SOCIAL MEDIA TIPS & IMAGE SIZES

KIWANIS INTERNATIONAL

2018–19

MAKE YOUR IMAGES POP

Three seconds. That's how long someone will glance at a social media post before deciding whether to read more or scroll on by. So how do we grab their attention?

Answer: photos and images. In many cases, people will notice a photo or image long before reading any text — or may even skip the text completely.

Make the best of your three seconds by using images with:

- **Colorful, distinct backgrounds.** Images with white or transparent backgrounds (like photos of a product on a white backdrop) blend in with white margins and don't stand out.

- **Very little text overlay (or — even better — none at all).** The more text, the more an image looks like an ad. And in the case of Facebook, if more than 30 percent of an image is text, it won't reach the intended audience even with a paid promotion.

- **People, especially kids.** People recognize other people. With them, your photo is more relatable and memorable. Connect people with the emotion behind your call to action.

- **A broad, international appeal.** Avoid seasonal images (falling leaves, snow, etc.) that won't resonate with people who live in regions with different climates, or in the Southern Hemisphere, where seasons are opposite those in North America and Europe.

Each social platform has recommended sizes for images to ensure they look best on desktop and mobile devices.
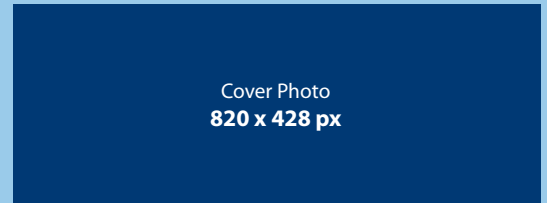
FACEBOOK IMAGE SIZES

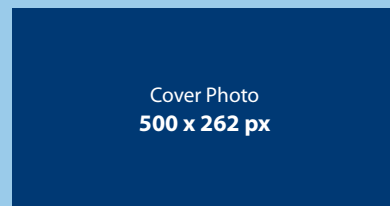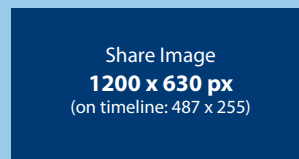Facebook **Profile** (for personal pages)

Cover Photo
851 x 310 px

Profile Picture
180 x 180 px
(min size)

Facebook **Company/Organization Page**

Profile Picture
180 x 180 px
(min size)

Cover Photo
820 x 312 px

Facebook **Group** (discussion/forum)

Cover Photo
820 x 428 px

Facebook **Event**

Cover Photo
500 x 262 px

Facebook **Posts**

Share Image
1200 x 630 px
(on timeline: 487 x 255)

Create images for your website in this size so they'll show up correctly when linked on Facebook.

DEFAULT

Share Square Image
1080 x 1080 px

This image size can be used for Facebook, Instagram and Twitter posts.

When in doubt, use this size.

INSTAGRAM IMAGE SIZES

Instagram **Profile**

Profile Picture
150 x 150 px
(on timeline: 487 x 255)

Instagram **Posts**

Share Square Image
1080 x 1080 px
(on timeline: 293 x 293)

Note: It doesn't have to be a square, but one side needs to be 1080 px.

This image size would also work for Facebook and Twitter.

TWITTER IMAGE SIZES

Twitter **Profile**

Cover Photo
1500 x 500 px
(1263 x 421 px safe area)

Profile Picture
200 x 200 px
(min size)

Twitter **Posts**

Share Image
1024 x 512 px
(on timeline: 440 x 200)

Reminder: The 1080 px image from Instagram will work here too.

PINTEREST IMAGE SIZES

Pinterest **Profile**

Profile Picture
165 x 165 px
(min size)

100 x 100

Board Display
222 x 150 px

100 x 100

Share Pin
236 x X px
(no height limit)

LINKEDIN IMAGE SIZES

LinkedIn **Page**

Cover Photo
1584 x 396 px
(1350 x 220 px safe area)

Profile Picture
130 x 130 px
(min size)

LinkedIn **Posts**

Share Image
520 x 320 px

BEST PRACTICES FOR WRITING & EDITING

Like the images you use, your text should grab people's attention right away. And it should be accessible to anyone who might see it. The following tips can help you write compelling posts on all social media platforms:

Avoid acronyms. A potential member or community partner might not know what MNT, LTG or ICON is, and seeing acronyms makes us seem closed off.

Keep the member in mind. Any content that's aimed at club or district officers — such as reminders, updates to reporting systems, etc. — shouldn't be shared on social media. All social media content should be valuable and inspiring to all members, not just Kiwanis leadership.

Use words that evoke emotion. Which excites you more: "receive funding" or "get money"? If you're raising funds, the word "money" evokes a bigger emotion than dry business jargon. (Go one step further and include the amount of money for the biggest initial reaction.) Pick words that connect people with your cause and call to action, not just the words you use in office conversations.

Shape posts to be shareable. People share posts that make themselves look good or cover topics that resonate with them and their network. Whenever possible, write posts that would be interesting and/or helpful to all audiences, not just Kiwanians. Examples of topics: "Did you know volunteering helps you live longer?" "7 steps to raising more money for causes you love," "Service projects you can do in one weekend," "How you can help kids globally — without leaving your neighborhood." (Bonus: These types of posts position us as thought experts, which we are!)

Leave a little surprise. We want readers to click on our links, so write posts more like teasers than summaries. And avoid BuzzFeed-style sensationalism: When readers click and read the link, we should fulfill any questions or promises we make in our teaser.