SOCIAL MEDIA CREATIVE GUIDELINES

MAY 2020

≡TE
connectivity

TABLE OF CONTENTS

01 SOCIAL MEDIA STRATEGY

Content Framework | Hashtags

Content Framework

ALWAYS ON

ENGINEERTAINMENT	EDUCATION	COMMUNITY
Culturally relevant and timely content that is playful, fun, and engaging	Content that informs and helps our audience stay up to date about the latest and greatest in the engineering space at TE and beyond	Helping facilitate and connect TE to the greater engineering community
CONTENT TYPES:	**CONTENT TYPES:**	**CONTENT TYPES:**
Sensors & Sports	Thought Leadership	Groups
Polls	White Papers	Forums
Trivia	SME Series	Events
Humor	Trend Videos	Stories
Serialized Videos	How-To Videos	Live Streams
Podcasts	Webinars	

CAMPAIGNS

BU CAMPAIGNS	SELECT GROWTH	BRAND

Hashtags:
Brand, Industry and Careers

TE BRAND HASHTAGS	INDUSTRY HASHTAGS	TE CAREER HASHTAGS
#engineer	#sustainability	#UnleashedatTE
#engineers	#advancedconnectivity	#LifeatTE
#engineering	#IoT	#TECareers
#sensors	#IIoT	#YouBelongHere
#tech	#M2M	
#technology	#connectivity	
#EveryConnectionCounts	#Industry40	
#Connectors	#SmartFactory	
#IndustrialTechnology	#InternetofThings	
#IndustrialTech	#5G	
	#IoMT	
	#MedTech	
	#EV	
	#Manufacturing	
	#Automation	
	#ConnectedTransportation	
	#ConnectedCar	
	#SmartCities	
	#AI	
	#Robotics	
	#BigData	
	#DigitalManufacturing	
	#IndustrialAutomation	
	#WindEnergy	
	#SmartUtility	

Why Do We Use Hashtags?

- To track a campaign or initiative

- To discover content and trends

- To follow brand conversations

- They're great as punctuation or as a punchline

- They carry weight in competitive conversations

- It's authentic social etiquette

Hashtag Best Practices

Hashtags are searchable on nearly every social media platform. They allow us to track conversation volume, topics, interested users, and campaign popularity. However, the rules of using hashtags are often unclear.

Here are a few key guidelines on how to identify and use hashtags:

- Research a hashtag's origin, volume on the channel, and usage prior to using the hashtag in your ads. The goal of developing or using a hashtag is to either create a new conversation or join an existing conversation, respectively.

- A simple hashtag review in the search bar of each platform will reveal the primary conversation associated with the term and how many people are using it.

- Decide whether or not the existing conversation aligns with your campaign.

- Determine if there are any negative connotations associated with the phrase.

- Click on images that use the hashtag to reveal complementary hashtags that can be used.

- Ensure that another brand, especially a competitor, does not use or provide paid support for a hashtag.

- Click here to conduct a trademark search for all variations of the phrase, with and without the #

- Take the safe route, and if in doubt, consult your legal team!

02 BRAND IDENTITY

The following pages provide a brief look at the various TE brand elements that define our company's visual identity for social media design.

For complete brand identity details, view the Brand Guidelines

Logo

Our logo is the cornerstone of our visual identity as a company and is used on almost all TE materials. It functions as the visual shorthand for our brand — our distinctive mark in the world.

The TE tab is a combination of an orange stamp, a unique symbol and wordmark for our name. Our name and tab support our unrivaled position as a global leader in enabling connectivity.

OUR SYMBOL

The movement of the streaks in the symbol reflects the dynamism of our company and our commitment to delivering the expertise, innovation and customer collaboration that enable a connected world.

OUR NAME/WORDMARK

Our name is displayed in the logo in italic letters, conveying the pace and dynamism of our business

STAMP

Orange is a strong and confident color that both defines and differentiates us in the market. The orange rectangular stamp, in specific proportion to the combined symbol and name/wordmark that sit on top, provides a bold anchor wherever it appears.

THE TE TAB

Stamp   Our symbol   Our Name/Wordmark
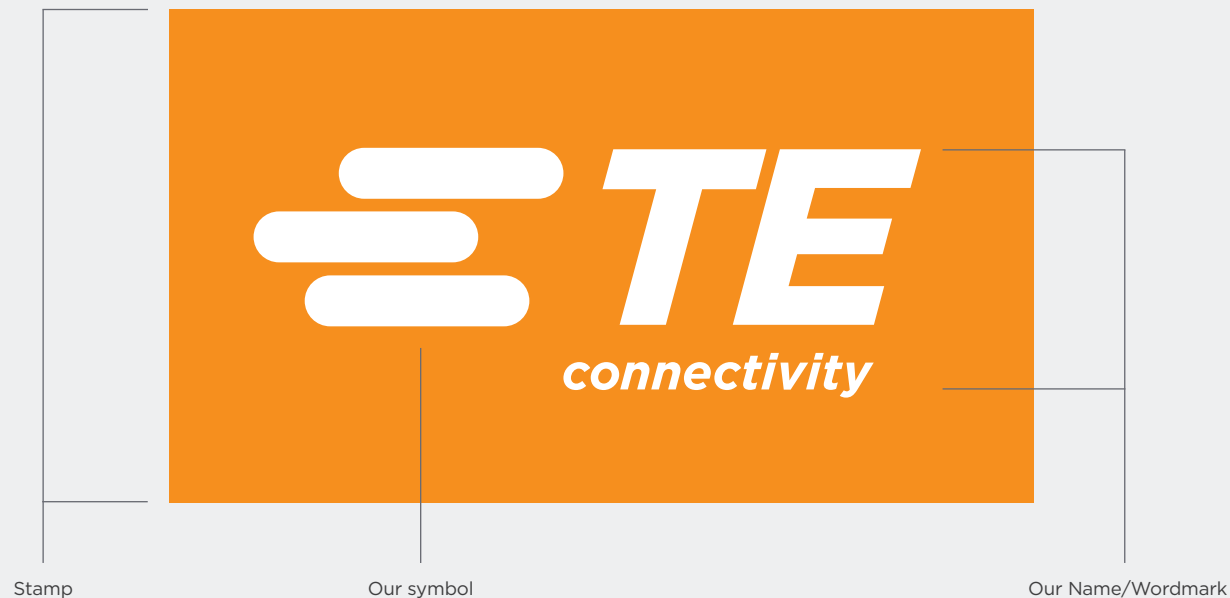
EXCEPTION

The exception shown here is designed to allow the best possible use of the logo in social media where the logo cannot be reproduced as is or where size limitations would make "connectivity" illegible.

The exceptions are for use by professional communicators and graphic artists, and should never be substituted for the approved TE tab logo in routine communications

LOGO WITHOUT 'CONNECTIVITY'

Typography

GOTHAM

Gotham is our corporate font and is used as the primary branding font for all printed materials through all levels of text hierarchy: headlines, introductory text, body text and captions.

Gotham should be used for any non-HTML digital text, including social media artwork, digital ads, headers and similar.*

Use of any other font other than Gotham, is not permitted.

BLACK	**HEADLINE**
BOLD	**HEADLINE**
MEDIUM	SUBHEAD
BOOK	BODY COPY
LIGHT	CAPTIONS

If you have any questions, contact the Global Brand team. TE users can submit a request online on myTE.

Headline Graphic

To maintain brand consistency across many different applications and layouts, use the approved headline graphic treatment to create headlines for tradeshow wall graphics.

View the Brand Guidelines to know complete specifications and details on elements for headlines.

ANY CONNECTION CAN CHANGE THE WORLD

WHEN TECHNOLOGY CONNECTS SO DOES HUMANITY.

EVERY CONNECTION COUNTS

TE connectivity

Photography

Photography is the preferred visualization style for our brand.

Our photographic style is human, earnest, authentic, and approachable.

To present TE as authentic, accessible, and engaging, people should be photographed naturally and candidly whenever possible.

Not all photographs will include people, but you should include them as often as possible.

Types of photos:

ENGINEERS

Environmental
Images that show our engineers in workshops, out in the field, or rolling up their sleeves, creating what's next.

Portrait
Hero images of our engineers, portrayed naturally within their normal working environments.

INDUSTRY
Images that highlight a particular industry such as transportation.

PRODUCTS

Environmental
Images showing products in the hands of engineers or on a worktable.

Hero
Hero photos of key products in TE's product categories

View the Brand Guidelines for detailed specifications.

**ENGINEERS**

INDUSTRY
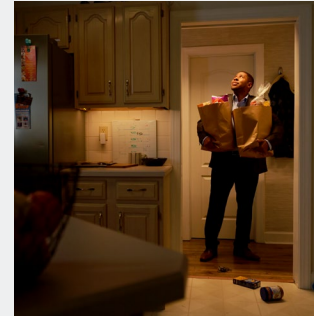
PRODUCT
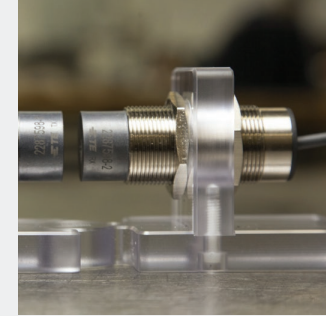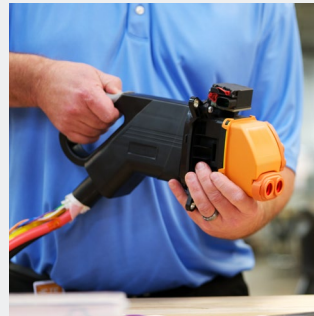
Illustration

Our illustration style is minimalistic, simple, modern, vivid and recognizable.

