

# CHOOSING ENGAGING DIGITAL IMAGERY

Why are images so important in the social media world? Simply put: They're compelling. People tend to engage with visuals more than posts with only text. Though what you're saying in the post may be interesting – if it's posted without a relevant photo – it's less likely to capture attention.

Plus, images represent your brand. Whether it's with color, font or what's in the image, the pictures you post on social media are how your followers see your company. For example, if you post pictures with bright colors, followers may see your brand as energetic and outgoing. Every brand is different, so your images should intentionally reflect your agency.

## GENERAL TIPS

- **Profile picture = company logo.** Use the same version of your company logo as your profile picture on all your social media pages. Note that all social media profile pictures are square (or have a 1:1 ratio) and often appear within a circle. We highly recommend using your full color logo. If your primary logo won't fit or will be very small, add a background or use a submark instead (if you have one). Using the same logo or submark on every social media page will keep your online presence consistent and make your pages more professional.



If you're running a campaign for a certain product, consider adding a creative touch to your logo. Notice in this sample that we didn't change our logo submark. We just added a fun illustration to signify a marine insurance campaign!

- **Cover photos = brand stories or personality.** On many business social media pages, you'll find that cover photos represent brands with more than just a logo. What we mean by this is that a company may provide their tagline, story-telling imagery, a visually interesting background or a combination of these things. As an example, one of Foremost's cover photos features our tagline – "A Better Insurance Experience®" – with a product icon background.

Although it's good to have a strong cover photo that you use consistently, this is an image you can change from time to time. For example, every time we attend or host a motorcycle event (like the Foremost Virtual Motorcycle Rally), we create a cover photo for that specific campaign. Other ideas could be adding pumpkins or leaves to your image in October – but don't feel like you need to change it excessively.

- **Reflect your brand.** As mentioned before, images represent your brand so carefully choose them with your agency in mind. This includes profile pictures, cover photos, content photos and even photos that are on your website or blog!
- **Post your own images.** Posting your own original content is a great way to show authenticity and connect with customers. You don't need to be a professional photographer, either. Try using your phone to take pictures to share – whether it's a photo of a dog visiting your office, a co-worker on their motorcycle, or your team enjoying a community event.
- **Utilize stock images.** Posting your own images is preferred, but it's also a lot of work and can be time consuming, so it's best to have a mix! Many companies purchase subscriptions with stock photography services like Shutterstock® or Pond5®. If you're looking for free-to-use stock imagery for cover photos and other social media content, check out [unsplash.com](https://unsplash.com). (Be sure to learn more about their [licensing](#) before moving forward.)



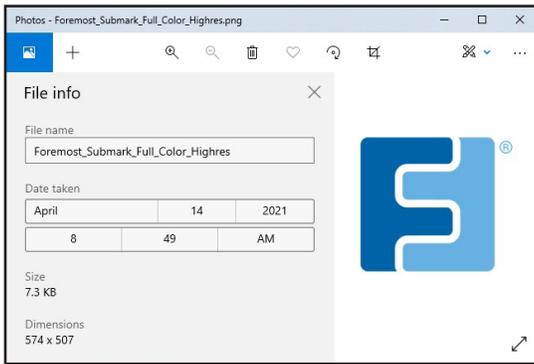
Foremost Primary Logo



Foremost Submark



- **Use the correct image sizes.** In most cases, social media platforms adjust the images you post to fit their standards. However, many have size recommendations and requirements to get the best results with your profile pictures, cover photos and other posts (we'll share those details in the following sections). That's why it's useful to know how to check the sizes of your images. Here's how to do it on most computers:



1. Open your Files or Finder to the folder where your picture is located.
2. Double left-click the image to open it.
3. Right click the image and select File Info or Get Info.
4. View the information (note that size is measured in bytes and dimensions are measured in pixels).

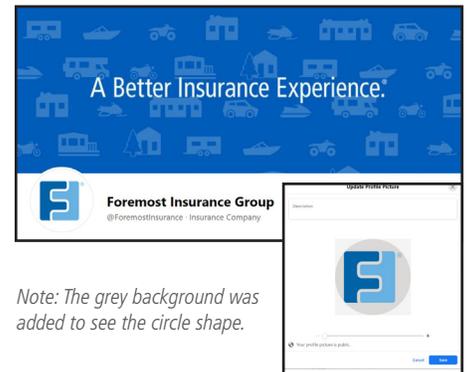
If you have an image-editing program like Photoshop, you can view and change the dimensions there. A free online option for changing image sizes is [Pixlr.com](https://www.pixlr.com) – try it out!

## FACEBOOK

- **Profile Picture:** 180 x 180 pixels | 1:1 Ratio

When uploading a Facebook profile photo, the only editing you can do is dragging to reposition and zooming in and out (depending on the size of the image). So even if your image is too big, you can reposition and zoom to show the area of the image you want.

