

# Social media image template

Use this template to size existing images or create new images to use in social media.

## To size **existing** images

On the following pages, select the image size you need, then click the photo icon at the center of the image placeholder:

*Insert or Drag and Drop Your Image*

Drag-and-drop **or** browse for images by clicking on the placeholder.

To adjust the photo you inserted:

1. Click once to select the photo, then right click on it.
2. Click Crop.
3. Click and hold to slide the photo. Once done, click outside of the image.

Right click on inserted image and click **Save as Picture** to save the image.

The saved image is now ready in the required aspect ratio to be used for your social media posts.



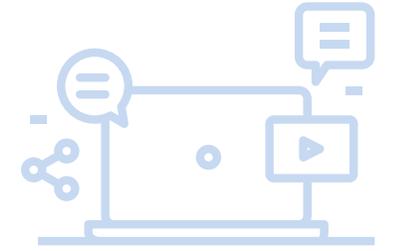
Twitter



Facebook



Instagram



## To create **new** images

Insert icons, illustrations, text, or photos inside of the image outline.

**To change the background color**, click on the outline to select it, then right click, select Fill, and choose a color.

When you are done creating your image, press and hold **CTRL** while you **click** all of the shapes, pictures, or other objects inside of the outline, including the outline and background. Right click, then select Group > **Group**.

Once done, right click on the grouped image and click **Save as Picture** to save the image.

The saved image is now ready in the required aspect ratio to be used for your social media posts.

