Facebook

- Full URLs (links) are permitted but if longer than 50 characters, we shorten them. (goo.gl or owl.ly)
- Keep posting frequency down to a few times per day.
- Hashtags (#) are used as well as of June 2013
- JPEGs & PNGs can be uploaded
- Use PNGs for text based media

Timeline Photo: 403 x 403 px
Highlighted post: 843 x 403 px
Event Thumbnail: 100 x 100 px
Cover Photo: 852 x 315 px

Twitter

- Character limit includes links.
- Has a high posting (tweeting) frequency, many per day
- In-line image previews
- Does not support Instagram pictures in feed
- Related hashtags are suggested.

Max Characters: 140 characters
Image Preview: 160 x 160 px
Min. Image size: 60 x 60 px
Max. In-line: 435 x 315 px

ResTV

- SD Resolution
- Keep text greater than 18 pt font and clear
- Low resolution means text loses clarity
- Note that a small ResTV logo will reside on the bottom right corner during playback
- We can conform your video for you in most cases

In most cases use: 640 x 480 (square pixels) 29.97 fps
Air format: 720 x 480 NTSC, non-square 29.97 fps
Formats Accepted: H.264, MPEG-2, WMV
Digital Signage: 1089 x 817 px (4:3 ratio priority)

Instagram

- Engagement with students, not advertising
- Mobile audience, most views will be on cell phones
- If there is text make it 14 pt or greater
- Should seem more casual than an advertisement
- URL links don’t work
- Short caption should be attached (about 100 characters)
- Supports (and we suggest) appropriate hashtags.
  E.g., #ufhousing #uf #gogators

Image sizes: 612 x 612 px
ResTV was initially implemented as a mass communication tool prior to nearly all other modern electronic communication including e-mail, websites, social media, and more. It was designed as the primary and most effective way to give current and updated information. As times have changed and communication avenues have appeared, ResTV must be leveraged in a way that will be most effective.

ResTV currently is programmed and scheduled with movies that are elected by the Inter-Residence Hall Association and PowerPoint slides providing promotional and factual information in between the scheduled movies.

In order to communicate effectively through ResTV, less than 15 PowerPoint slides will be updated weekly.

Customers have confirmed that they do not watch the entire slide show between the movies, so the best way of ensuring the content will be seen is by reducing the amount of content available. Content should be relevant to all UF Housing residents and should be specific promotions from UF Housing or the Inter-Residence Hall Association. This messaging will include the week’s upcoming movie schedule. All other messaging should be sent via other communication channels that will better engage the customers, such as social media (i.e. Twitter).

**Detailed Specifications**

- **On air:** 720x480 4:3 NTSC @ 29.976 digital line out, non square pixels
- **Alternative for delivery:** 640x480 4:3 @ 30 fps
- **1080p & 720p HD and all widescreen files will need to be conformed.**
- **Movies are played every 3 hours block: 3, 6, 9, and 12 both AM and PM**
- **Ads and promos are shown between the gaps of movies. Usually about a hour in length.**
- **A small housing logo occupies the bottom right corner of the screen during most videos**
- **The follow formats are accepted natively:**
  - WMV
  - MPEG-1
  - MPEG-2 Program Stream (Preferred Format)
  - MPEG-2 Transport Steam
  - QuickTime: H.264, MPEG-4, MPEG-2
  - MPEG-4
  - AVI (uncompressed)
  - FLV
- **Quicktime H.264 and WMV are our preferred delivery formats**

If you do not know how to convert video, we can most likely handle it for you if you provide us with the original file. As well as powerpoints, image files, and PDFs requested to air.

![Warning]

Failing to observe specs does not mean that we cannot air it but it may mean that it may not display as you intendend. If you want to confirm any details feel free to contact us. HREmarketing@housing.ufl.edu
Conforming Video for ResTV

Because most videos are produced at different aspect ratios, sizes, and format than the original NTSC television standards, most videos will need to be conformed to display correctly on ResTV’s standard definition video broadcast. Doing so is important so the image both retains its fidelity and no information is lost. ResTV cannot display HD video because it is a square image, therefore widescreen must be either “letterboxed” or scaled to fill the image.

Letterboxing makes the image drastically smaller than HD, and small details are lost. On the other hand, scaling up widescreen video will result in lost information on the periphery. There is no one ‘best’ case, and though we usually prefer to letterbox, different videos have different requirements. See the illustrations below to help choose which method you prefer. Make sure to consider the space titles and faces occupy in the video.

<table>
<thead>
<tr>
<th>SD Video</th>
<th>Widescreen Video</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(ResTV)</strong></td>
<td></td>
</tr>
<tr>
<td>4:3</td>
<td>16:9</td>
</tr>
<tr>
<td>640 x 480 (square px)</td>
<td>720 x 480 (NTSC px)</td>
</tr>
</tbody>
</table>

- **Filled to frame** - Screen is full, periphery is removed
- **Letter box** - ≈99% of image preserved
- **Stretched to fill frame** - We avoid this because it distorts the image