Minimalism and simplicity of forms emphasize neat and visually appealing designs. They really make a design piece look minimalistic and clean, avoiding a busy and cluttered look. Simple illustrations are more comprehensible and easy to perceive and convey messages more quickly.

Our illustrations are two-dimensional as well as three-dimensional and feature clean, open space, and crisp line art with solid backgrounds. Bright, solid, and contrasting colours make illustrations easily grab attention.

Our illustrations avoid unnecessary clutter and exclude any types of abstraction, gradients, highlights and other shiny, textured effects.
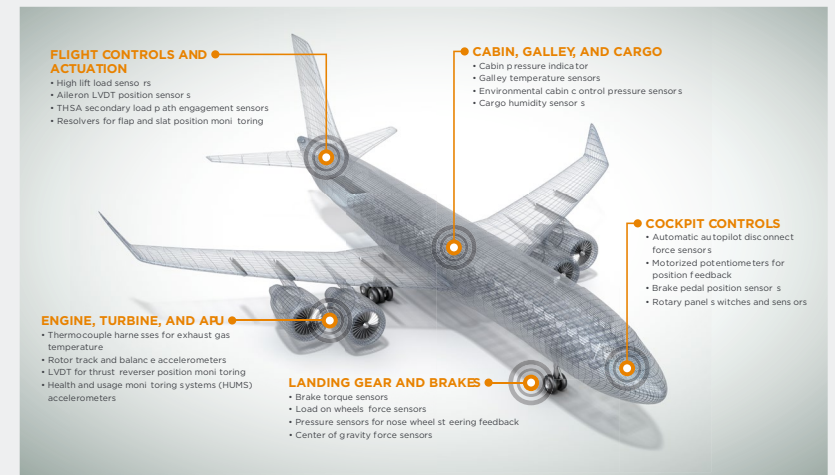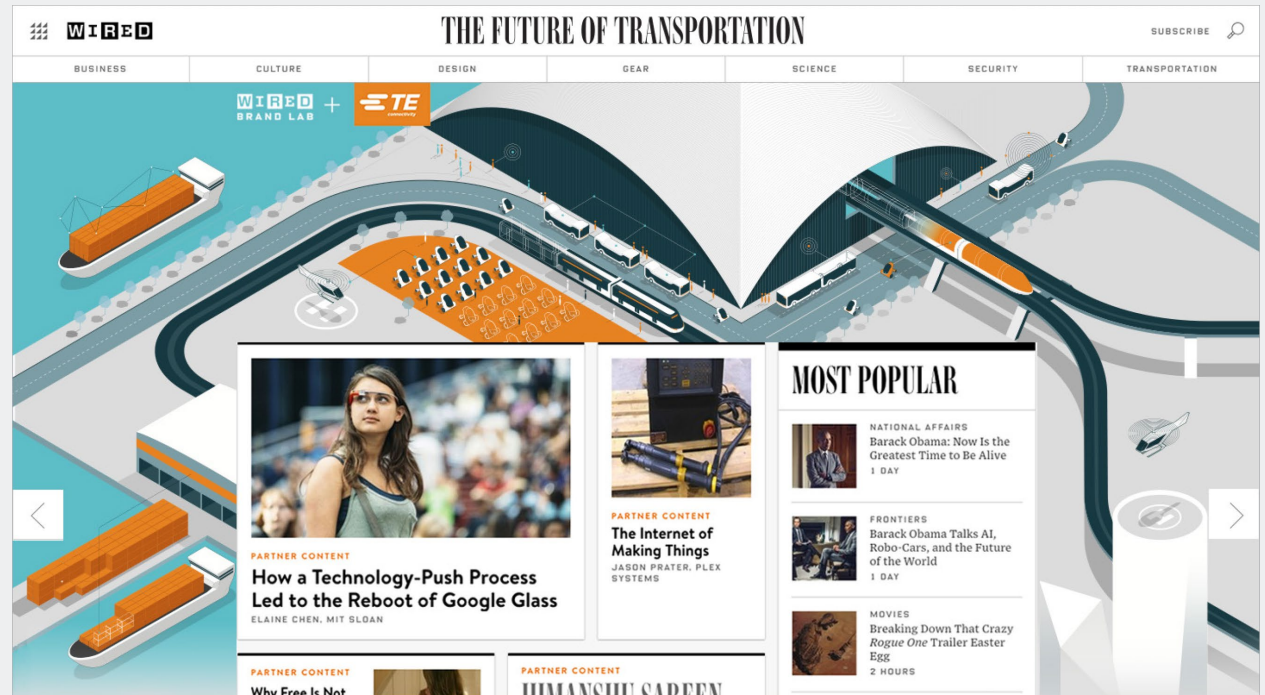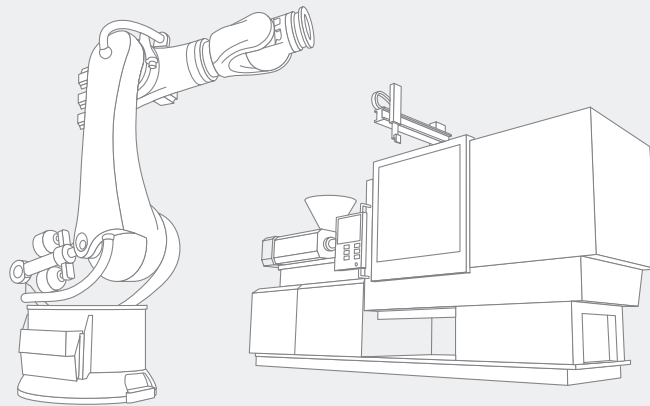
03 INFOGRAPHIC

Carousel | Static Graphic | Video

Carousel

- Bright, dynamic, and innovative imagery

- Call-out text should be in TE grey on a rounded-edge white box with TE orange stroke, transparent (80%) white background

- Beacons should be in white with white lines connected to reference point

- Beacons should be 158 pixels wide / Line should be 10px wide

- Carousel should have end title/card

- Call-out text should be succinct and understandable to audience (avoid jargon)

- For paid Facebook ads, images may not contain more than 20% text
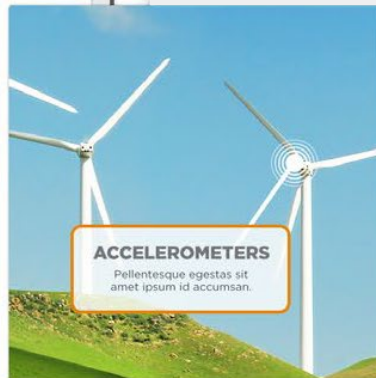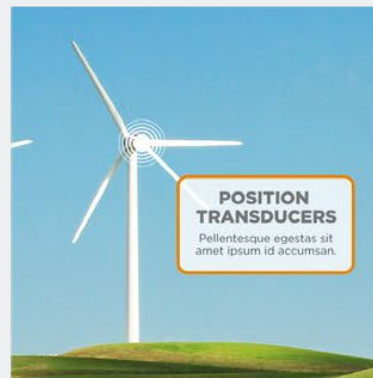
Static Graphic

- Bright, dynamic, and innovative imagery

- Call-out text should be in TE grey on a rounded-edge white box with TE orange stroke, transparent (80%) white background

- Beacons should be in white with white lines connected to reference point

- Beacons should be 75 pixels wide / Line should be 7px wide

- TE tab logo always in upper-right or left corner

- Limit call outs to 3 max to ensure text isn't flagged for size

- Keep text succinct and easily understandable to audience (avoid jargon)

- For paid Facebook ads, images may not contain more than 20% text

Video

- Bright, dynamic, and innovative imagery

- Title card has rounded edges, orange header with TE grey subheader

- Beacons should be in white with white lines connected to reference point

- Beacons are 80 x 80px, Beacon line is 7px wide

- Call-out text should be in TE grey on a rounded-edge white box with TE orange stroke, transparent (80%) white background

- Call-outs can be titled in perspective

- Text in TE grey unless illegible, then go with black for text with orange stroke box

- Animation of icon is allowed

- End of video needs to include TE end card/bumper

04 ENGINEERTAINMENT

Polls | Culturally Relevant Content

Polls

- For paid Facebook ads, images may not contain more than 20% text

- TE tab logo always in upper-right or left corner

- Bright, dynamic, innovative imagery for photographic background that aligns with the subject matter