## How to Insert your Local's logo on the Master Slide

 View → Slide Master





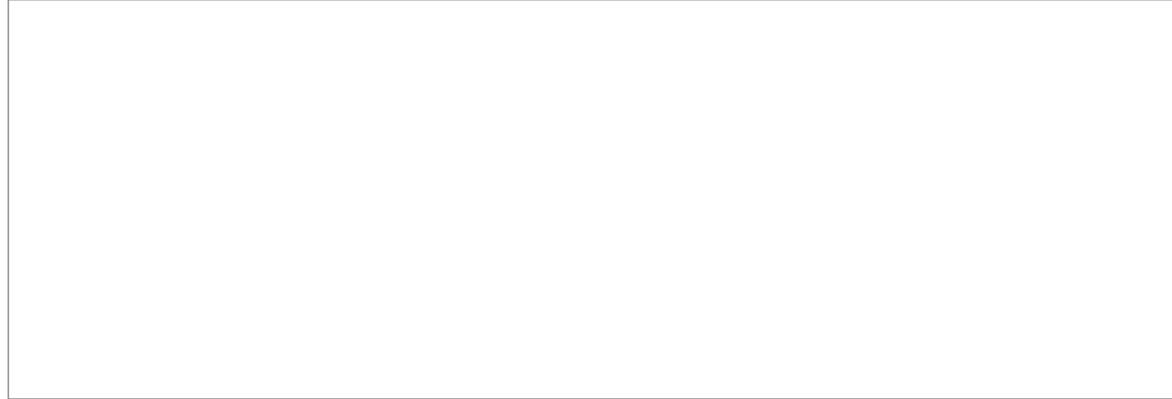
# Create new images for Twitter



## Header image

3:1 aspect ratio

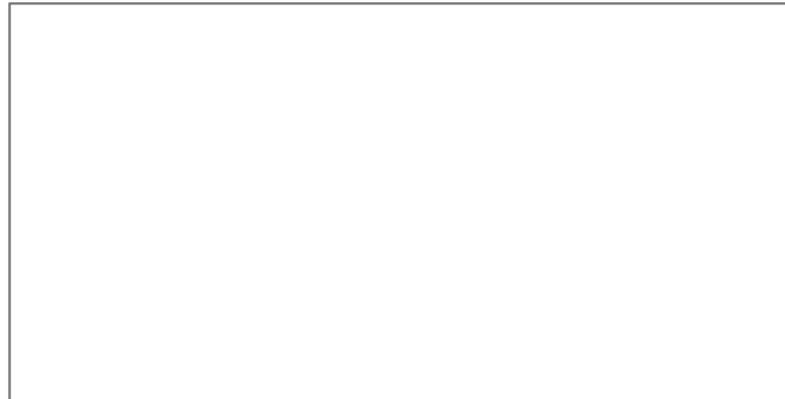
1500 x 500 pixels – optimal size



## In-stream image

2:1 aspect ratio

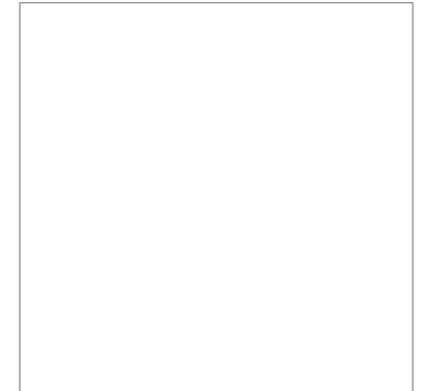
506 x 253 pixels – optimal size



## Profile image

1:1 aspect ratio

400 x 400 pixels – optimal size





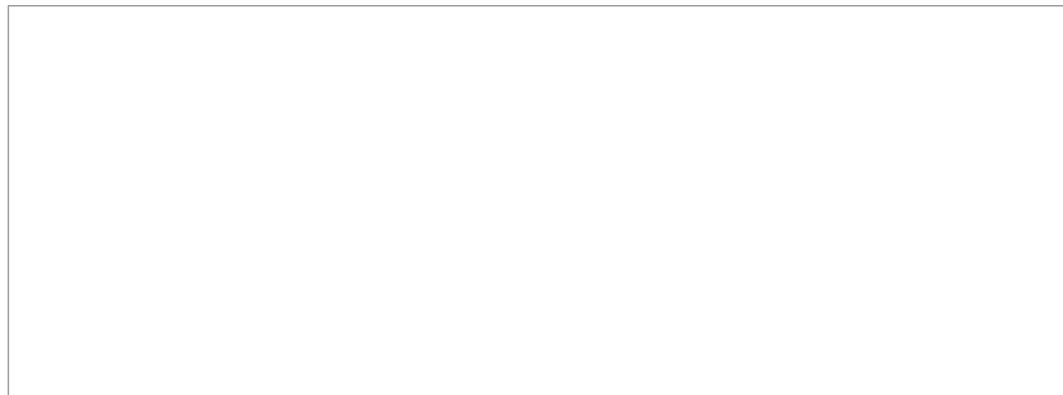
# Create new images for Facebook



## Cover image

851:315 aspect ratio

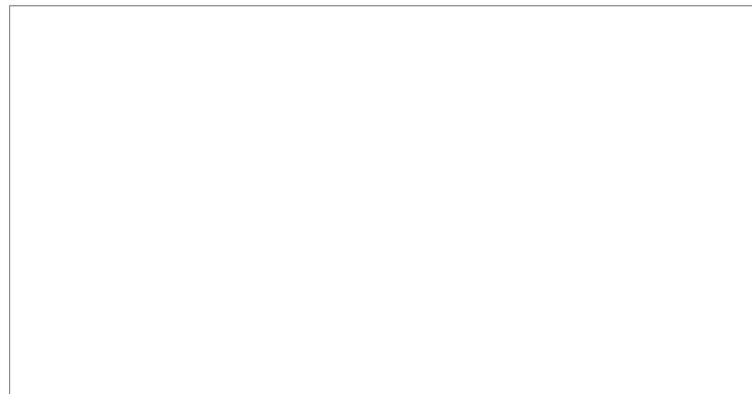
851 x 315 pixels – optimal size



## Shared image

40:21 aspect ratio

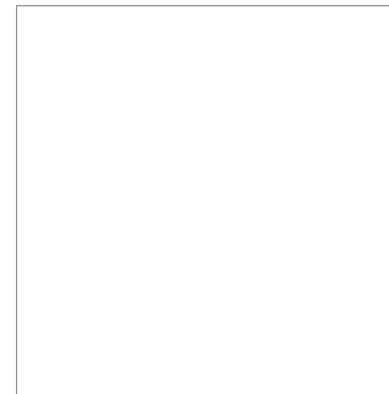
1200 x 630 pixels – optimal size



## Profile image

1:1 aspect ratio

180 x 180 pixels – optimal size



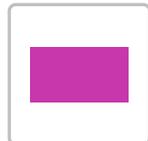
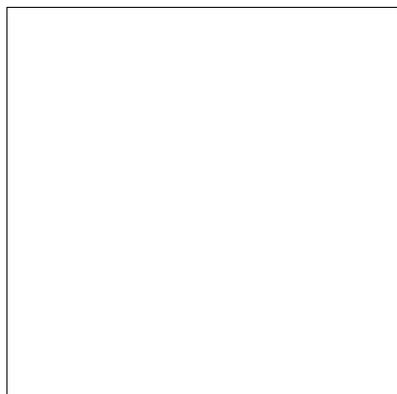


