



Photo Optimization and Social Media Image Tricks

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Image SEO for websites

- Minimize image file size
 - where is it used?
 - Blog post image(600x600)
 - Header/slider photo (1280x720)
 - save as .jpg (75-100 dpi, 8-10 quality setting) or .png
 - faster loading = less visitors abandon your website
 - takes up less file storage space (some web hosts have limited space)

Image SEO for websites

- Use keywords
 - image name (before uploading)
 - title
 - alt description (for SEO, but not it's original intention)
- Use same keyword formula for videos too!
- Link to something useful (not just the image library)

Image SEO for websites

Link to something useful

- This image in a blog post is a shareable graphic that links to the video interview on YouTube



Image SEO for websites

Examples

- my file name or for client vs SEO file name
 - Smith wedding 452.jpg
 - bride groom kissing at Chatsworth Derbyshire England wedding.jpg

 - Jones Family 229.jpg
 - baby yawning infant family portrait in Toronto.jpg

Social Media Images

- Refer to Social Media Image Sizes Cheat Sheet
- Use Canva (canva.com) for pre-sized templates
- Create branded “shareable” graphics and images
- Take advantage of the cover photo for promotion

Social Media Image Size Cheat Sheet

Quick reference chart of photo dimensions for the most popular social networks

Sizes and dimensions (in pixels) for images on the most popular social networks. Updated July 2014.

	Cover photo Profile photo Custom app (tab thumbnail) Status update photo Event cover photo	851 x 315 180 x 180 111 x 74 504 x 504 704 x 295
	Cover photo Profile photo Post image Event cover photo (including Hangouts on Air) Hangout on Air trailer image	2120 x 1182 250 x 250 800 x 600 1200 x 300 1250 x 720
	Header image Profile photo Background image	1500 x 500 400 x 400 n/a (only you see your background image under "Me" tab)
	Channel art Profile photo Custom video thumbnail photo Video trailer image (Live Events/Hangouts on Air)	2560 x 1224 (max size, view depends on device) 400 x 400 1250 x 720 1250 x 720
	Profile photo Pins (various, including infographics) Pinboard thumbnail	600 x 600 600 x 600 (square) 600 x infinite (in infographic) 322 x 150

View all the social media sizes and tips, including infographics at: <http://7my.cz/socialmedia sizes>

Bright Spark Media

Social Media Images

- Twitter Cover Photo



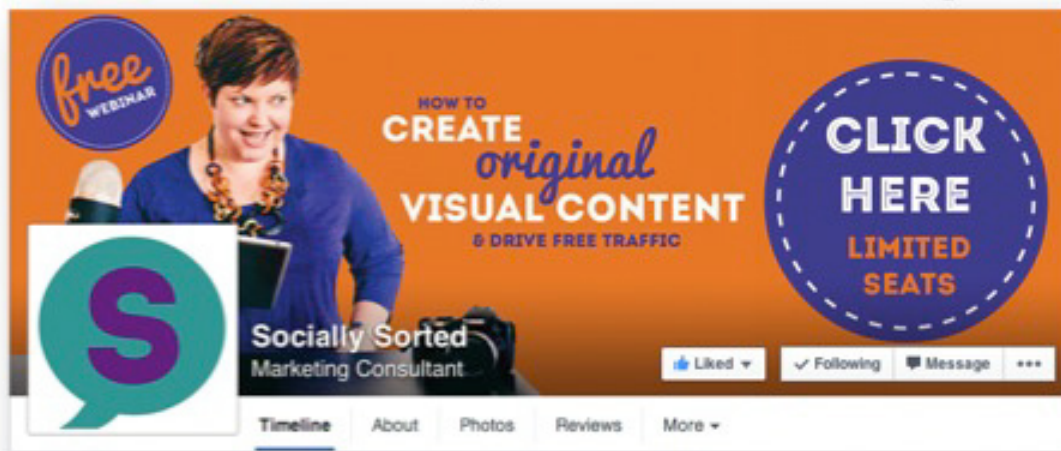
Social Media Images

- Facebook Cover Photo (no more excessive guidelines!)



