worldskills
Australia

# SOCIAL MEDIA
# GUIDELINES

HOW TO SHARE YOUR EVENT AND
BUILD AN ENGAGED AUDIENCE ON
FACEBOOK & INSTAGRAM

# IN THIS GUIDE:

## WHY USE SOCIAL MEDIA

▷ **SOCIAL MEDIA RULES**

▷ **POST DIMENSIONS**

▷ **POSTING FREQUENCY**
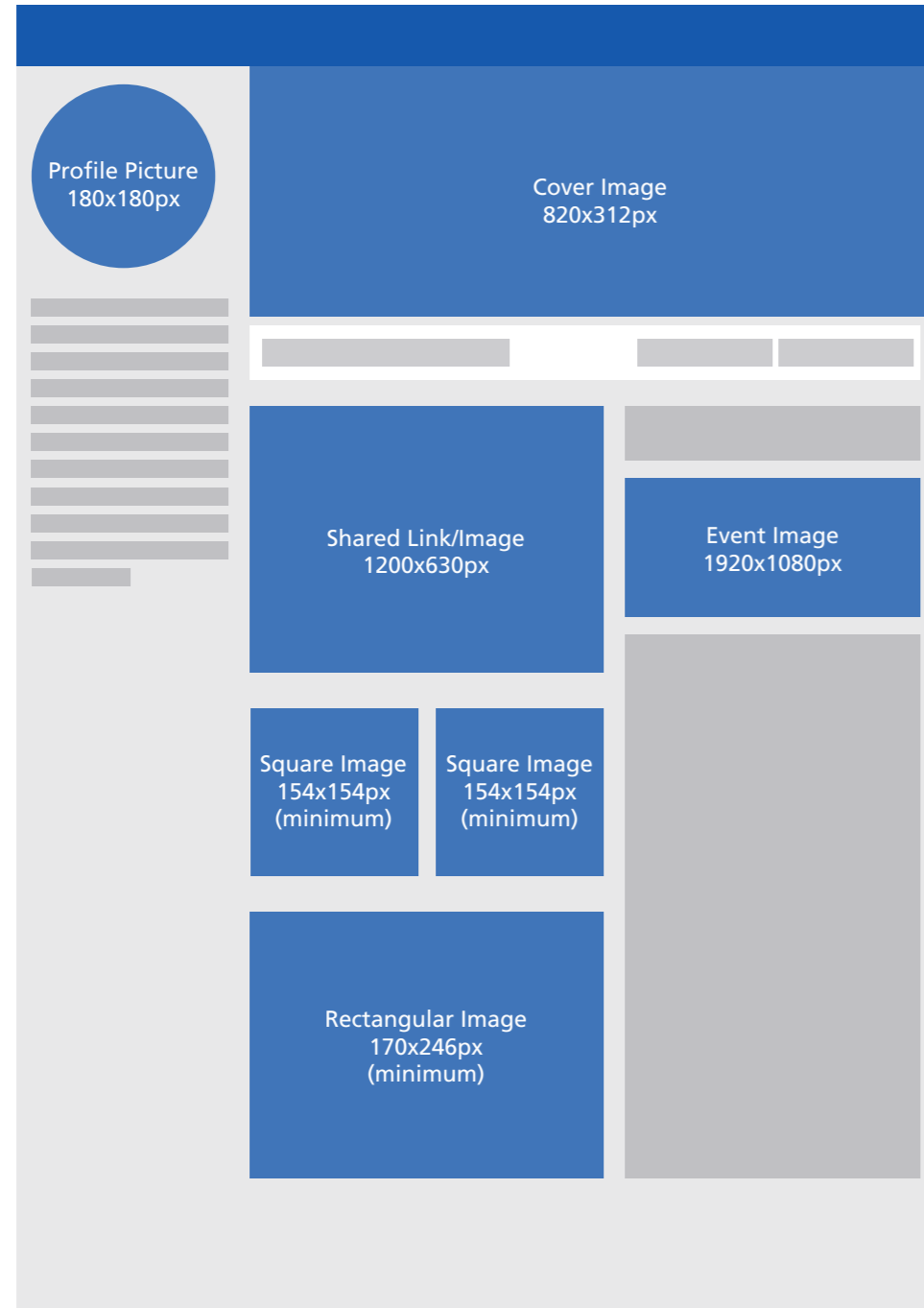
▷ **RECOMMENDED TOOLS & APPS**

