



Social Media

FACEBOOK & INSTAGRAM

*IMAGE SIZING

*APPS

*SCHEDULING CONTENT

*INSIGHTS

*TIPS & TRICKS

FACEBOOK

Profile Picture: 180 x 180 (Displays 170 x 170 on Desktop)

- ▶ Must be at least 180 x 180 pixels.
- ▶ Photo will appear on page as 170 x 170 pixels on desktop, 128 x 128 on smartphones, and 36 x 36 on most feature phones.
- ▶ This space would be perfect to place your logo.

Cover Photo: 820 x 462

- ▶ Appear on page at 820 x 462 pixels. Anything less will be stretched or cropped to fit.
- ▶ For best results, upload an sRGB JPG file less than 100 KB.
- ▶ Facebook GROUP Cover Photo: 1640 x 922

Facebook Cont.

Event Image: 1920 x 1080 (Recommended)

- ▶ Facebook will scale down to minimum dimensions: 470 × 174.
- ▶ This image is on your Facebook created event.
- ▶ This will be the header of the event.

Keep in mind, with Facebook always changing layouts, these sizes can vary.

Instagram

Profile Picture: 110 x 110

- ▶ Appear on your profile at 110 x 110 pixels.
- ▶ Square photo: make sure to maintain an aspect ratio of 1:1.
- ▶ This space would be perfect to place your logo.

Photo Sizes

- ▶ Square: 1080 x 1080
- ▶ Landscape: 1080 x 566
- ▶ Portrait: 1080 x 1350

Instagram Cont.

Video

- ▶ Video Length : 60 Seconds
- ▶ IGTV: 1080 x 1920
- ▶ Play with Instagram Reels & IGTV for video fun and creations.
- ▶ **Instagram Stories: 1080 x 1920**

Apps & Programs To Create Content

Here are just a few apps that are a great way to add words to your images, or aid in the process of creating content. Some are free, some require payment.

- ▶ Piclay : Great for layouts
- ▶ Word Swag : Add words to any image
- ▶ Layout
- ▶ SquareSize : Turn any image to a square
- ▶ Werble : Add movement to any image
- ▶ Boomerang
- ▶ VSCO
- ▶ Over
- ▶ Canva : Perfect for all your marketing purposes

Scheduling Content

Schedule your content and save yourself time. Here are a few platforms to look into:

- ▶ Buffer
- ▶ Hootsuite
- ▶ Sprout Social
- ▶ Later
- ▶ Planable

Why schedule your content?

Scheduling your content can be time consuming, but will free up time for other marketing duties in the mean time. This will also allow you and your followers to stay engaged.

INSIGHTS: FB & IG

WHY MEASURE INSIGHTS?

- ▶ Leverage insights to create better content.
- ▶ Use insights for optimizing your strategy with social media measurement.
- ▶ Better engage your audience
- ▶ Likes and comments are perhaps the most straightforward engagement metrics to measure and assess.
- ▶ Watching your analytics is a solid starting point for learning what's engaging fans and followers.

INSIGHTS: Facebook

Facebook Insights to track:

- ▶ Page Previews
- ▶ Page Views
- ▶ Post Reach
- ▶ Post Engagement

There are more than just this, but this is a great place to start.

INSIGHTS: Instagram

Instagram Insights to track:

- ▶ Followers
- ▶ Reach
- ▶ Impressions
- ▶ Profile Visits
- ▶ Website Clicks
- ▶ Growth
- ▶ Age
- ▶ Gender
- ▶ Hashtags and where your viewers came from

There are more than just this, but this is a great place to start.

Tips & Tricks

▶ Location

- ▶ Always put a location, this will assist with searches. This could help your engagement rate as well. It could give you more exposure and attract customers with minimal effort.

▶ Hashtags

- ▶ Hashtags allow your posts to become more discoverable. Make sure they are relevant to your brand and whatever you're posting. Use popular AND non popular hashtags.

▶ Tagging

- ▶ Tagging will allow cross promotion. Tagging someone will ensure they see the notification and hopefully pull them to engage and reshare.

Tips & Tricks Cont.

- ▶ Followers
 - ▶ You don't need to buy them. Let them come to you organically.
- ▶ Cross Promotion
 - ▶ Promote your customers, Promote your suppliers
 - ▶ Tag them in posts for cross promotion.
- ▶ Insights
 - ▶ Utilize your insights to help you grow your business.

CalFlowers

**Keeping up with social media can be a task in itself.
It is always evolving and always changing.**

We hope this helps you learn, grow, and expand your business.