Notice in the picture next to this paragraph that the circle area is what will be shown as your profile picture. Once you've saved the image, if you click on the profile picture from your page, it'll open the full image.



*Note: The grey background was added to see the circle shape.*

- **Cover Photo:** 820 x 312 pixels | 2.72:1 Ratio

Editing a cover photo only involves dragging to reposition. If your image is too tall, move it up or down to the position you'd like.

Remember, your profile picture may cover a small portion of your cover photo in web and mobile views.



- **Story Photos:** 1,080 x 1,920 | 9:16 Ratio

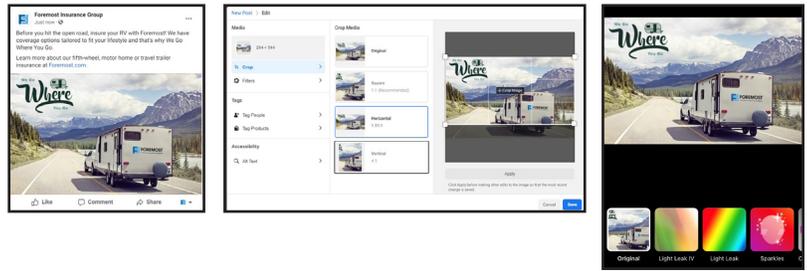
Since Facebook stories take up the entire screen on a phone, it's ideal to make the image that full size. But if you have an image that's square, or wider than it is tall, Facebook will add a background behind the image.

When editing stories, you have options to add stickers, text, drawings, effects, buttons and animation. We suggest experimenting with each of these editing options!



- **Content Images:** 1,200 x 630 pixels | 1.91:1 Ratio

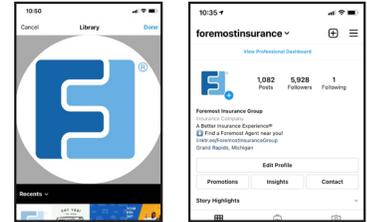
When you include an image in a Facebook post, you're able to edit it. On a desktop, you can crop, rotate, tag and add alternative text. You can do the same things and more on the mobile version, such as adding effects, stickers and text.



## INSTAGRAM

- **Profile Picture:** 110 x 110 pixels | 1:1 Ratio

The only editing options for your Instagram profile picture are zooming in or out, or repositioning if your image is too wide. On your page, your profile photo will be shown as a circle – so make sure your logo is placed within that circle.



- **Story Photos:** 1080 x 1920 | Max file size is 4GB | Any Ratio

Instagram stories take up the entire screen on mobile devices. This means it's ideal to post vertical images that are the full size, but you don't have to – which makes stories flexible. You can even post an image that's wider than it is tall (like Facebook, Instagram will add a background).

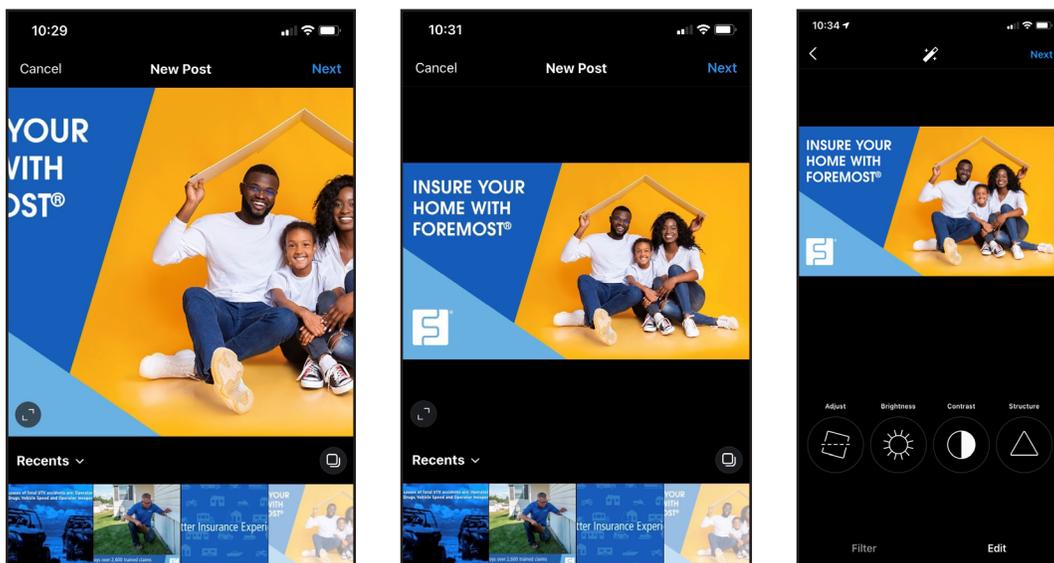
Editing options include adding overlays, links, stickers, drawings or text. Once your story looks the way you want it to, you even have the option to save it as an image on your mobile device.



