



Social Media for Clubs Tips & Tricks

- Know Your Audience – Focus on that Channel
- Have a Plan
- Schedule/Use a Service
- Monitor – but take the highroad
- Add a photo – use your camera - Know Your Sizes

Facebook

Cover photo: 851 x 315

Profile picture: 160 x 160 (upload as 180 x 180)

App icons: 111 x 74

Timeline: 504 x height is up to you (shared image), 484 x 252 (shared link)

News feed: 470 x 394 (shared image), 470 x 246 (shared link)

Twitter

Header image: 1252 x 626, 1500 x 500 (redesign)

Profile picture: 250 x 250

Image in feed: 1024 x 512

Google+

Cover photo: 1010 x 608, 480 x 270 (min), 2120 x 1192 (max)

Profile picture: 250 x 250

Image post: 4:3 aspect ratio (800 x 600 min)

- Add Social to Your Websites, presentations, e-mails
- Update Your Avatar
- Update Your Bio
- Use a Hashtag (but don't get #CRAZY)
- Use Analytics to improve posts