- Creative should include three-to-four options
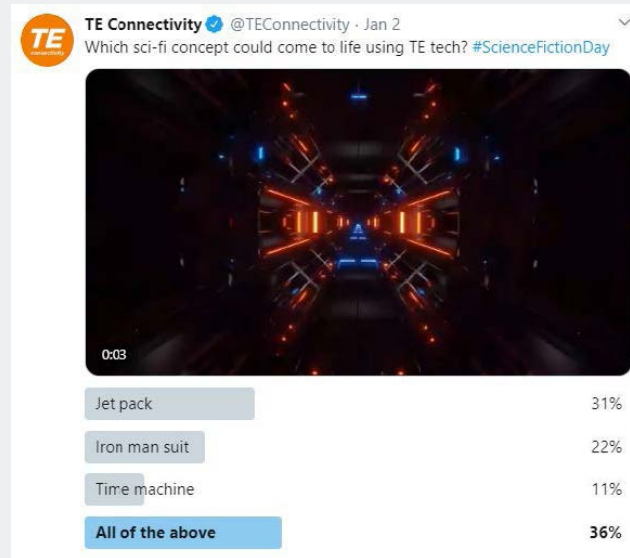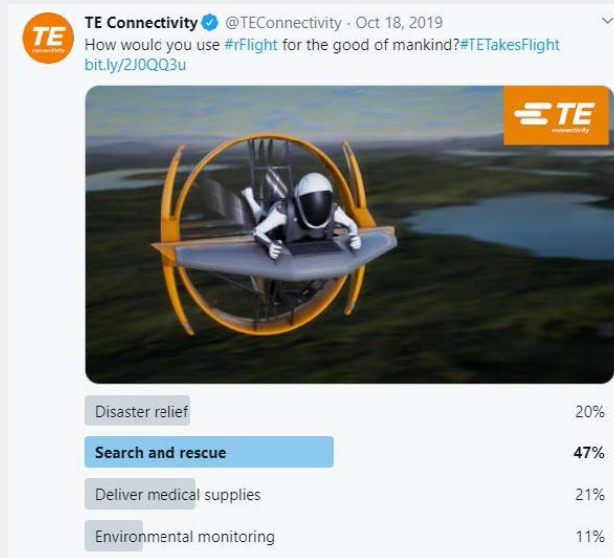
Culturally Relevant Content

- For paid Facebook ads, images may not contain more than 20% text

- Bright, dynamic, innovative imagery for photographic background that aligns with the subject matter

- Be relevant to technology and current trends

- TE tab logo always in upper-right or left corner

- Call-out text should be in TE grey on a rounded-edge white box (80% transparency) with TE orange stroke

- Limit call outs to 3 max to ensure text isn't flagged for size

- Keep text succinct and easily understandable to audience (avoid jargon)

05 EDUCATION, EVENTS AND BU CAMPAIGNS

Call-to-Action | White Papers | Events & Webinars | Basic Social Graphics

(Paid Campaign)

Call-to-Action (CTA)
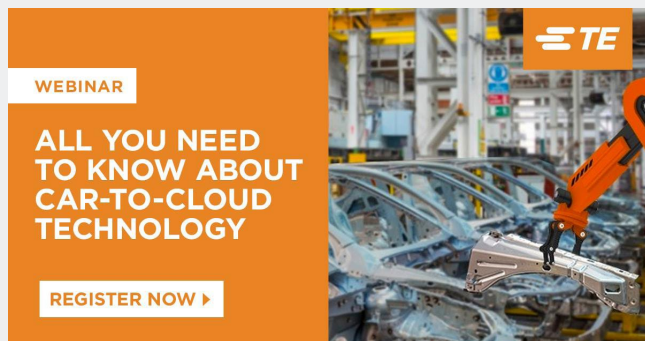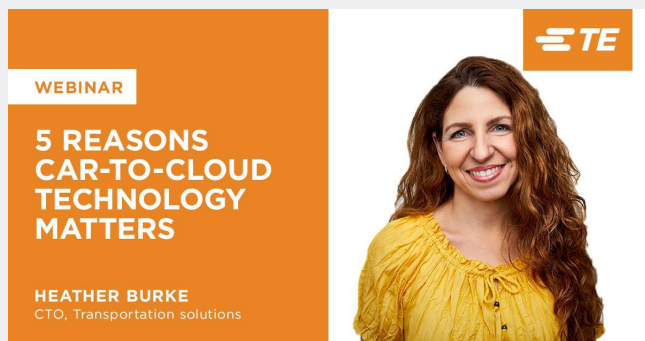
- Bright, dynamic, innovative and clear imagery for photographic background that draws attention and aligns with subject matter

- TE logo in upper-right or upper-left corner; forgo "Connectivity" due to legibility

- CTA box should be white with TE orange text

- Size of the TE orange arrow is the same height as the letters of CTA

- Call-to-action in CTA box does not have to align with CTA used in post copy

- CTA box copy options:

  - **DOWNLOAD COPY, DOWNLOAD OR DOWNLOAD NOW**
  - **SIGN-UP OR SUBSCRIBE**
  - **GET THE GUIDE**
  - **LEARN MORE OR LEARN HOW**
  - **JOIN NOW**

- For paid Facebook ads, images may contain no more than 20% text

White Papers

- Bright, dynamic, innovative and clear imagery for photographic background that draws attention and aligns with subject matter

- TE logo in upper-right or upper-left-corner–forgo "Connectivity" due to legibility

- Include a benefits-driven TITLE on image–data point, question, quote, listicle.

- If space permits, include "WHITE PAPER" on image

- CTA box should be white with TE orange text

- Size of the TE orange arrow is the same height as the letters of CTA

- Keep text short–no more than four lines

- For paid Facebook ads, images may contain no more than 20% text

Events & Webinars

- If hosting a co-marketing webinar, consider adding the partner logo next to the TE logo in upper-right-hand corner; forgo "Connectivity" due to legibility.

- "WEBINAR" must remain intact.

- Include the event date and time on the image OR in social post copy–NOT in both.

- Position webinar hosts as thought leaders and humanize your subject with headshots.

- When using a headshot, name, host title and webinar title consider forgoing a CTA box on image. Instead, use a CTA phrase within the social post copy.

- If you are unable to use a headshot, find a supporting image from TE's brand asset library. If one is unavailable, consider a high-res product shot.

- CTA box should be white with TE orange text.

- Size of the TE orange arrow is the same height as the letters of the CTA.

- WATCH NOW CTA for on-demand recordings, webinars or events.

- REGISTER NOW CTA for live recordings, webinars or events.

- Keep text short, no more than four lines.

- For paid Facebook ads, images may contain no more than 20% text.

WEBINAR

5 REASONS CAR-TO-CLOUD TECHNOLOGY MATTERS

HEATHER BURKE
CTO, Transportation solutions

WEBINAR

ALL YOU NEED TO KNOW ABOUT CAR-TO-CLOUD TECHNOLOGY

REGISTER NOW ▶

WEBINAR

WHY YOUR BUSINESS NEEDS ANALOG AND DIGITAL TRANSDUCERS

WATCH NOW ▶

Basic Social Graphics

- TE logo in upper-right or upper-left-corner; forgo "Connectivity" due to legibility.

- Bright, dynamic, innovative and clear imagery for photographic background that draws attention and aligns with subject matter.

- Background images should be adjusted (lightened or darkened) to ensure that the text pops and is readable.

- No subtext under the headline.

- For paid Facebook ads, images may contain no more than 20% text.

- For how to create headline graphic, specifications and elements, view the Brand Guidlines
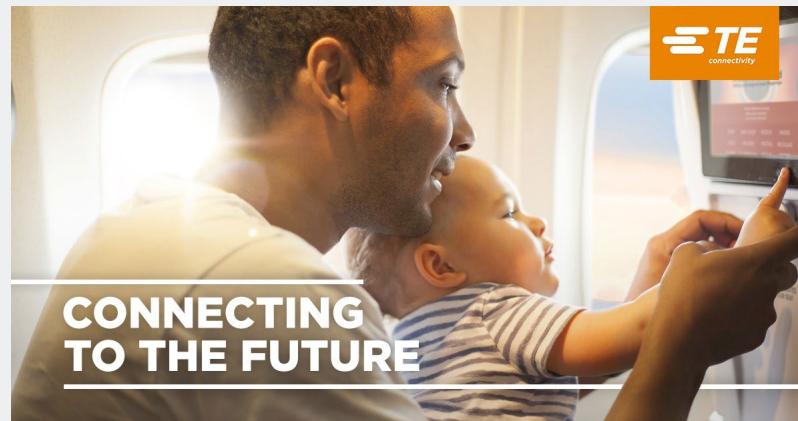
06 SOCIAL
AD SPECS

LinkedIn | Facebook | Instagram | Twitter | YouTube

Sponsored
Update Image Ad

1200px

1200 x 627px

(Image must be more than 200px in width)
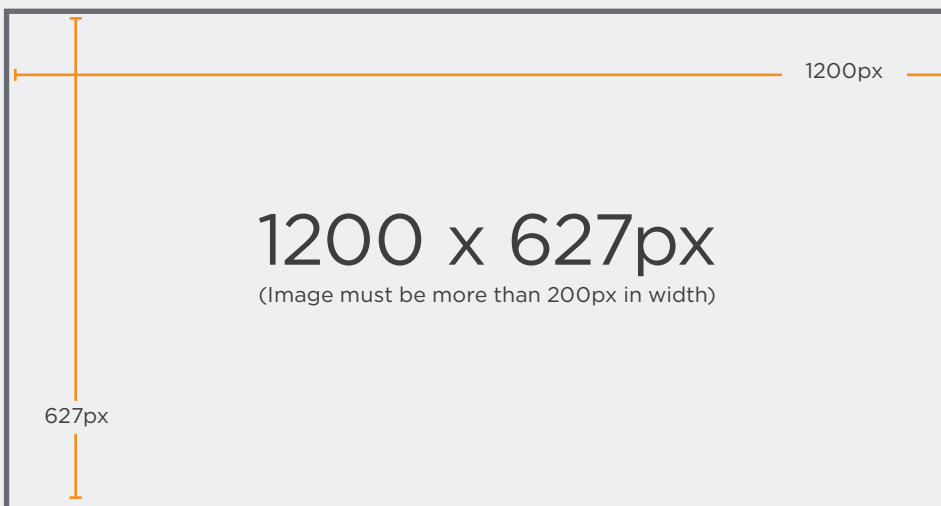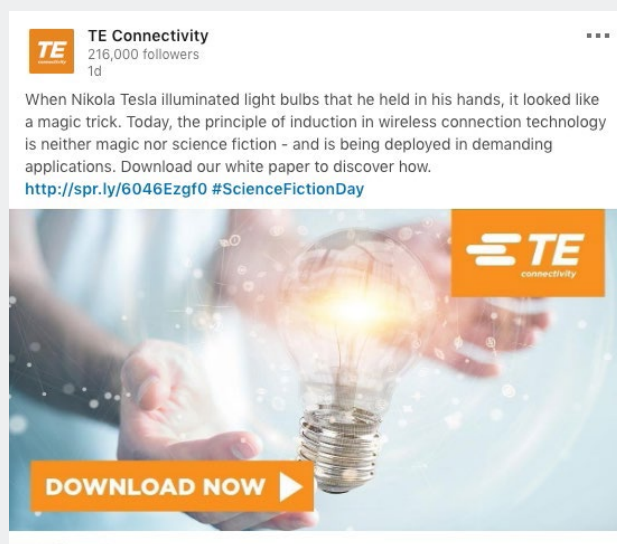
627px