- **Content Images:** 1080 x 1080 pixels | 1:1 – 4:5 Ratios

Once you click on the image you want to post, it'll appear at the top of your mobile device in a square format. If your picture is wider or taller than a square, then part of the image won't be inside of that square. To show a larger portion of the picture, click the double arrow in the bottom left corner of the image.

Instagram has many editing tools like changing the brightness, contrast, filters and more. But don't feel like you need to edit every single picture you post. Many of them, like this one we posted, don't need any editing – we just had to click those arrows to make the whole image fit.



## LINKEDIN

- **Profile Picture:** 300 x 300 pixels | 4 MB maximum file size | 1:1 Ratio

If the image that you're uploading as your profile picture isn't square, LinkedIn will center the image and add white around it in order to make the image square. So, an image that is taller than it is wide will have white added to the sides. An image that is wider than it is tall will have white added to the top and bottom.

- **Cover Photo:** 1,128 x 191 pixels | 4 MB maximum file size | 1.80:1 Ratio

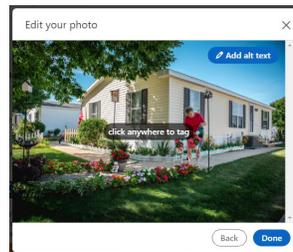
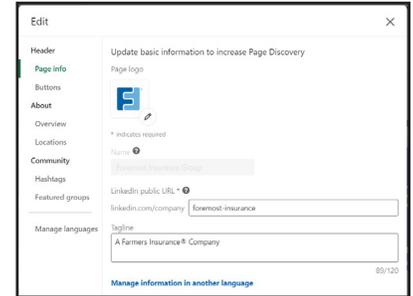
The only editing within LinkedIn that you can do to your cover photo is dragging to reposition the image. This comes in handy if your image is taller than the recommended size. That way you can reposition so the focus of the image is centered.

Remember, your profile picture may cover a small portion of your cover photo in web and mobile views.

- **Content Images:** 1,200 x 627 pixels | 1.91:1 Ratio

When uploading an image to post, you're only allowed to tag people or companies, or add alt (alternative) text. We highly suggest adding alt text to any image when you have the chance.

If someone is trying to look at your page, but your image isn't loading, the alt text will appear. When writing alt text for an image, use simple, direct descriptions that would be easy to understand and search for. Our alt text for this image would be "Mobile Home Park Sunny Day."



## TWITTER

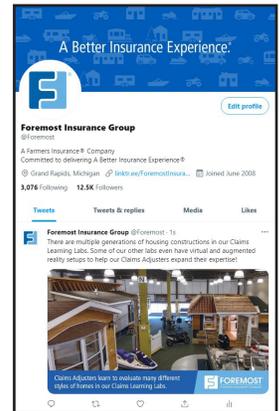
- **Profile Picture:** 400 x 400 pixels | Max file size is 2MB | 1:1 Ratio

There isn't much editing that you can do to your profile picture on Twitter. Your only options are zooming in and out, dragging to reposition or rotating the image.

- **Cover Photo:** 1,500 x 500 | Max file size is 5 MB | 3:1 Ratio

Twitter cover photos are pretty wide, but if you have an image that's too long, you're able to drag the image back and forth to the position you'd like. Other editing options are zooming in and out or rotating the image.

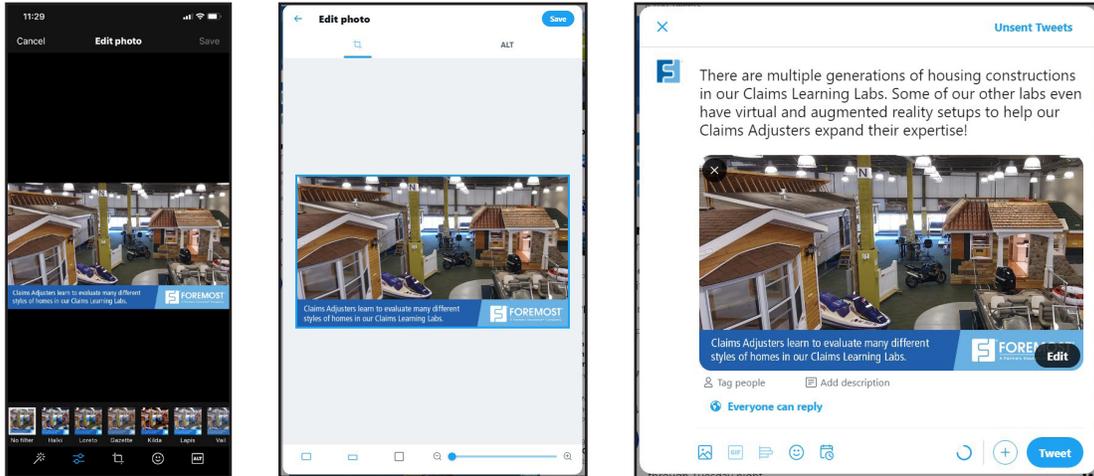
Remember, your profile picture will cover a portion of your cover photo in web and mobile views.



