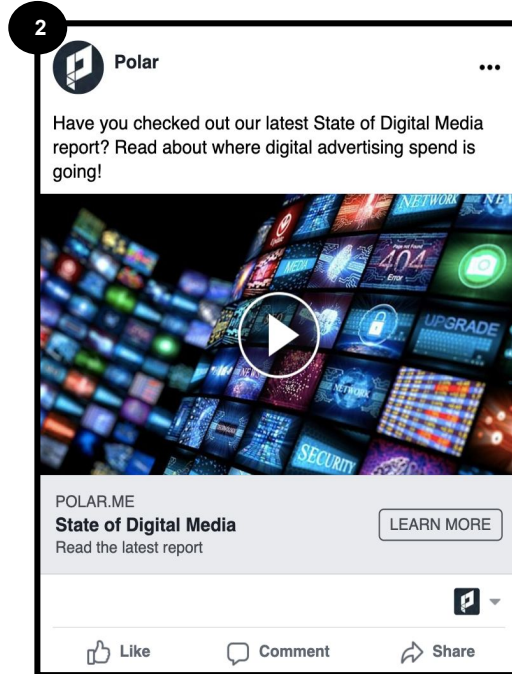


Social action icons



Tapping Icons on Ad goes to Social Post (opens in user's social app)

To include the social action icons on your ad, you must supply either:

1 **Social post URL**

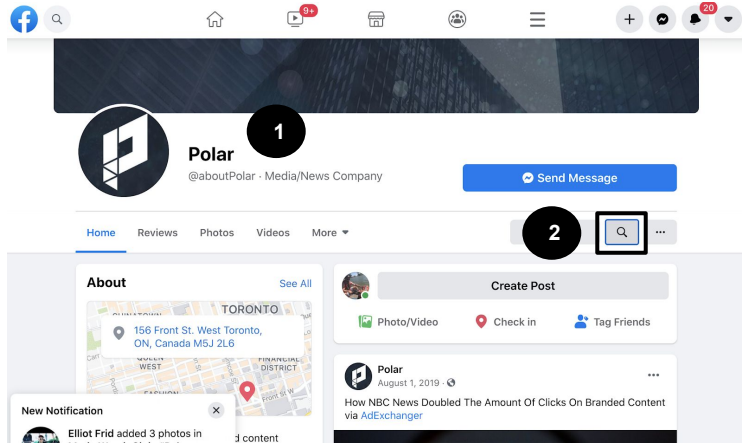
or

2 **Brand's social profile page URL**

This allows users to access a social page when the social icons are tapped.

Often times, the original URL where you retrieved assets from may not be appropriate (e.g. sponsored Facebook posts). Instead, use the brand's social profile page ([example](#)) or find a relevant post from the brand's organic social page ([example](#)).

Social action icons



Find a Relevant Organic Post

Instructions for finding Facebook posts

- 1 Navigate to brand's social page.
- 2 Click on search icon.
- 3 In the search bar, type keywords.
- 4 Copy URL of post.
- 5 Enter into Custom Post UI.

