

Quick Guide to Facebook for Rotary Members



As of October 2017

Posts

- Use a #Hashtag - #club, #Rotary, #PeopleofAction
- Use Personalization/relatability (first names)
- Feature the beneficiaries, if using a local photo
- Utilize People of Action images/short Rotary videos (2 minutes or less) – available in the Rotary Brand Center.
The Path: [Rotary.org](#) > [My Rotary](#) > [Brand Center](#) > [Materials](#) > [People of Action](#)
- Show community action/interaction happening in local photos
- Use action verbs in the post: Teaching kids to read in (location)
- Use of People of Action message/key words
- Use of club name - Richmond Rotary - We Are #PeopleofAction!
- Include a Call to Action – Share this, Join us, Check us out, Meet us at (location)
- Post to Pages you follow and Groups you have joined/Ask others to share

Facebook Photos: Upload Sizes

Post (shared) Image: Optimal size is 1,200 x 630 pixels. These guidelines will help you select and edit your shared images for optimum quality:

- Recommended upload size is 1,200 x 630 pixels.
- Will appear with a maximum width of 470 pixels in Facebook feed.
- Will appear on a Facebook page with a maximum width of 504 pixels.

Shared Link: Facebook recommends that the ideal size for a shared link thumbnail is 1200 x 628px, as this will best serve high resolution viewing.

Profile Photo: The image you upload should be 340 x 340 pixel for optimum clarity on retina screens. This is twice as large as profile images are displayed on desktop.

Cover Photo: Uploading a 1656 x 930 pixel image ensures that your cover photo will be fully optimized for high resolution devices, and will also accommodate the differing formats of desktop and mobile cover photos.

Event Image: To ensure the best display across all devices, the event image you upload should once again be twice as large as the displayed image's size. This means uploading a 1000 x 524 pixel image for your event.

To check the pixel size of a photo: Right-click if you are using a PC or Ctrl-click if you are using a Mac. Choose Properties on the menu. Click the Details tab.

If your photos aren't the right pixel size: try an online photo editor. Two easy and free options (both allow a limited number of photos sized free per month) are [Stencil](#) and [Snappa](#).