Social Media Images

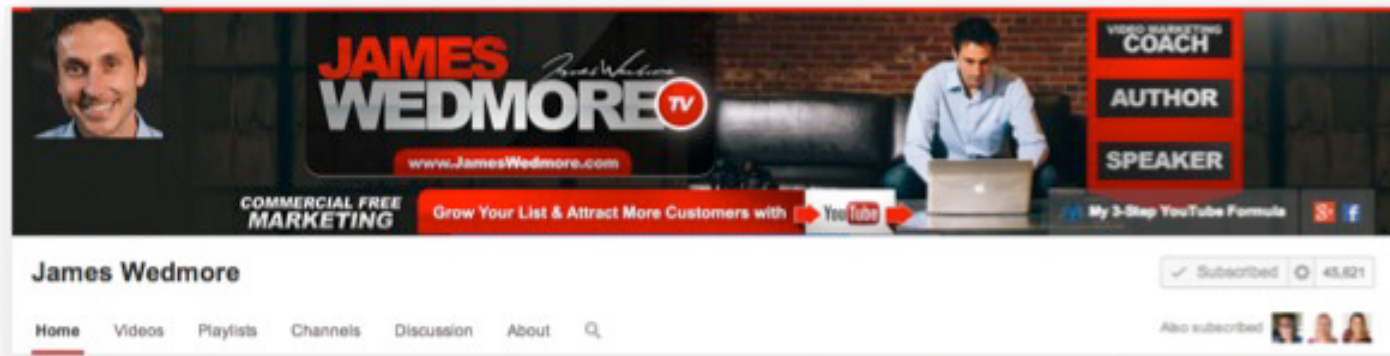
- Facebook Cover Photo (no more excessive guidelines!)



<https://www.facebook.com/sociallysorted>

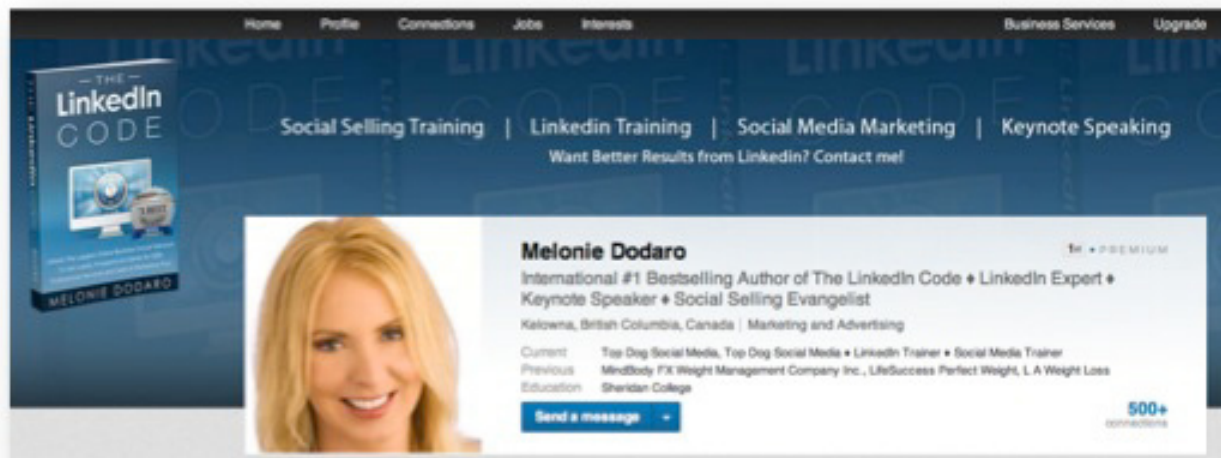
Social Media Images

- YouTube Cover Art (James Wedmore <https://www.youtube.com/user/jameswedmore>)



Social Media Images

- LinkedIn Cover Photo (premium members only)



The image shows a LinkedIn profile cover photo for Melonie Dodaro. The cover photo is a blue banner with a dark blue background. On the left side of the banner is a book titled "THE LinkedIn CODE" by Melonie Dodaro. The book cover features a laptop and a globe. To the right of the book, the text reads: "Social Selling Training | LinkedIn Training | Social Media Marketing | Keynote Speaking". Below this text is a call to action: "Want Better Results from LinkedIn? Contact me!". On the right side of the banner, there is a white box containing a profile picture of Melonie Dodaro, a woman with blonde hair, smiling. To the right of the profile picture, the name "Melonie Dodaro" is displayed, followed by "Premium" in a small blue box. Below the name, her title is listed: "International #1 Bestselling Author of The LinkedIn Code • LinkedIn Expert • Keynote Speaker • Social Selling Evangelist". Underneath the title, her location is given as "Kelowna, British Columbia, Canada | Marketing and Advertising". Below the location, her current role is "Top Dog Social Media, Top Dog Social Media • LinkedIn Trainer • Social Media Trainer". Her previous roles are listed as "MindBody FX Weight Management Company Inc., LifeSuccess Perfect Weight, LA Weight Loss". Her education is listed as "Sheridan College". At the bottom of the white box, there is a blue button that says "Send a message" with a plus sign. In the bottom right corner of the white box, it says "500+ connections".

Image Optimization Checklist

- is image the correct size and format?
- decide on appropriate naming scheme for your target market or goals
- name image with keywords before uploading
- keyword title and alt-tag once uploaded to WordPress image library
- link to somewhere useful (video, blog post, social network, another page)
- can images be shared and/or repurposed elsewhere?
- can you add a promotion, announcement, or call to action to social media cover photo images?