only:



Cover Images

**1500 x 500 pixels**

Concept and Shop-in-Shop stores only:



Social assets can only be used on PANDORA-owned social channels and are not to be utilized for any other type of advertisement or promotional effort.



1200 x 630 pixels (Facebook Timeline Images; BOOSTABLE)



1080 x 1080 pixels (Instagram Post Image)



1200 x 670 pixels (Twitter Post Image) – **NEW!**

**UPDATED FACEBOOK SHARED IMAGE SIZE**

NEW 1200 x 630px size is for shared Facebook images – photos you post and share on your page or timeline. This size ensures optimal viewing across locations and devices. It is also boostable!

**Make sure to include all the corresponding text under the selected image.**

**A**



(Concept and Shop-in-Shop stores only)

**Facebook / Instagram / Twitter:**

There are so many ways to say "I love you" but what better way than to say it with PANDORA! Come in today and discover the NEW collection.

**B**



(Concept and Shop-in-Shop stores only)

**Facebook / Instagram / Twitter:**

The NEW Valentine's Day Collection from PANDORA is here! Add a little love to your look with kiss-inspired charms. Visit us today!

**C**



**Facebook / Instagram / Twitter:**

Don't forget about your girls this Valentine's Day. The NEW charms from PANDORA are the perfect fun & playful gifts for you and your besties!

**D**



(Concept and Shop-in-Shop stores only)

**Facebook / Instagram / Twitter:**

Make a statement of love with the NEW heart inspired rings from PANDORA!

**E**



**Facebook / Instagram / Twitter:**

Vibrant pinks and reds! Add a pop of color to your look with the love inspired charms from PANDORA.

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