- **Content Images:** 1,200 x 675 (single image post) | Max file size is 5 MB | 16:9 Ratio

Editing capabilities for content images on Twitter depend on whether you're using a desktop or a mobile device. If you're on a desktop, you're able to crop the image, zoom in and out, reposition, tag people or companies, or add alt text. For example, our alt text for this image would be "Side by Side ORV Safety."

If you're using Twitter on your mobile device, editing options include using filters, cropping, repositioning, rotating, zooming in and out, adding stickers or alt text, or tagging a person or company.

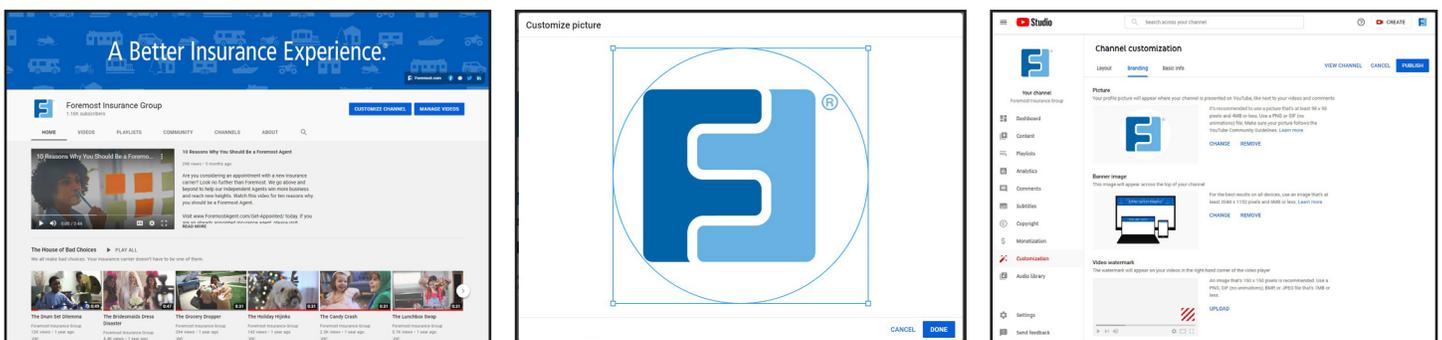


## YOUTUBE

- **Profile Picture:** 98 x 98 pixels | Max file size is 4 MB | 1:1 Ratio

Changing your agency's profile picture on YouTube is slightly different depending on if you're using a desktop or a mobile device. When using a desktop, you can zoom in or out, or reposition the center of the image since it'll be a circle.

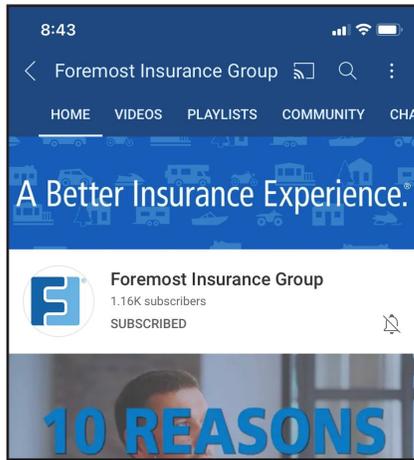
On your mobile device, you're able to zoom in or out. If the image you're uploading is wider than it is tall, YouTube will add a black background behind the image.



- **Cover Photo:** 2,048 x 1,152 pixels | Max file size is 6 MB | 16:9 Ratio

Updating your YouTube cover photo is simple, but there aren't many editing options. Once you've uploaded your cover photo, lines will appear that show you what portion of your image is viewable on all devices, viewable on desktop and viewable on TV. You can move these lines to crop out parts of your image.

Remember, your profile picture will cover a portion of your cover photo in web and mobile views.



Use these tips to build a better brand image on your social media pages. It'll take time and some getting used to, but it's worth the investment and will greatly improve your agency's online presence. For more great social media pointers, visit [SocialMediaSuitcase.com](https://www.SocialMediaSuitcase.com)!

Sources: <sup>1</sup><https://bit.ly/3iyOUAt>, <sup>2</sup><https://bit.ly/3hWFAHx>, <sup>3</sup><https://bit.ly/36WX2Fv> & <sup>4</sup><https://bit.ly/3hWEIb9>

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