



Multi-platform guidelines details and information for the tech savvy

Platforms we can publish to:

- Bulletin; this is paper version in mass, but also available online each week. Ministries details are listed in the calendar section of the bulletin. There will be rotation schedule for ministries blurbs in the ministry section. This is seen online by Friday prior to weekend mass and available in the Parish every weekend and the PMC for the week following.
- Parish Calendar; All calendaring still goes through Joanna. This line item is to add to the online calendar, that is also in the bulletin. This calendar can be subscribed to through the website. It also shows in a side section of the Narthex screens. This is seen by the next business day after posting.
- Website – Ministry; Does your ministry have a page already? We can update your information/graphic for you for current info. If you just need to update your content, please submit all new for accuracy. Seen immediately after posting.
- Website - Featured Event; Online there is a special section on the right of most of our pages as well as the main page, that show our featured events. A little image to go with your blurb is helpful to quickly identify your event. Seen immediately after posting.

- Website - Main page “Please Note”; This section is generally for parish info needing to be seen right away. Seen immediately after posting.
- Narthex screens; The 2 screens in the Narthex rotate information every 7-15 seconds broadcasting upcoming events and information for the parish life. These screens are on during Mass times.
- General Social Media; This is to get the word about a change, upcoming event AND after the event is over! Share photos and blurb info you want to share. Seen immediately after posting.
 - a. Facebook
 - b. Instagram
 - c. Twitter
- Facebook event; This allows followers to be notified several times of this upcoming event, allow others to see who’s going and gain awareness and excitement for the event. Seen immediately after posting.
- Email blast; This is an email sent to all constant contact subscribers sent once a week, possibly 2ce a month. This depends on content needing to be sent out. General sent on Thursday.

For more details on graphics and sizing for social media, please keep reading.

Anytime and always, give me a call or email if you have questions on the process. Brandi at B.Sulak@st-raymond.org or ext 147



image size cheat sheet 2020

Optimal sizes in pixels. See bit.ly/SMsizes for details.

Page Cover 1200 x 675¹

Group Cover 1640 x 859¹

Event Cover 1200 x 675¹

Profile Picture 170 x 170²

Link Image 1200 x 630

Optimal Widths for Photo Posts
720, 960, 2048, height up to 2:3

Photo Viewer max 2048 x 2048

¹Allow cropping top + bottom on desktop. Templates on website.

²Can upload larger. Crops round.





image size cheat sheet 2020

Optimal sizes in pixels.
See bit.ly/SMSizes for details.

Profile Photo 1:1	180 x 180
Square Post 1:1	1080 x 1080
Landscape 1.91:1	1080 x 566
Portrait 4:5	1080 x 1350
Story Image 9:16	1080 x 1920
IGTV Cover 1:1.55	420 x 654

Pixel size can be larger if you stay within these proportions.





image size cheat sheet 2020

Optimal sizes in pixels.
See bit.ly/SMSizes for details.

Profile Photo 1:1	400 x 400
Header 3:1	1500 x 500
Shared Link 1.91:1	1200 x 628
Tweet Image 16:9	1200 x 675

[Get a free header template at bit.ly/twsize](https://bit.ly/twsize)

Minimum image width is 600px.
Recommended: 1200px or more.



image sizes



YouTube and TV Image Sizes

- YouTube Channel Art size: 2560 x 1440 | [Right click to download template](#)
- Be sure to check the template as cropping varies widely from TV to mobile to desktop
- Video thumbnail: 1280 x 720
- Channel icon: 800 x 800