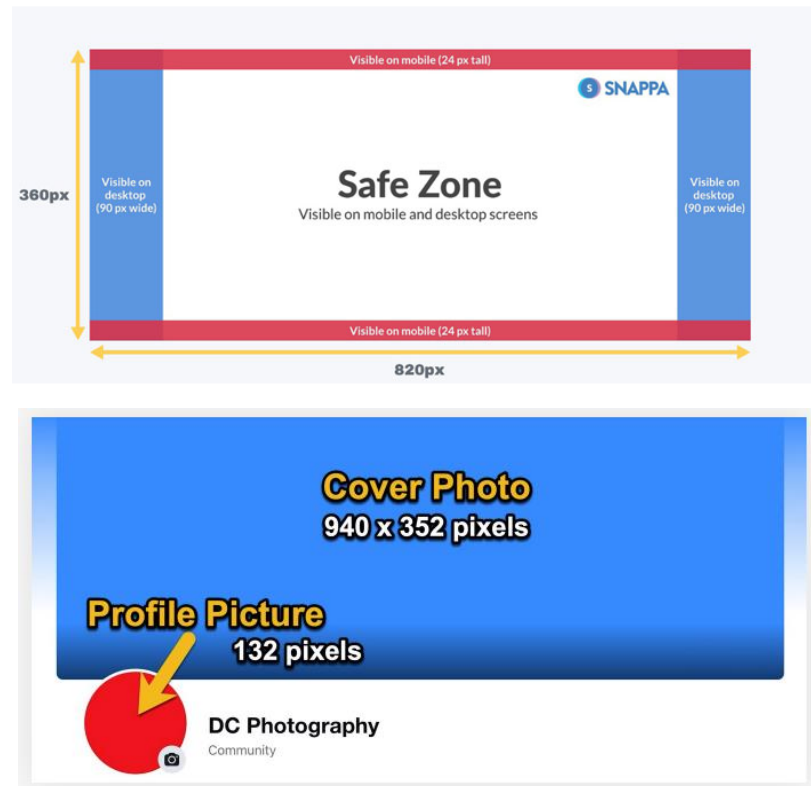


# Graphics Needed for Seminar Marketing Campaigns (rev 4)

**FACEBOOK COVER PHOTO** - *This is a new image.*



What we need & Notes	What we need & Notes
<b>FB Classic Layout – No longer used</b> 820 x 360 24 pixel top/bottom safe zone 90 pixel left/right safe zone Any 16:9 ratio image <a href="https://www.socialpilot.co/blog/social-media-image-sizes">https://www.socialpilot.co/blog/social-media-image-sizes</a> Pro tip: “Using a cover size of 820 x 360 and putting important elements in safe zone that is 640 x 312 is advisable.” Most of the time, the cover photo is just that – a photo. However, as part of our seminar promotions, we should be using a modified banner ad for the cover photo.	<b>FB New Layout</b> 1800 x 704 (best quality) 940 x 352 (minimum) <a href="https://havecamerawilltravel.com/photographer/images-photos-facebook-sizes-dimensions-types/">https://havecamerawilltravel.com/photographer/images-photos-facebook-sizes-dimensions-types/</a> <ul style="list-style-type: none"> <li>• Image display is responsive to size of browser window and device screen.</li> <li>• There is a narrow band of graduated shading at the bottom of the image. Do not include important content there.</li> <li>• The profile picture overlays the cover photo very slightly.</li> </ul>

**FACEBOOK EVENT COVER PHOTO**

## Graphics Needed for Seminar Marketing Campaigns (rev 4)

Notes	What we need
<a href="https://havecamerawilltravel.com/photographer/images-photos-facebook-sizes-dimensions-types/">https://havecamerawilltravel.com/photographer/images-photos-facebook-sizes-dimensions-types/</a>  Don't use fonts that are too small – displayed image is scaled down.	1920 x 1080 (upload image) 16:9 aspect ratio 500 x 262 (displayed image)  No call to action text

### FACEBOOK POSTS (AKA: Shared Link Thumbnails)

Notes	What we need
One image per seminar is needed <i>as a backup option</i> if for some reason we can't link to the event web page or a blog post. When included in a post, this image will not link to anything, so no call to action text should be included.  <b>Usage:</b> In general, DGS Facebook posts will include brief text and link to the event webpage or a blog post. Facebook should pull the featured image and some page text.  Facebook will trim the featured image photo. Need to leave some space on the sides.	1200 x 628 1.9:1 aspect ratio  No call to action text  <b>New FB Layout:</b> <ul style="list-style-type: none"> <li>• Displayed image: 500 x 261</li> <li>• <i>Same aspect ratio</i> as classic layout.</li> </ul>

### WEBSITE BLOG FEATURED IMAGE

Notes	What we need
Facebook and twitter will trim the featured image photo. Need to leave some space on the sides.  Idea: Use different CTA images at appropriate times in the campaign.	600 x 315  3 images: <ol style="list-style-type: none"> <li>1. No call to action text</li> <li>2. More Info text</li> <li>3. Register text</li> </ol>

## Graphics Needed for Seminar Marketing Campaigns (rev 4)

### WEBSITE BLOG INLINE IMAGES

<i>Notes</i>	<i>What we need</i>
<p>This is a new image.</p> <p>Usage: As a header for all blog posts for a seminar.</p>	<p><b>Seminar Ad</b></p> <p>2250 x 300</p> <p>No call to action text</p>
<p>These are new images.</p>	<p><b>Speaker Headshot(s)</b></p> <ul style="list-style-type: none"> <li>• Individual headshot(s): 600 x 600</li> <li>• Single strip of headshots Height: 600</li> </ul>

