

# Native Social Specs

## Creative Assets

Native Social ads are converted from existing organic or promoted posts.

Organic post: **social post URL**  
Promoted post: **Ad library URL**

## CTA

CTA Text: **25 characters**  
CTA Click URL: **Any landing page URL**

## Third-Party Trackers Support

MOAT  
IAS  
DCM

## Creative options

Social media logo: **on/off**  
Social sharing links: **on/off**  
CTA button colour: **customizable**

## Social media supported

- Facebook
- Instagram
- Tik Tok
- Snapchat
- Twitter
- Linkedin
- Pinterest
- Youtube

## Native Social formats supported

Image post  
Video post  
Carousel