- **Image/Video Ratio** | 1.91:1

- **Image/Video Size** | 1200 x 627px (Image must be more than 200px in width)

- **Max File Size** | 5MB

- **File Type** | JPEG, PNG

- **Number of Images/Videos (per post)** | 1

- **Intro Text** | 150 characters including URL (to avoid truncation) - 127 characters for text copy - 23 characters for URL

  *Note: It is best practice to include a URL in the copy

- **Title/Headline** | 70 characters

- **Description Text** | 100 characters

  *The latest versions of LinkedIn, on mobile and desktop, will rarely show link description text

- **Length** | Images may not include more than 20% text; Sequential stories preferred

# Sponsored Update Carousel Ad
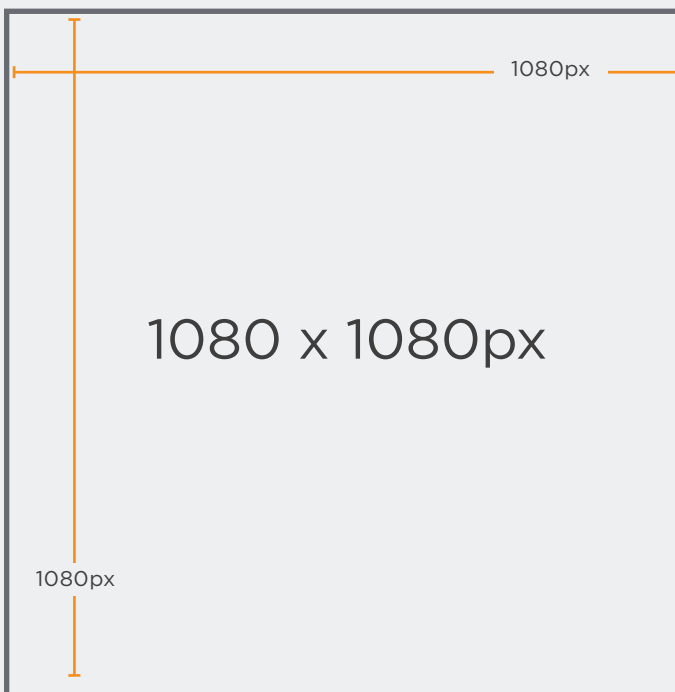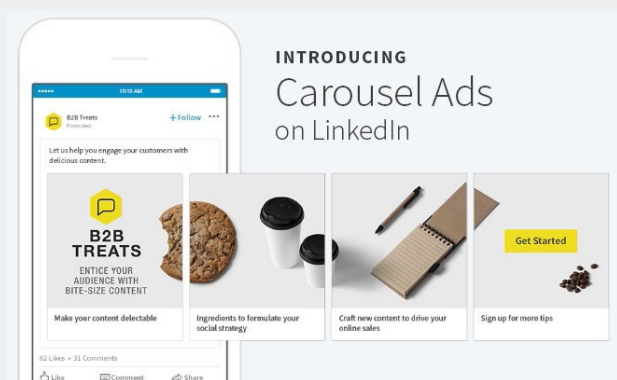
- **Image/Video Ratio** | 1:1

- **Image/Video Size** | 1080 x 1080px

- **Max File Size** | 5MB

- **File Type** | JPEG, PNG, GIF (non-animated GIF only)

- **Number of Carousel Tiles (per post)** | 2 minimum, 10 maximum

- **Intro Text** | 150 characters including URL (to avoid truncation) - 127 characters for text copy - 23 characters for URL

  *Note that is best practice to include a URL in the copy

- **Title/Headline** | 45 character limit for each image card that directs to a landing page. 30 character limit for carousel ads with a Lead Gen Form CTA

- **Description Text** | 100 characters

  *The latest versions of LinkedIn, on mobile and desktop, will rarely show link description text

Sponsored Update Video Ad

Every Connection Counts
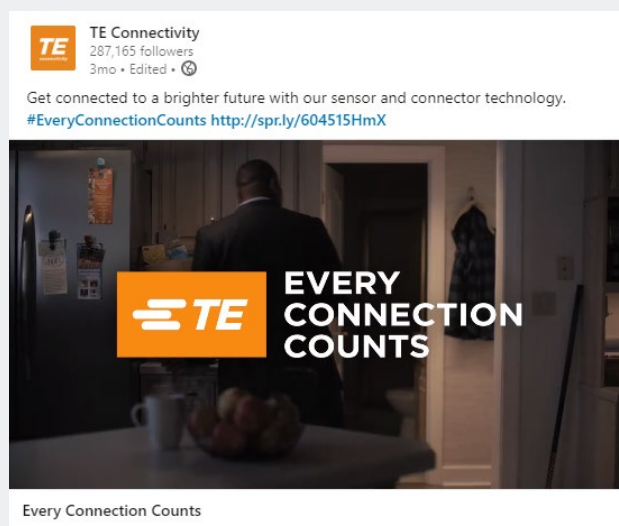
- **Image/Video Ratio** | Between 4:3 and 16:9
- **Image/Video Size** | 1080 x 1080px, 1440 x 1080px, or 1920 x 1080px
- **Max File Size** | 200MB
- **File Type** | MP4
- **Number of Images/Videos (per post)** | 1
- **Intro Text** | 150 characters including URL (to avoid truncation) - 127 characters for text copy - 23 characters for URL

  *Note: It is best practice to include a URL in the copy
- **Title/Headline** | 70 characters
- **Description Text** | 100 characters

  *Note: The latest versions of LinkedIn, on mobile and desktop, will rarely show link description text
- **Length** | 3 seconds to 30 minutes maximum
- **Layout** | Horizontal (vertical videos not supported)
- **Audio** | Audio format: AAC or MPEG4; Audio size: Less than 64KHz
- **Frame Rate** | 30 fps

Lead Gen Ad

1200 x 627px

1200px
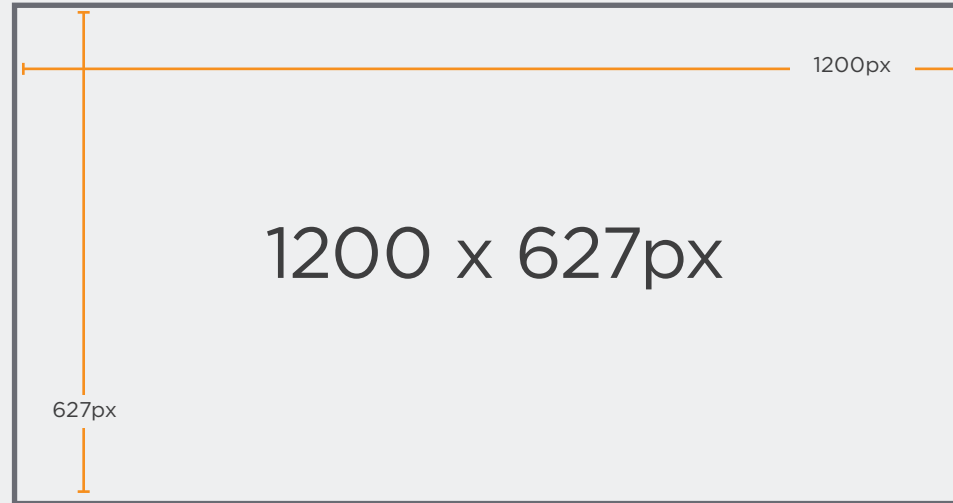
627px

- **Image/Video Size** | 1200 x 627px

- **Max File Size** | 100MB

- **File Type** | JPEG, PNG

- **Number of Images/Videos (per post)** | 1 static, 2-10 for carousel

- **Intro Text** | 160 characters

- **Title/Headline** | 40 characters, 30 character limit for carousel ads with a Lead Gen Form CTA

- **Length** | 3 seconds to 30 minutes maximum

- **Layout** | You may select up to 7 fields which includes any custom fields (up to 3) you create. Best practice is to select 3-4 fields. Custom questions - Max 100 characters | Multiple choice - Up to 5 answer options | Thank you message (optional) - 160 characters, URL

