Social Assurance®

Adopting the **"photo or it didn't happen"** mentality ensures that moments won't go to waste. Help your team gather great content and capture the moments you need to tell a story.

Capturing Events Checklist

- ☐ Behind the scenes photo
- ☐ Photo with event logo
- ☐ Landscape oriented photo
- ☐ Portrait oriented photo
- ☐ Staff group photo
- ☐ 10 second video clip

Content Brainstorming

What holidays are coming up?
What promotions are you running?
Tell a story through pictures.
What events are you attending?
What happened this week?
Who is someone you can hightlight?
Try something new, then talk about it.
What is happening in your community?

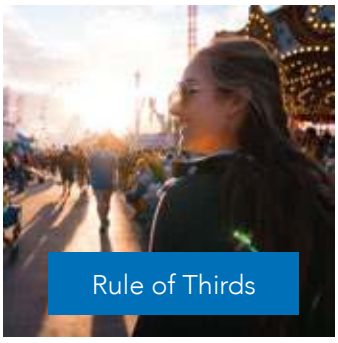

Image Types	What it Says
Home Exterior & Decor	Need a loan for home improvement?
Travel	Need an escape? We can help you save for it.
Pets	We love our customers and their pets.
Students	School is expensive. Need a student loan?
Community Events	We support our local community.
Motorcycles, Boats, etc.	We can help you finance a fancy toy.
Local Businesses	We support local businesses.

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SOCIAL MEDIA IMAGE SIZES

All sizes are measured in pixels.

FACEBOOK IMAGE SIZES

PROFILE PICTURE:
160 x 160

AD OR LINK IMAGE:
1200 X 628

COVER PHOTO:
DESKTOP: 820 X 312
MOBILE: 820 X 461

PHOTOGRAPH:
940 X 728

INSTAGRAM IMAGE SIZES

PROFILE PHOTO:
180 X 180

PHOTO OR POST:
1200 X 1200

STORY:
1080 X 1920

TWITTER IMAGE SIZES

PROFILE PHOTO:
400 X 400

COVER PHOTO:
1500 X 500

IN STREAM PHOTO:
1024 x 512

LINKEDIN IMAGE SIZES

PROFILE PHOTO:
200 X 200

COMPANY COVER PHOTO:
1536 x 768

SHARED IMAGE OR LINK:
1104 x 736