HOTA HOME OF THE ARTS

SOCIAL MEDIA ASSET GUIDELINES

SOCIAL CONTENT REQUIREMENTS FOR VENUE HIRERS

To help showcase your event in the best possible way, we encourage venue hirers to provide high-quality, platform-ready assets that align with HOTA's brand standards and audience expectations.

Following these guidelines helps us maximise engagement and maintain a consistent look and feel across our organic social channels. In some cases, we may request revisions to supplied assets before they are approved for publication.

WHAT WE WILL POST

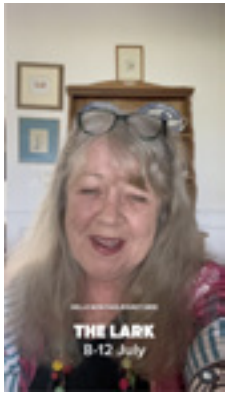
We prioritise content that is visually engaging, authentic and designed for mobile-first viewing.

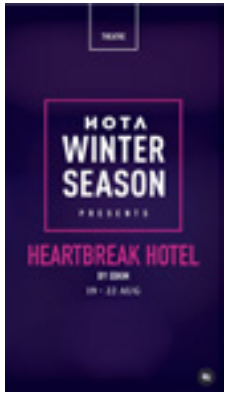


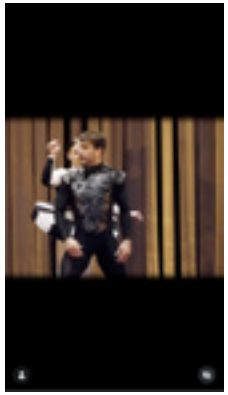












PREFERRED CONTENT

- High-resolution photography and video
- Short-form vertical video (Reels/TikTok style)
- Behind-the-scenes content
- Cast interviews and talent shout-outs
- Audience interaction and reaction content
- People engaging with the experience
- Dynamic performance imagery
- Atmospheric venue footage
- Artistic detail shots
- Time-lapse content
- Content with movement, personality and emotion

CREATIVE STYLE

Assets should be:

- Professional and well-lit
- Sharp with a clear subject focus
- Visually premium and experiential
- Engaging with clean language and no nudity
- Optimised for mobile viewing
- Portrait or vertical format where possible
- Designed with minimal text overlays
- Limited to small logo placement and simple headlines if required
- Supplied in correct social media dimensions

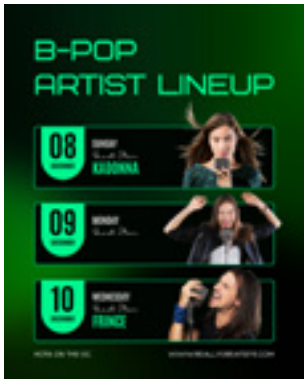
WHAT WE WON'T POST

The following content is generally unsuitable for HOTA's organic social channels.











TEXT-HEAVY OR PROMOTIONAL CREATIVE

- Flyer-style graphics
- Large blocks of text
- Heavy copy overlays
- Overly sales-focused messaging

POOR QUALITY ASSETS

- Blurry or pixelated images
- Screenshots
- Assets downloaded from websites or social media
- Incorrectly cropped content
- Horizontal crops of vertical content
- Incorrect aspect ratios

GENERIC OR CORPORATE CONTENT

- Stock imagery
- Generic promotional graphics
- Corporate presentation-style assets
- Isolated headshots without context or storytelling

EXCESSIVE BRANDING

To maintain a cohesive look across HOTA channels, please avoid:

- Oversized logos
- Multiple sponsor lock-ups
- Branded borders
- Heavy graphic treatments or overlays

TECHNICAL SPECIFICATIONS

The following content is generally unsuitable for HOTA's organic social channels.

IMAGE FORMATS

- PNG
- JPG

VIDEO FORMATS

- MP4 (preferred)
- MOV

VIDEO REQUIREMENTS

- H.264 codec
- Under 100MB where possible
- Captions encouraged
- No black bars
- No watermarks
- No copyrighted audio unless appropriately licensed
- Duration: 15–90 seconds (20–45 second Reel recommended for social discovery and audience engagement).

EDITABLE FILES (where available)

- Adobe Photoshop (.PSD)
- Adobe Illustrator (.AI)

RECOMMENDED SOCIAL MEDIA SIZES

PLATFORM	RATIO	SIZE
Instagram Reels / TikTok	9:16	1080 × 1920 px
Instagram Stories	9:16	1080 × 1920 px
Instagram Feed (Portrait)	4:5	1080 × 1350 px
Facebook Feed	4:5 or 1:1	1080 × 1350 px

SUBMISSION REQUIREMENTS

Please provide:

- Platform-ready assets
- Correctly sized files
- High-resolution imagery and video
- Short-form vertical content wherever possible
- Creative with minimal text overlays
- Assets delivered before campaign deadlines

Providing assets in these formats helps improve campaign efficiency, audience engagement, content reach and overall social media performance.