



Here are some additional resources you can use to expand your knowledge base of social media and other sources for assistance to help you brand your Lions club. A copy of this sheet as well as the entire PowerPoint presentation given at the Indiana Lions Leadership Conference is also available on my website, MartyJuel.com.

Simply Measured

<http://simplymeasured.com/>

Data Geeks' focused on developing social analytics solutions
Blog
available

There are a lot good downloads available here. CAUTION: Many of these are from for-profit sources and after you agree to download, you will probably be 'encouraged' to purchase subscriptions, programs and the like. I have never purchase any of the products and you can easily opt out of their reminders. However, the occasional posts might provide you additional information if you have time to go through the clutter. The more information you can make available to yourself, the better chance you'll have to pick up some additional tips and resources.

Amy Porterfield

<http://www.amyporterfield.com/>

Blog, podcast, webinars, other resources
Good resource on training opportunities

Heather Mansfield

<http://www.nptechforgood.com/>

Social Media, Newsletter,
downloads
Focus on non-profits

Kim Garst

<http://kimgarst.com/>

Professional social media marketing firm.
Several blogs available. Lots of 'sales pitches' but good resources to read at
N/C.
Lots of free content available. Don't get sucked into
buying.

On Good (for Non-Government Organizations, NGO's)

<http://globalngo.org>

Lots of webinars on how NGO's can better utilize social media to showcase programs and fundraising.

Canva

<https://www.canva.com/>

Easy and free software for image designing.

Free download- 'How to design for your brand in Canva' is a great resource.

Facebook pages to consider liking

(Information about the pages is provided by the source)

Digital Marketer

(Digital Marketer includes revealing split-testing and analytics data that could save you thousands in testing and boost your conversions by up to 1200%

Web traffic secrets from PPC to organic seo, SEM and social media. How to leverage over 100 sources of traffic for your web business.)

Mashable-Social Media

The latest happenings in social media news, plus the best tips for Twitter, Facebook, Pinterest, YouTube, Google+ and more. <http://mashable.com/social-media>

Amy Porterfield

I'm the co-author of Facebook Marketing All-In-One for Dummies and a Social Media Strategist. I create educational programs... See More

Social Media Examiner

The world's largest online social media magazine, Social Media Examiner® helps businesses discover how to best use social media, blogs and podcasts to connect with customers, drive traffic, generate awareness and increase sales.

Mashable-Business

The latest news about small business, advertising & marketing, money & finance, plus careers and business apps. <http://mashable.com/business>



The above shows the current sizes of images to use for your Facebook cover photo. Since I created this graphic, the small photo in the lower left may not be used on your cover area.

FACEBOOK PHOTOS CHEAT SHEET

	Width	Height	Notes
Cover Photo	851px	315px	
Profile Picture in Header	160px	160px	Must be uploaded at 180px by 180px
Profile Picture on Timeline	32px	32px	Same image as main Profile Picture, automatically downscaled
Shared Link Thumbnail	484px	252px	Only for full-width thumbnails. In some cases much smaller thumbnails are used.
Uploaded Photos	2048px	2048px	
Uploaded Timeline Photo Thumbnail	504px	504px	See exceptions above for multiple images.
	max	max	

Image Sizes

There is a great online guide to Social Media image sizes at:

<http://sproutsocial.com/insights/social-media-image-sizes-guide/>

This guide has links for size information for Twitter, Facebook, Google+, Pinterest, LinkedIn, YouTube, Instagram and Tumblr, along with other valuable about posting to these sites.

ONE PHOTO ON THE TIMELINE

When you upload an image to the timeline, a thumbnail is generated automatically to fit within a box that is **504px by 504px**. So if you want to use the maximum space allowed, upload a square photo at least 504px wide.

