# Make Your Images Pop

Three seconds. That’s how long someone will glance at a social media post before deciding whether to read more or scroll on by. So how do we grab their attention?

Answer: photos and images. In many cases, people will notice a photo or image long before reading any text — or may even skip the text completely.

Make the best of your three seconds by using images with:

- **Colorful, distinct backgrounds.** Images with white or transparent backgrounds (like photos of a product on a white backdrop) blend in with white margins and don’t stand out.

- **Very little text overlay (or — even better — none at all).** The more text, the more an image looks like an ad. And in the case of Facebook, if more than 30 percent of an image is text, it won’t reach the intended audience even with a paid promotion.

- **People, especially kids.** People recognize other people. With them, your photo is more relatable and memorable. Connect people with the emotion behind your call to action.

- **A broad, international appeal.** Avoid seasonal images (falling leaves, snow, etc.) that won’t resonate with people who live in regions with different climates, or in the Southern Hemisphere, where seasons are opposite those in North America and Europe.

Each social platform has recommended sizes for images to ensure they look best on desktop and mobile devices.

## FACEBOOK IMAGE SIZES

<table>
<thead>
<tr>
<th>Platform</th>
<th>Minimum Size</th>
<th>Cover Photo Size</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook Profile</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For personal pages</td>
<td>851 x 310 px</td>
<td></td>
</tr>
<tr>
<td></td>
<td>180 x 180 px (min size)</td>
<td></td>
</tr>
<tr>
<td><strong>Facebook Group</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(discussion/forum)</td>
<td>820 x 428 px</td>
<td></td>
</tr>
<tr>
<td><strong>Facebook Event</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1920 x 1080 px (Shows in feed as 470 x 174)</td>
<td></td>
</tr>
<tr>
<td><strong>Facebook Posts</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1200 x 630 px (on timeline: 487 x 255)</td>
<td></td>
</tr>
<tr>
<td><strong>Facebook Company/Organization Page</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>820 x 312 px</td>
<td></td>
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<tr>
<td></td>
<td>180 x 180 px (min size)</td>
<td></td>
</tr>
</tbody>
</table>

**Default:**

- Share Square Image 1080 x 1080 px

This image size can be used for Facebook and Instagram. When in doubt, use this size.
**LinkedIn Image Sizes**

**LinkedIn Profile**
- Profile Picture: 300 x 300px (min size)

**LinkedIn Posts**
- Cover Photo: 1584 x 396px (1350 x 220 px safe area)

**LinkedIn Profile Page**
- Cover Photo: 1584 x 396px (1350 x 220 px safe area)

**LinkedIn Posts**
- Share Image: 520 x 320px

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**Pinterest Image Sizes**

**Pinterest Profile**
- Profile Picture: 165 x 165px (min size)

**Pinterest Posts**
- Share Pin: 1080 x 1080px
- Board Display: 222 x 150px
- 100 x 100

**Pinterest Stories**
- 1080 x 1920px

**LinkedIn Stories**
- 1080 x 1920px

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**Twitter Image Sizes**

**Twitter Profile**
- Cover Photo: 1500 x 500px (1263 x 421 px safe area)
- Profile Picture: 400 x 400px (min size)

**Twitter Posts**
- Share Image: 1200 x 675px

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**Instagram Image Sizes**

**Instagram Profile**
- Profile Picture: 150 x 150px

**Instagram Posts**
- Share Square Image: 1080 x 1080px
- This image size would also work for Facebook.

**Instagram Stories**
- 1080 x 1920px
Like the images you use, your text should grab people’s attention right away. And it should be accessible to anyone who might see it. The following tips can help you write compelling posts on all social media platforms:

**Avoid acronyms.** A potential member or community partner might not know what MNT, LTG or ICON is, and seeing acronyms makes us seem closed off.

**Keep the member in mind.** Any content that’s aimed at club or district officers — such as reminders, updates to reporting systems, etc. — shouldn’t be shared on social media. All social media content should be valuable and inspiring to all members, not just Kiwanis leadership.

**Use words that evoke emotion.** Which excites you more: “receive funding” or “get money”? If you’re raising funds, the word “money” evokes a bigger emotion than dry business jargon. (Go one step further and include the amount of money for the biggest initial reaction.) Pick words that connect people with your cause and call to action, not just the words you use in office conversations.

**Shape posts to be shareable.** People share posts that make themselves look good or cover topics that resonate with them and their network. Whenever possible, write posts that would be interesting and/or helpful to all audiences, not just Kiwanians. Examples of topics: “Did you know volunteering helps you live longer?” “7 steps to raising more money for causes you love,” “Service projects you can do in one weekend,” “How you can help kids globally — without leaving your neighborhood.” (Bonus: These types of posts position us as thought experts, which we are!)

**Leave a little surprise.** We want readers to click on our links, so write posts more like teasers than summaries. And avoid BuzzFeed-style sensationalism: When readers click and read the link, we should fulfill any questions or promises we make in our teaser.