- **CTA** | Visit TE.com, Learn More, Download Now, View Now, Try Now

- **Intro Text | FIELDS** *CONTACT First Name, Email, Phone Number, City, State, Country, Postal/Zip Code, Last Name, Work Email, Work Phone; WORK Job Title, Function, Seniority; COMPANY Company Name, Company Size, Industry; EDUCATION Degree, Field of Study, University/School, Start Date; DEMOGRAPHIC Gender; CUSTOM.*
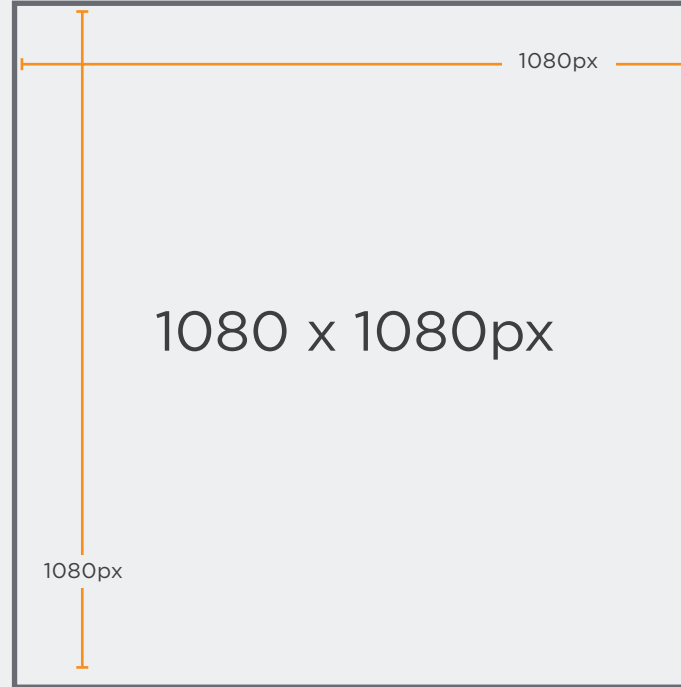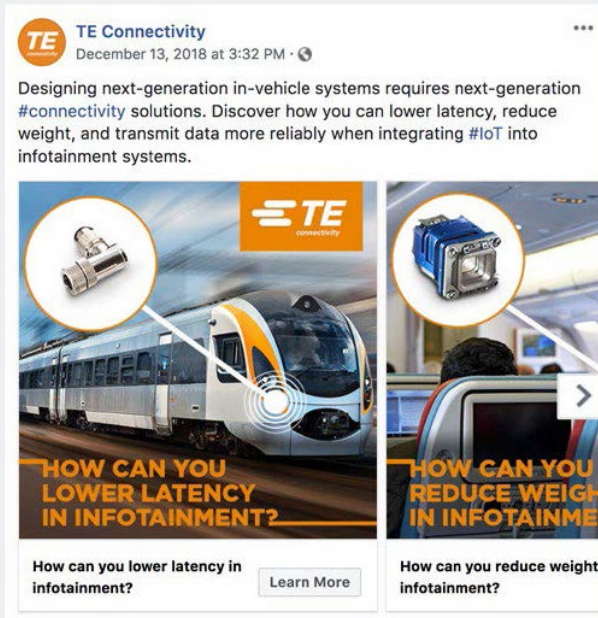
Organic Boosted Image

1200px
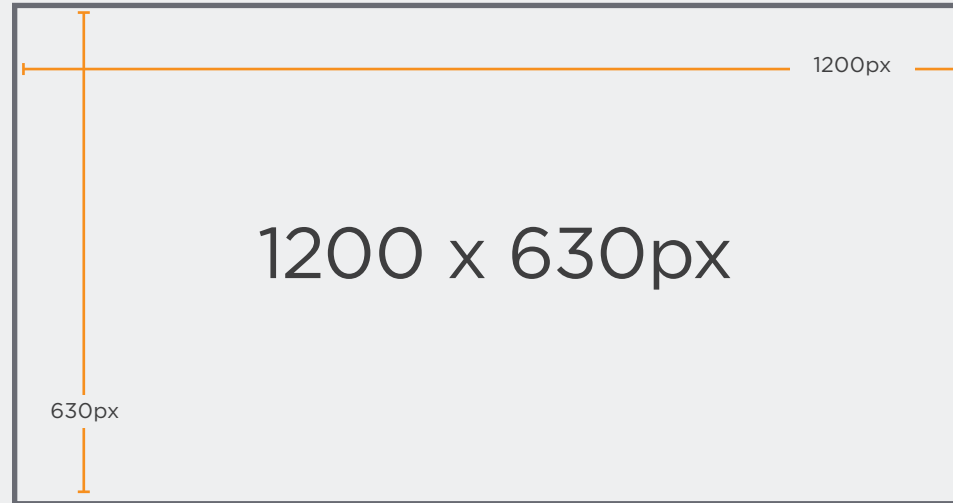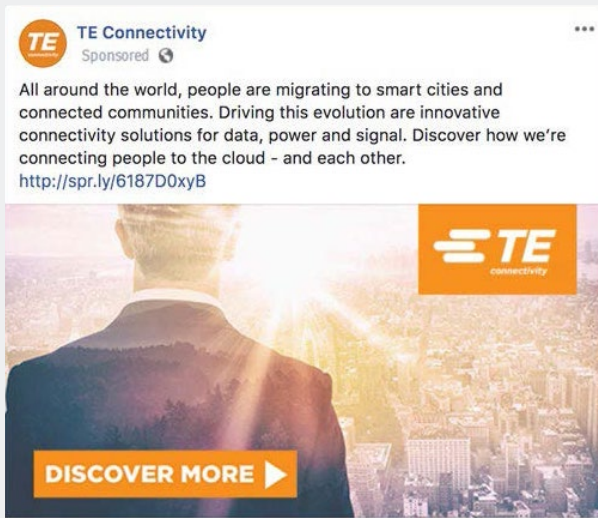
630px

1200 x 630px

- **Image/Video Ratio** | 9:16 to 16:9, 1.91:1 (with link)
- **Image/Video Size** | 1200 x 630px
- **Max File Size** | 30MB
- **File Type** | JPEG, PNG
- **Number of Images/Videos (per post)** | 1
- **Text** | 90 characters recommended (2200 max)
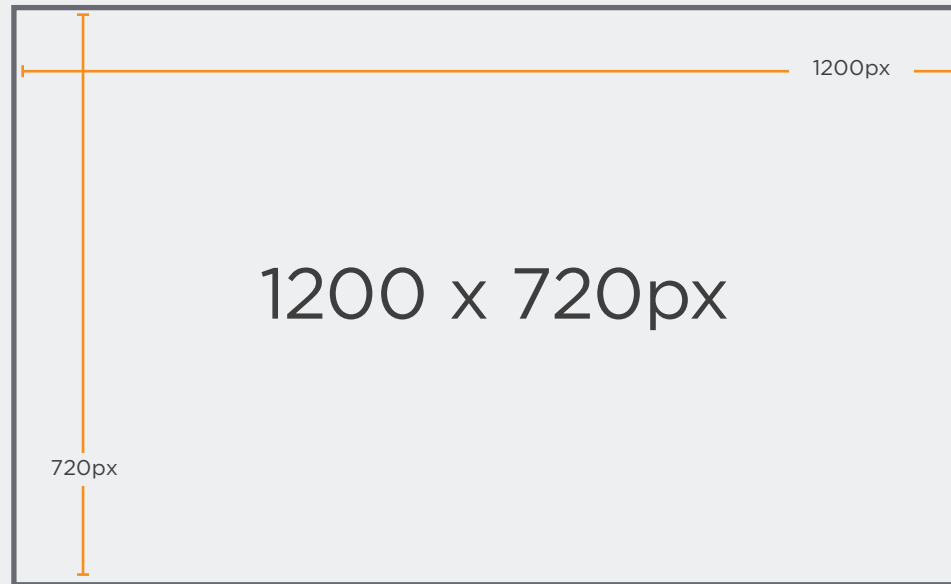- **Length** | Images may not include more than 20% text