### WEBSITE BUTTONS

<i>Notes</i>	<i>What we need</i>
<p>Idea: To ensure consistency in theme colors for each seminar/event.</p> <p>Usage:</p> <p>Buttons on event webpage and blog posts link this way:</p> <ul style="list-style-type: none"> <li>• Register-&gt;Neon</li> <li>• Register by mail -&gt;Media Center Flyer</li> <li>• More info-&gt;Event webpage</li> </ul>	<p>Height: 45 pixels</p> <p>3 buttons with call to action text:</p> <ol style="list-style-type: none"> <li>1. Register</li> <li>2. Register by mail</li> <li>3. More info</li> </ol>

### THEMED IMAGE LIBRARY

<i>Notes</i>	<i>What we need</i>
<p>Idea: To ensure consistency in theme colors for each seminar/event.</p> <p>Usage:</p> <p>Include in flyer, direct mailings, website, and blog</p>	<ul style="list-style-type: none"> <li>• Dividers</li> <li>• Images used in brochure</li> </ul>

## Graphics Needed for Seminar Marketing Campaigns (rev 4)

### FLYER

<i>Notes</i>	<i>What we need</i>
<p>Use the same image as the seminar ad for blog posts (2250 x 300). The flyer goes into the Media Center.</p> <p>Usage:</p> <p>Buttons in Vertical Response direct mailings to both DGS mailing lists and other organizations:</p> <ul style="list-style-type: none"><li>• Register by mail button-&gt;Media Center Flyer→ People print and mail</li><li>• <a href="#">Example</a></li></ul> <p>Could link to the event brochure instead of flyer but the writing space is a bit small.</p>	N/A

### eNEWS

<i>Notes</i>	<i>What we need</i>
<p>This is a new image.</p> <p>Idea: One themed image would be created for use in all newsletter articles about the seminar.</p> <p>Image size is specified in the <a href="#">DGS Publication Guidelines</a>.</p>	600 x 600

### WEBSITE EVENT PAGE FEATURED IMAGE

<i>Notes</i>	<i>What we need</i>
<p>This will be the same as the featured image(s) created for the website blog posts.</p>	N/A

## Graphics Needed for Seminar Marketing Campaigns (rev 4)

### VERTICAL RESPONSE: HEADER

<i>Notes</i>	<i>What we need</i>
<p>This is a new image.</p> <p>Whatever the image size is, it will be resized in VR to the width the template dictates. Currently this is 598.</p> <p>Usage: Standardized template for each seminar.</p>	<p>The size of the image used in eNews header would be fine as eNews uses same VR Template.</p> <p>Width: 598</p>

### VERTICAL RESPONSE: FOOTER

<i>Notes</i>	<i>What we need</i>
<p>This is a new image. It is the image of Dallas skyline with DGS logo – but in seminar theme colors.</p> <p>Whatever the image size is, it will be resized in VR to the width the template dictates. Currently this is 598.</p> <p>Usage: Standardized template for each seminar.</p>	<p>Width: 598</p>

### VERTICAL RESPONSE: SPEAKER IMAGES

<i>Notes</i>	<i>What we need</i>
<p>Individual head shots and strip image if more than one speaker. Will use same speaker images as in blog posts.</p>	<p>N/A</p>

### INSTAGRAM

<i>Notes</i>	<i>What we need</i>
<p>This is a new image.</p>	<p>1080 x 1080</p>

## Graphics Needed for Seminar Marketing Campaigns (rev 4)

### TWITTER CARD IMAGE

Notes	What we need
<p>Twitter may trim the featured image photo. Need to leave some space on the sides.</p> <ul style="list-style-type: none"><li>• This may not be true with 2020 recommended size and aspect ratio</li><li>• The 2017 Standard size for twitter card images in feed: 1024 x 512 - 2:1</li><li>• 2020 image Twitter card images shown in the feed are 1.91:1. Recommended: 1200 x 628.</li></ul> <p>Source: <a href="https://louisem.com/217438/twitter-image-size">https://louisem.com/217438/twitter-image-size</a></p> <ul style="list-style-type: none"><li>• 2:1 is no longer the correct Twitter news feed image size!</li></ul> <p>Usage:</p> <p>In general, tweets will include brief text, speaker(s)' @username, 1 or 2 hashtags, and link to the event webpage or a blog post. Twitter will pull the featured image and some page text.</p>	<p>1200 x 628</p> <p>Aspect ratio: 1.91:1</p> <ul style="list-style-type: none"><li>• <i>Same size as Facebook</i></li><li>• <i>No additional image needed</i></li></ul>

### TWITTER – TWEETED IMAGE

<p>This is an image included in a tweet but not linked to a web page. This is not a twitter card.</p> <p>Usage:</p> <p>One image for a seminar is needed as a backup in case the twitter card does not link to a web page as expected.</p> <p>Tweets will include brief text, speaker(s)' @username, 1 or 2 hashtags, a shortened link address (URL) to the appropriate web page, and this image.</p>	<p>1200 X 675 - Aspect ratio: 16:9</p> <p>Image width/height: Minimum 600 X 335 pixels, although larger images (for example) will be better optimized for when users click to expand images.</p>
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