

# THE HOW TO OF

# Images

**Images** are the means in which you are conveying your message. The text is great but it's not what holds the attention.

The platforms you post to require different dimension. Which is important to consider before you start!

## JPG OR PNG?

It's easy enough to interchange these two, but they're quite different from each other.

- **JPG** is often the go-to format for posting to a lot of different platforms.
- **PNG** is a large file type and the best for posting without backgrounds.

## OPTIMISATION FOR WEBSITES

When deciding on what you want to use your image for, first you need to consider if you're going to use this as well for your website. Websites need to be fast, so you will need to optimise the image. You can use: Photoshop to export to web legacy or a tool like tiny jpg for great results.

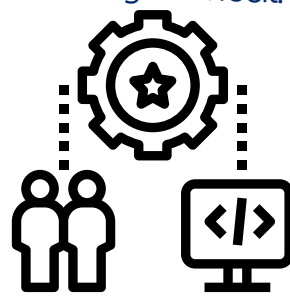


## DIMENSIONS MEANS SIZE

The size of the image needs to be different for most platforms. Let's get those for the usual ones.

- Facebook horizontal 1200 x 628 px
- Instagram Square 1080 x 1080 px
- Pinterest 1000 x 1500 px
- Websites \*depends on placement but make sure you optimise it.

Sometimes these can change year on year so make sure you check!



## BRANDING

Do you put your watermark on your images? That is completely up to you. Do you like to see other peoples watermarks on images you see?

Your Company

Copyright

## MAKE IT YOURS

Making original images means you stand out. Sometimes just putting colour over the top of an image you took can make it look different and stand out more. Test Test Test