# Create new images for Instagram



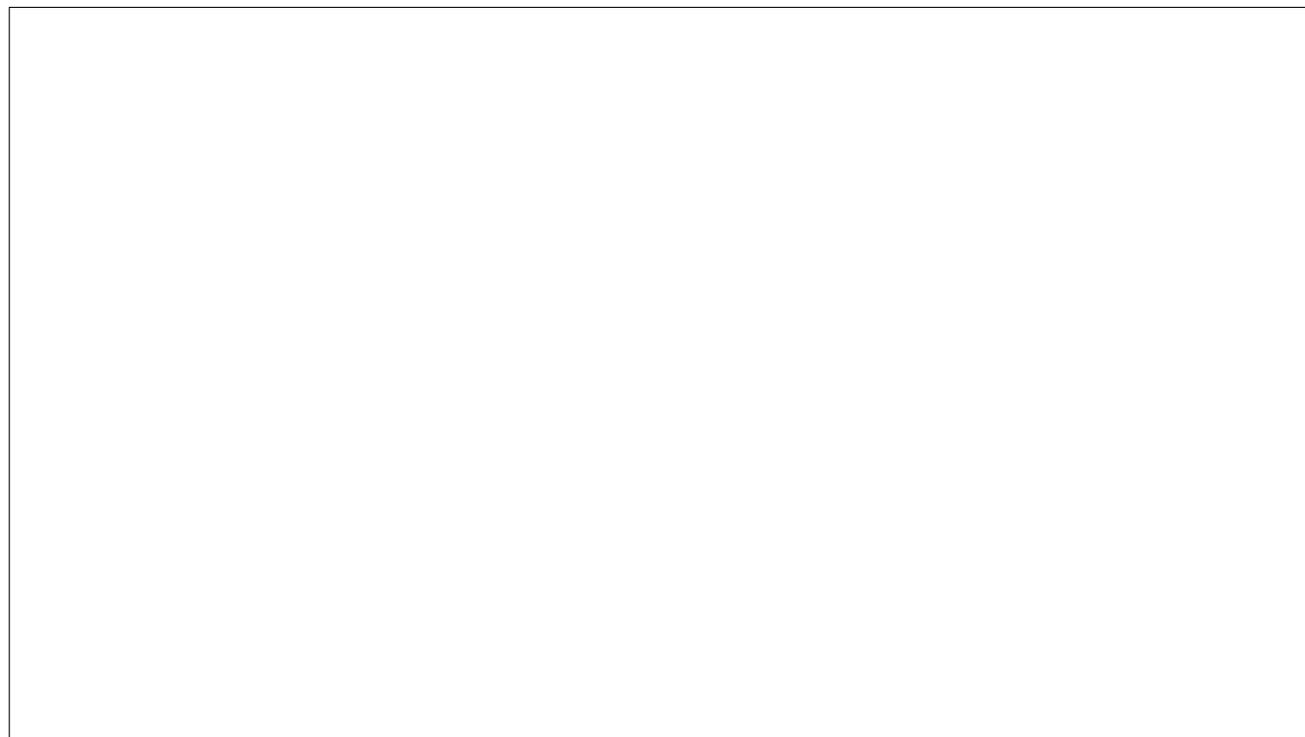
## Profile image

1:1 aspect ratio  
400 x 400 pixels - optimal size



## In-stream wide image

16:9 aspect ratio  
1920 x 1080 pixels - optimal size



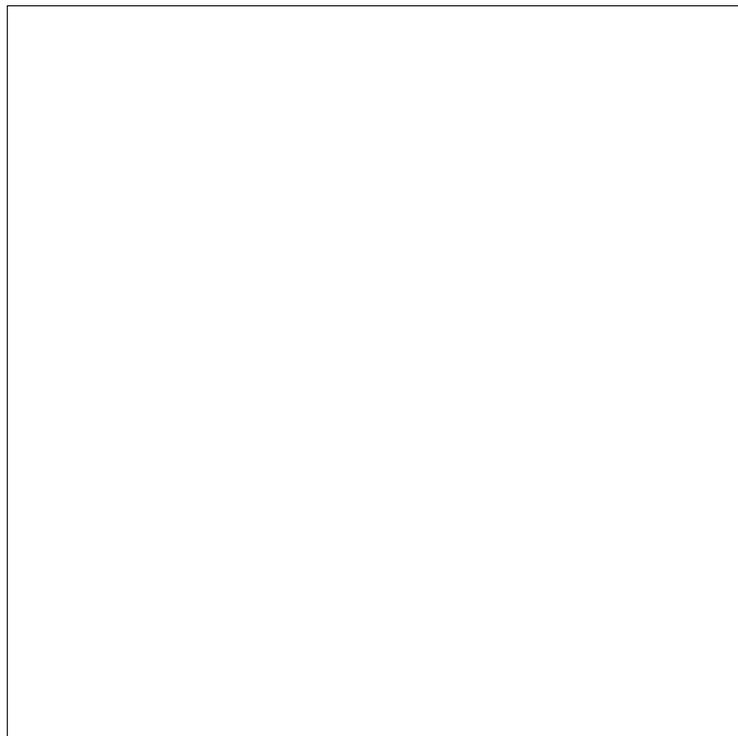