Organic Boosted Carousel

- **Image/Video Ratio** | 1:1
- **Image/Video Size** | 1080 x 1080px
- **Max File Size** | 4GB
- **File Type** | JPEG, PNG, MP4, MOV, GIF
- **Number of Images/Videos (per post)** | 2 minimum, 10 maximum
- **Text** | 90 characters recommended (2200 max)
- **Length** | Images may not include more than 20% text; Sequential stories preferred
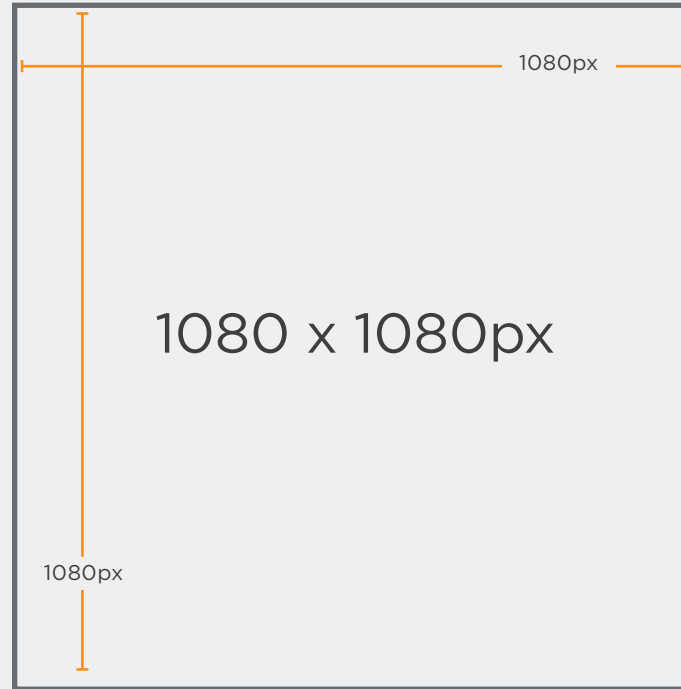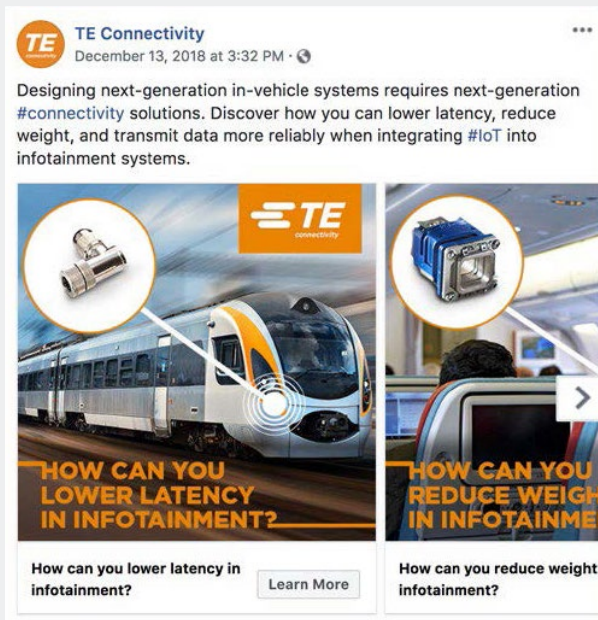- **Frame Rate** | 30 fps

Organic Boosted Video

1200px

720px

1200 x 720px

- • **Image/Video Ratio** | 9:16 to 16:9
- • **Image/Video Size** | 1280 x 720px
- • **Max File Size** | 4GB
- • **File Type** | MP4, MOV, GIF
- • **Number of Images/Videos (per post)** | 1
- • **Text** | 90 characters recommended (2200 max)
- • **Length** | 240 minutes maximum
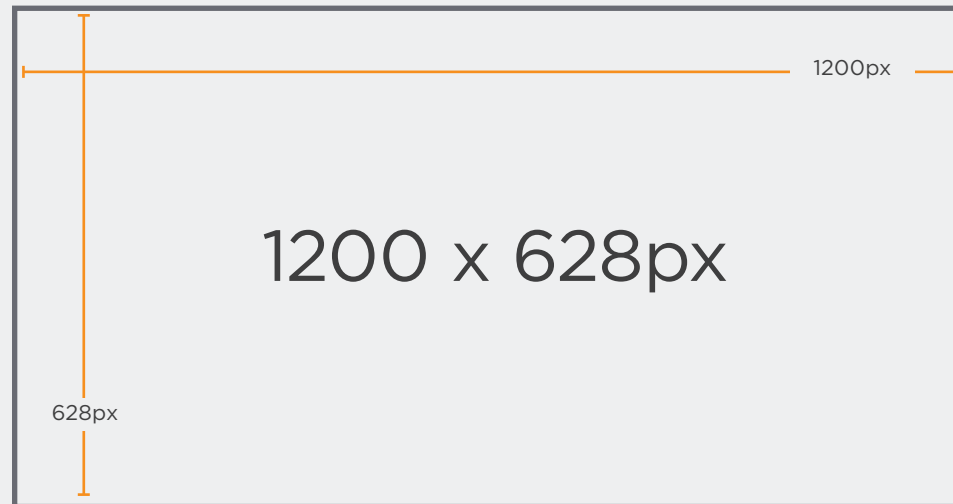- • **Frame Rate** | 30 fps

Carousel Ad

- **Image/Video Ratio** | 1:1
- **Image/Video Size** | 1080 x 1080px
- **Max File Size** | 30MB per image, 4GB per video
- **File Type** | JPEG, PNG, MP4, MOV, GIF
- **Number of Carousel Tiles (per ad)** | 2 minimum, 10 maximum
- **Text** | 125 Characters
- **Length** | Images may not include more than 20% text; Sequential stories preferred
- **Frame Rate** | 30 fps

Link Click Ad

1200px

628px

1200 x 628px

- **Image/Video Ratio** | 9:16 to 16:9
- **Image/Video Size** | 1280 x 628px (recommended)
- **Max File Size** | 4GB
- **File Type** | MP4, MOV, GIF
- **Number of Images/Videos (per post)** | 1
- **Text** | 125 characters
- **Link Description Headline** | 25 characters
- **Link Description** | 30 characters
- **Length** | 240 minutes maximum
- **Frame Rate** | 30 fps
- **Length** | Images may not include more than 20% text

Video Ad

1200px

620px

1200 x 620px

- **Image/Video Ratio** | 9:16 to 16:9
- **Image/Video Size** | 1200 x 620px
- **Max File Size** | 30MB
- **File Type** | JPEG, PNG
- **Number of Images/Videos (per post)** | 1
- **Text** | 125 characters
- **Link Description Headline** | 25 characters
- **Link Description** | 30 characters
- **CTA** | Apply Now, Book Now, Call Now, Contact Us, Download, Donate Now, Get Directions, Install Now, Learn More, Listen Now, Request Time, See Menu, Send Message, Show Now, Watch More
- **Length** | 240 minutes maximum
- **Frame Rate** | 30 fps

Image Ad
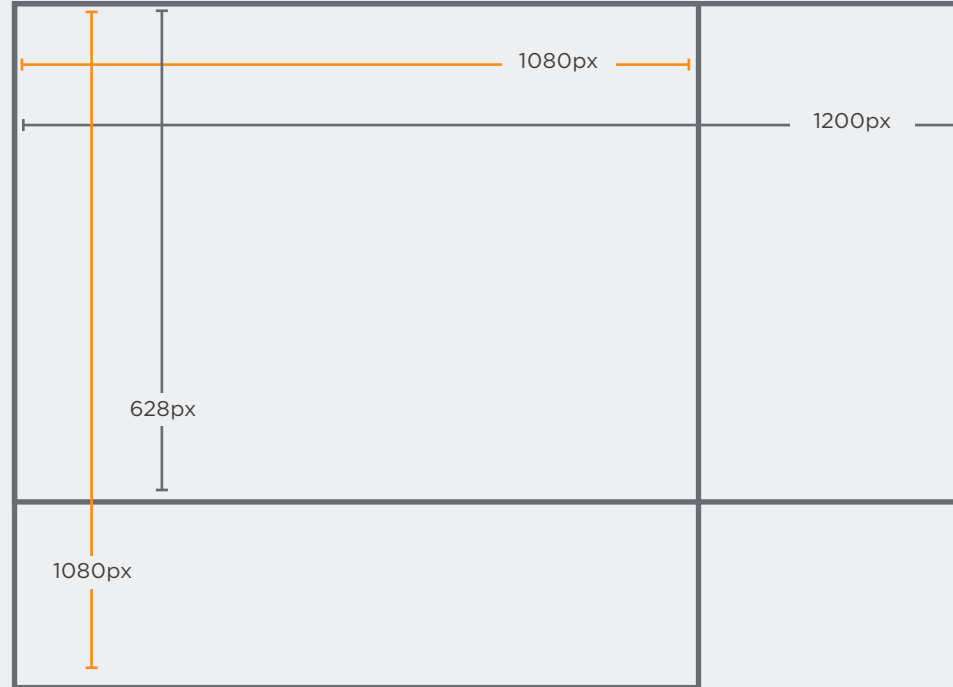
- **Image Ratio** | 1:1 or 1.91:1
- **Image Size** | 1200 x 628px or 1080 x 1080px
- **Max File Size** | 30MB
- **File Type** | JPEG, PNG
- **Number of Images/Videos (per post)** | 1
- **Text** | 125 Characters
- **Link Description Headline** | 25 characters
- **Link Description** | 30 characters
- **CTA** | Shop Now, Book Now, Learn More, Sign Up, Download, Watch More, Apply Now, Donate Now
- **Notes** | Image may not include more than 20% text

