



## DDW Social Media Sponsorship

### Text Specs:

Text to be posted on one desired social media platform(s). May include one link. Show Management will review the copy to make sure it aligns with social posting recommendations.

- **Text Content Guidelines:**
  - **Twitter (X):** 280 characters.
  - **Instagram:** 2,200 characters but captions are truncated at 125 characters. The ideal length is less than 125 characters.
  - **LinkedIn:** 3,000 characters but recommend around 50-125 characters.

### Visual Specs:

One image to be posted along with text, if desired (must be included for Instagram and strongly recommend for other channels).

- **Photo Size for Posts:**
  - **Twitter (X):** 1200x638
  - **Instagram:** 1080x1080 (square, 1:1 Aspect ratio) *OR* 1080x1350 (rectangle, 4:5 aspect ratio)
  - **LinkedIn:** 1200x627
- **Video Size for Posts:**
  - **Video length for all platforms:** 15-45 seconds
  - **Twitter (X):** 1280x720px, 16:9 aspect ratio
  - **LinkedIn:** 1920x1080px, 16:9 aspect ratio
  - **Instagram (Reels):** 1920x1080px, 9:16 aspect ratio

### Paid Partnership Guidance:

DDW will follow guidelines for disclosing the paid partnerships for posts. Instagram posts will use the “Paid partnership with” tag and tag the sponsor’s account. Twitter or LinkedIn posts will use a hashtag #sponsored to indicate that the post is sponsored.

### DDW’s Social Channels at a Glance:

- **Twitter (X):** [@DDWMeeting](#)
  - 26,493 followers\*
  - 1,421 average monthly engagements\*\*

- 71,634 average monthly impressions
- Audience notes: Many GIs use Twitter professionally, and this is usually our most engaged social platform. Our audience especially engages with us around abstract submission (both the submission deadline and when acceptance notifications are sent out) and during the meeting.

\*\*Monthly averages are taken using data from January–August 2023.

- **Instagram: [@ddwmeeting](#)**
  - 4,919 followers
  - 365 average monthly likes.
    - 113 average likes per post.
  - Audience notes: Instagram users tend to be slightly younger.
- **LinkedIn: [@Digestive Disease Week® \(DDW\)](#)**
  - 2,147 followers
  - 3,397 average monthly impressions
  - Audience notes: Most followers are from health-related industries (pharmaceuticals, hospital and health care, medical equipment and practices, biotechnology, etc.) and have job functions related to health care services, sales, research or business.

\*Followers are as of September 2023.

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