## Create new images for Instagram .2



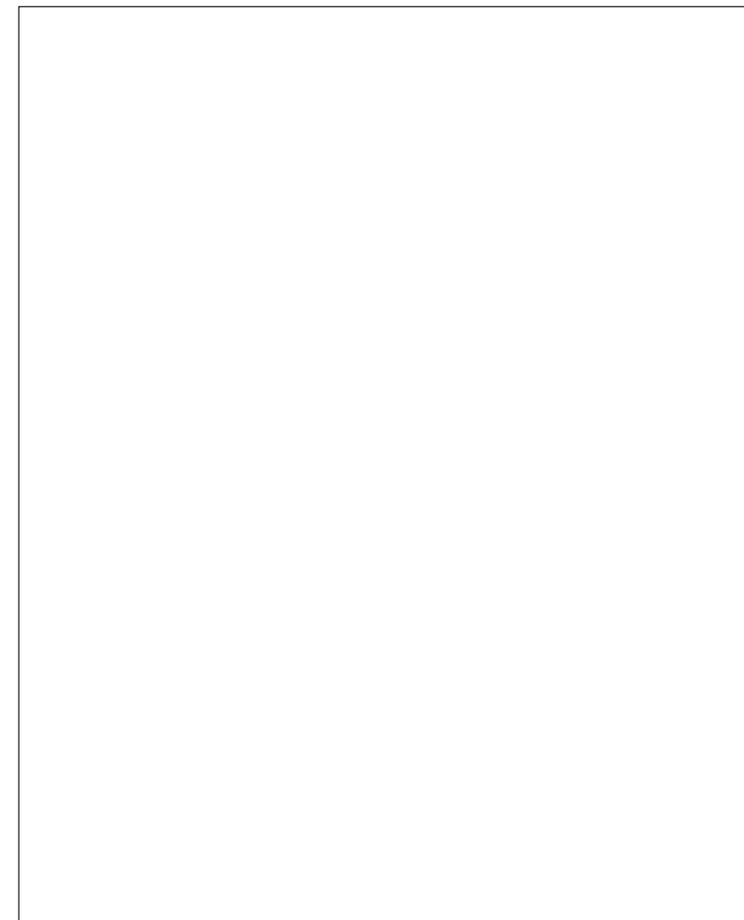
### **In-stream square image**

1:1 aspect ratio  
1080 x 1080 pixels -  
optimal size



### **In-stream tall image**

4:5 aspect ratio  
1080 x 1350 pixels -  
optimal size



Customize this Template

# Template Editing Instructions and Feedback