Video Ad
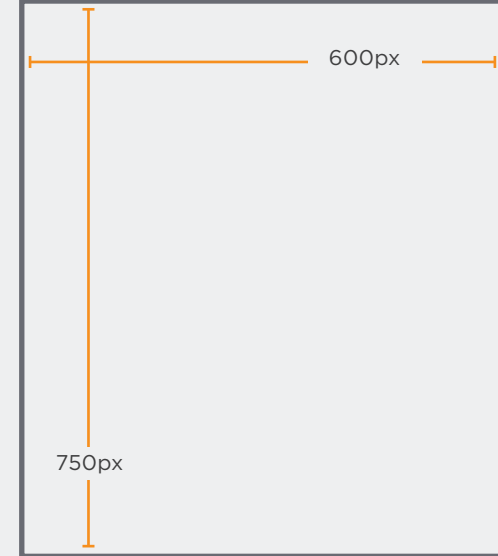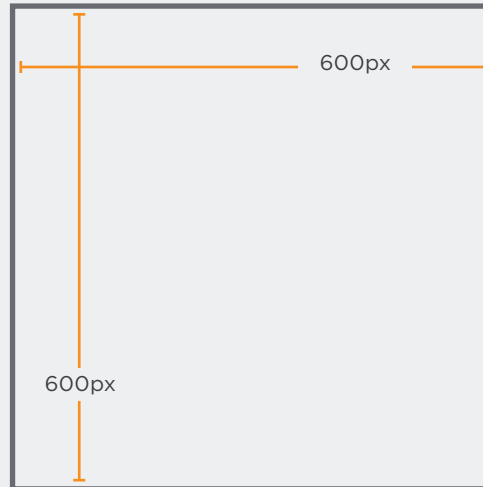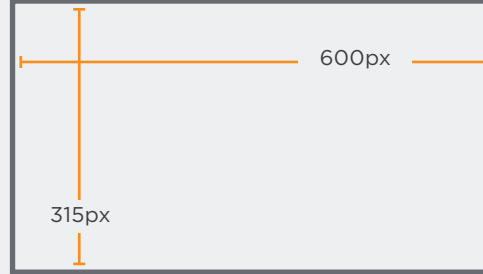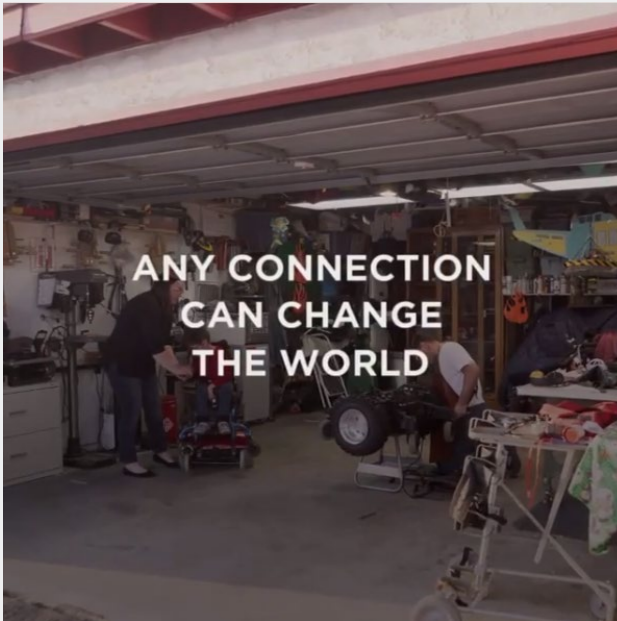
- **Video Ratio** | 1.91:1 to 4:5
- **Video Size** | 600 x 315px, 600 x 600px, or 600 x 750px
- **Max File Size** | 4GB
- **File Type** | MP4, MOV, GIF
- **Number of Images/Videos (per post)** | 1
- **Text** | 125 characters
- **CTA** | Shop Now, Book Now, Learn More, Sign Up, Download, Watch More, Apply Now, Donate Now
- **Length** | 1 to 60 seconds max
- **Notes** | Video may not include more than 20% text

Carousel Ad
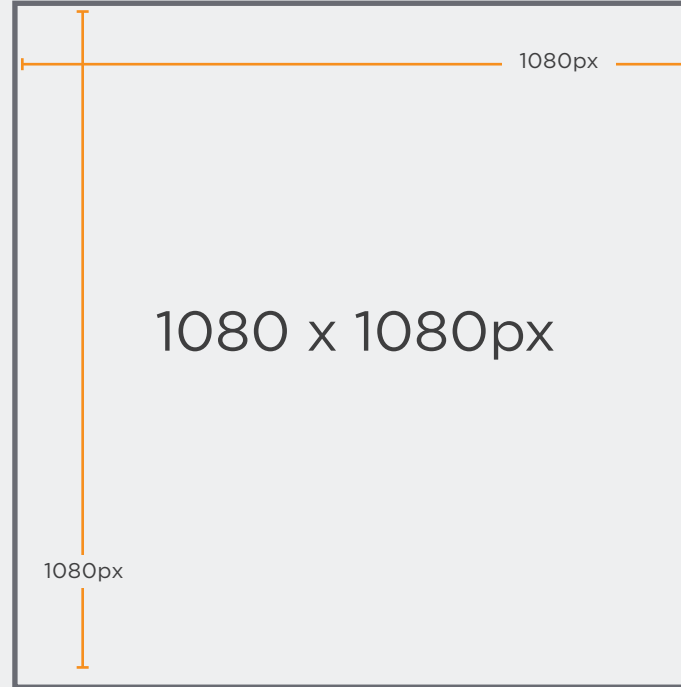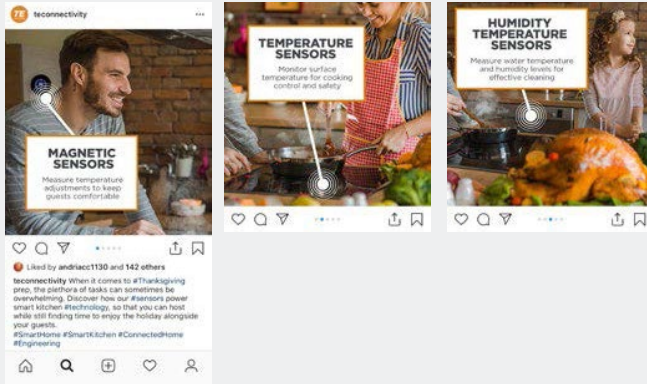
- **Image/Video Ratio** | 1:1

- **Image/Video Size** | 1080 x 1080px

- **Max File Size** | 30MB per image, 4GB per video

- **File Type** | JPEG, PNG, MP4, MOV, GIF

- **Number of Carousel Tiles (per ad)** | 2 minimum, 10 maximum

- **Text** | 125 characters display (two rows) (2200 max)

- **CTA** | Apply Now, Book Now, Contact Us, Download, Learn More, Request Time, See Menu, Shop Now, Sign Up, Subscribe, Watch More, Listen Now

- **Length** | Images may not include more than 20% text; videos up to 60 seconds

- **Frame Rate** | 30 fps

Website Card Ad
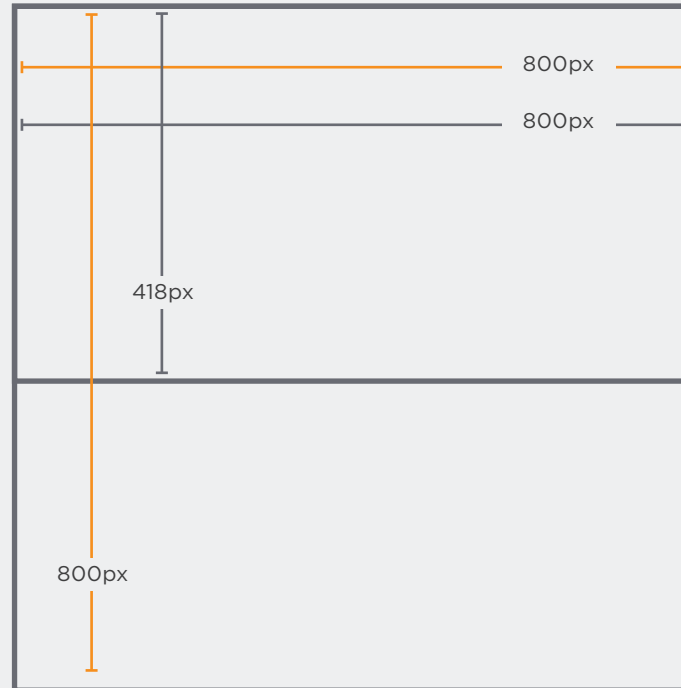
- **Image/Video Ratio** | 1:1 to 1.91:1
- **Image/Video Size** | 800 x 418px for 1.91:1 aspect ratio, 800 x 800px for 1:1
- **Max File Size** | 30MB
- **File Type** | JPEG, PNG
- **Number of Images/Videos (per post)** | 1
- **Text** | Link or Card takes up 23 characters so aim for 256 or under
- **Link Description Headline** | 70 characters
- **Link Description** | 30 characters
- **CTA** | Shop Now, Book Now, Learn More, Sign Up, Download, Watch More, Apply Now, Donate Now
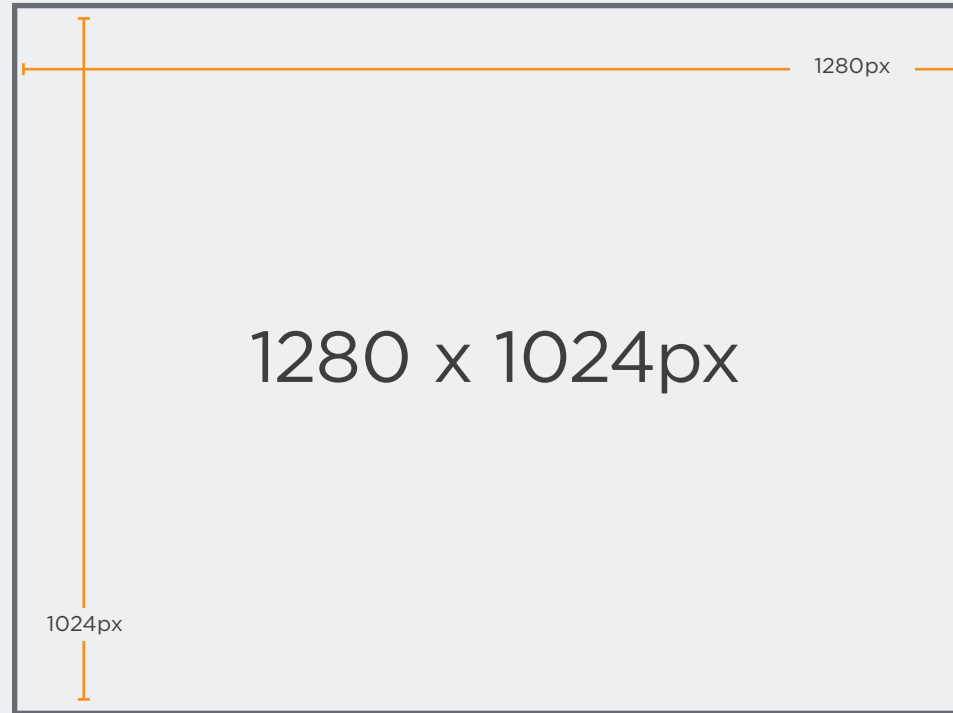
Video Website Card Ad
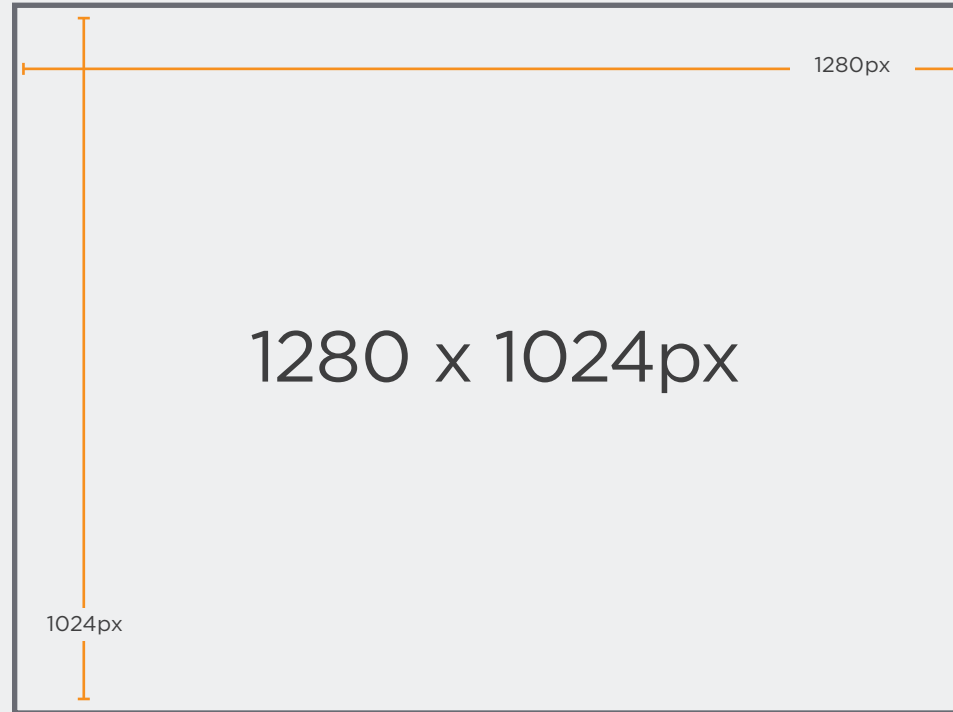
1280px

