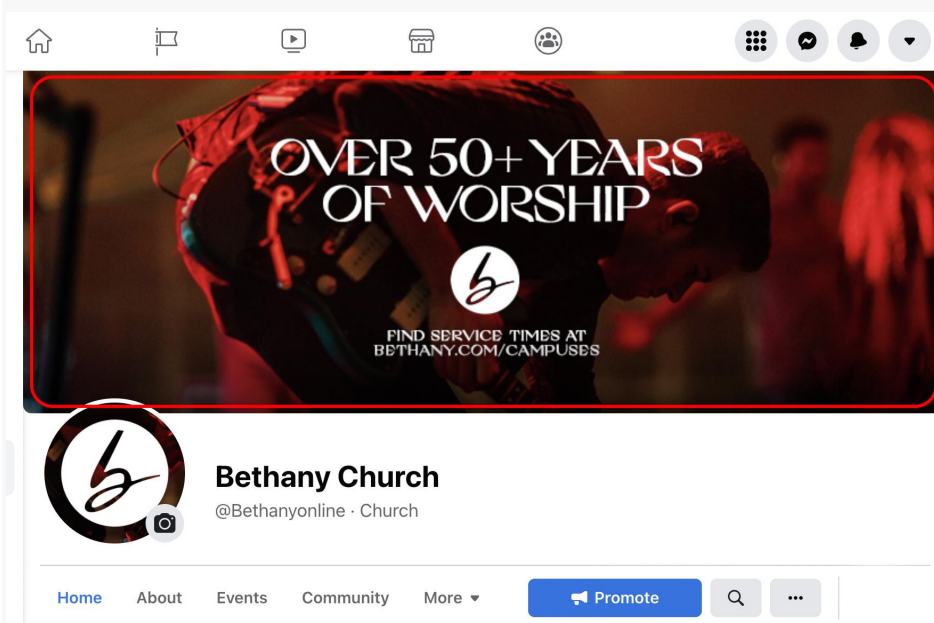


# Social Media Graphics Guide

## The How-Tos of Graphics and Page Setup

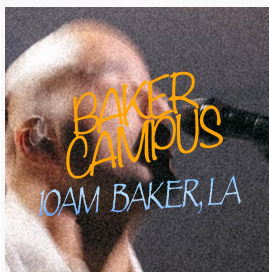
In this how-to guide, you can expect to learn the dos and don'ts of managing your campus social media page. In a lot of cases, managing the social media for your campus can be very easy if equipped with the correct tools. However, if you do not have the correct tools and assets, it can cause the page to look out of line with the rest of our social media presence in other channels. And we value EXCELLENCE!

Let's get started with the profile picture on your campus page!



## WHAT NOT TO DO

1.) DO NOT use custom made profile images for your campuses page. These assets should be curated by Bethany Creative staff and filtered through the staff as well.



2.) DO NOT use screenshots of the Bethany Logo from another advertisement, graphic or google images.



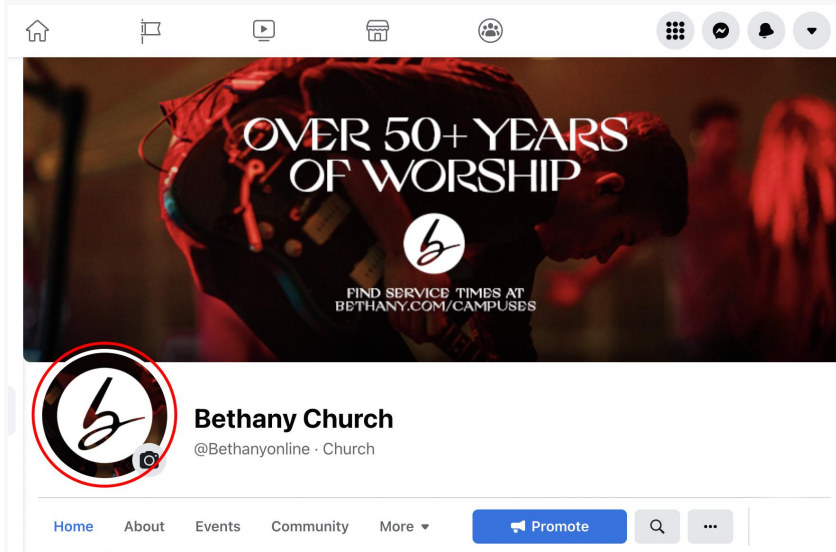
## WHAT TO DO

Use assets created by the creative team. These assets are made to be user friendly and friendly to your campus page to look great when used!



# Header Images

Next let's move to the page header on your campus page!



## WHAT NOT TO DO

1.) DO NOT use custom headers that include different sayings or promotional pieces.





2.) DO NOT screenshot GFX to use on header from promotional GFX.



In the event of an event, special GFX can be added or made available upon request from the creative team. This will help you promote each event well and with good quality.

## WHAT TO DO

Instead, use header graphics that are supplied by our creative team.



This helps keep our social media pages on-brand and cohesive between each other, showing some of the culture, while keeping a distinct look that is uniform to our church.

## Why is this important?

Using these curated assets for your campus page can help us continue to hold a strong presence on social media channels whenever people are navigating and looking for information or ways to interact with other people in our church.