## Using Images on Social Media





# With over 67% of the UK population on social media it is important to ensure you communicate effectively with the use of images.

Choosing your visuals carefully for social media is essential to optimise results. Studies have shown that Facebook posts with images see 2.3 times more engagement than those without images and tweets with images receive 150% more retweets than tweets without.

Not only does imagery help enhance performance, but also provides an opportunity for you to convey your business through branded profile photos, banners and posts.



1500x500px

Header photo 830x312px

1192x220px

Event banner 1920x1080px

### What We Offer

Our toolkit has a range of the following templates available to be white-labelled specifically to your brand:

- LinkedIn profile banner
- Image optimised for social advertising

#### Tips

- Brand your graphics to company colours, fonts and logo
- Use a range of high-quality royalty-free images sourced on platforms like **Unsplash**, **Pixabay** and **Shutterstock**
- Images with people generate more engagement

#### **Shared Images**

'Shared images' can be attached to your updates and will be the type of image you use the most.

A social media post with a photo is likely to get <u>10 times more</u> <u>engagement</u> than those without which is why the sizing is vital for

ensuring your whole image is in frame, clear and visible on both mobile and desktop devices.



On Social media visuals perform better than text, so think more visually. Choose images that are related to the message you are posting but also to your audience. Opt for visuals that attract your target audience attention, and drive them to stop to read your message.

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