1280 x 1024px

1024px

- **Image/Video Ratio** | 16:9 or 1:1
- **Image/Video Size** | 1280 x 1024px
- **Max File Size** | 1GB
- **File Type** | MP4, MOV
- **Number of Images/Videos (per post)** | 1
- **Text** | Link or Card takes up 23 characters so aim for 256 or under
- **Link Description Headline** | 70 characters (under 50 recommended)
- **Link Description** | 200 characters (under video)
- **CTA** | Shop Now, Book Now, Learn More, Sign Up, Download, Watch More, Apply Now, Donate Now
- **Length** | Recommended: 15 seconds or less
- **Frame Rate** | 40 fps

Promoted Video

TE Connectivity ✔ @TEConnectivity · Jan 10

We're accelerating the transformation of #CartoCloud connectivity with next generation sensor, antenna and ethernet technology.

HOW IT WORKS
CAR TO CLOUD

Car to Cloud
🔗 www.te.com

1280px

1024px

1280 x 1024px

- **Image/Video Ratio** | 16:9 or 1:1
- **Image/Video Size** | 1280 x 1024px
- **Max File Size** | 1GB
- **File Type** | MP4, MOV
- **Number of Images/Videos (per post)** | 1
- **Text** | 280 Characters (link takes up 23 characters so aim for 257 or under)
- **Link Description Headline** | 70 characters for title (under video)
- **Link Description** | 200 characters (under video)
- **Length** | 140 seconds
- **Frame Rate** | 40 fps

Video

Get Connected to a Brighter Future
275,557 views · Jan 13, 2020

1920px

1080px
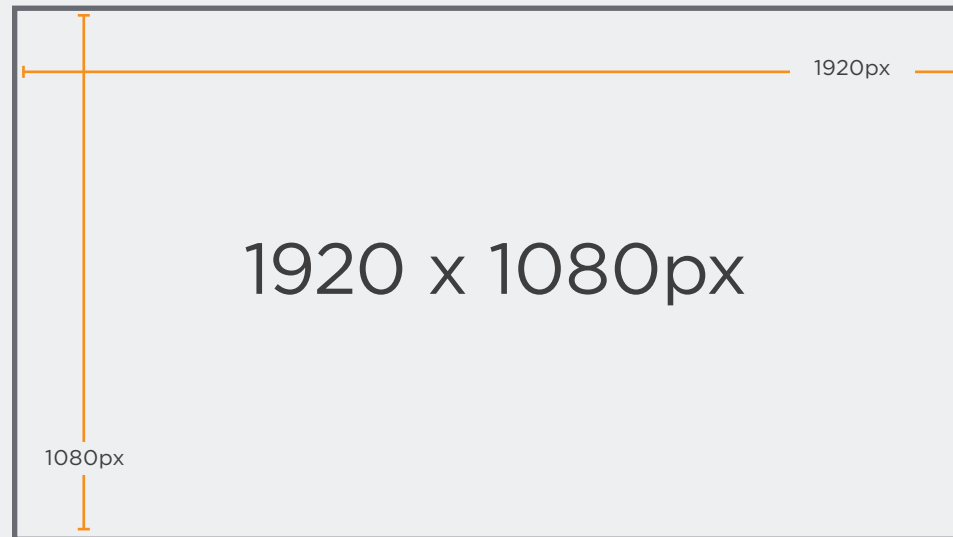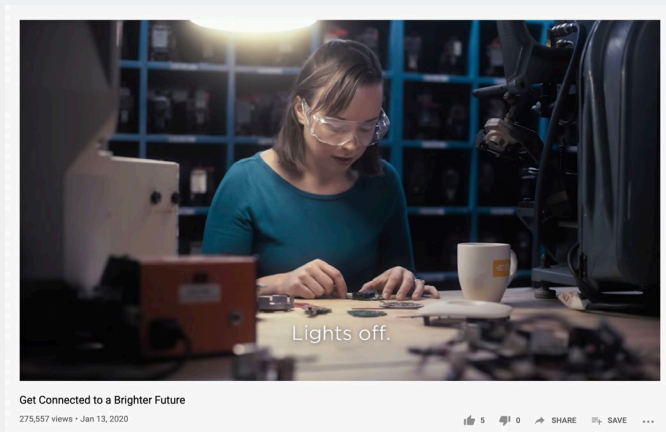
1920 x 1080px

- **Video Ratio** | 16:9, 4:3

- **Recommended Video Sizes** | 426 x 240 (240p), 640 x 360 (360p), 854 x 480 (480p), 1280 x 720 (720p), 1920 x 1080 (1080p), 2560 x 1440 (1440p) and 3840 x 2160 (2160p).

- **Max File Size** | 128GB

- **File Type** | MOV, MPEG4, MP4, AVI, WMV, MPEGPS, FLV, 3GPP, and WebM.

- **Thumbnail Image Size** | 1280 x 720px

- **Title Text** | 70 characters or less - anything after 70 characters will be cut off in the search results

- **Video Description** | First paragraph: 100 words or less. Always end with CTA and link to website. Second paragraph: TE boilerplate. Third paragraph: Social media boilerplate.

YouTube Best Practices

- Rename your video file using a target keyword.

- Insert your keyword naturally in the video title.

- Optimize your video description.

- Tag your video with popular keywords that relate to your topic.

- Categorize your video.

- Upload a custom thumbnail image for your video's result link.

- Use an SRT file to add subtitles & closed captions.

- Add Cards and End Screens to increase your YouTube channel's viewership.

- Note: YouTube's algorithm puts more weight on keywords that show up in the first 2-3 sentences of your description.
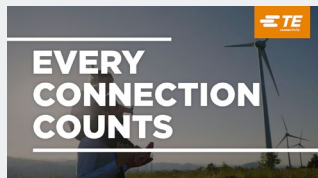
What Makes a Great Thumbnail?

- 80% of traffic comes from mobile. Images must be legible at small sizes.

- Avoid small text, long shots, anything that is not visible in small sizes.

- Faces with complex emotions tend to outperform static or benign expressions.

- Aim for high contracts / depth of field - having an image where subject jumps out from the background can help improve performance.

- Add an intriguing element that invites curiosity.

#CPAwareness #EveryConnectionCounts
Determina-Shaun | When Technology
Connects to Humanity

What Makes a Great Title?

- Clicky... but not clickbait.

- Aim for 40-60 characters - first characters are more important.

- Searchable, intriguing.

- Thumbnails and titles should work together to tease a story.