## WHY USE SOCIAL MEDIA?

Utilising social media is essential in today's digital landscape as it provides a powerful platform for connecting with a vast audience. It enables businesses and individuals to build brand awareness, engage with customers, and share valuable content. Social media fosters real-time communication, facilitates networking, and offers insights into trends and preferences. With its global reach and accessibility, social media is a dynamic tool for fostering relationships, promoting content, and staying relevant in a constantly evolving online world.
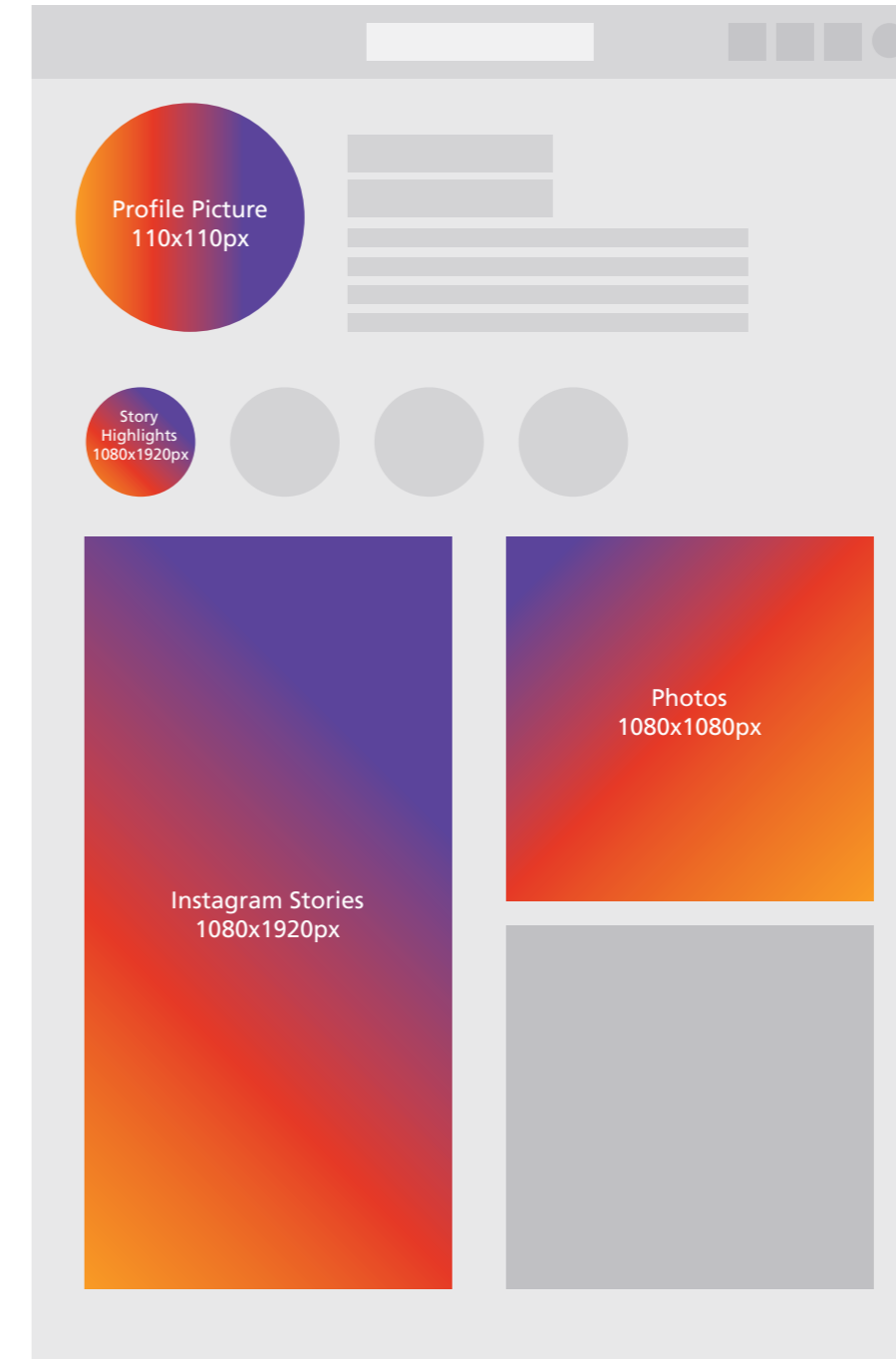
## Social Media Rules

**1** Cater your content to engage your audience

**2** Don't post sensitive, personal or confidential information

**3** Keep posts, stories, reels and TikToks high-quality

**4** Don't post anything racist, sexist, homophobic or otherwise harmful

**5** Create genuine engagement and respond to comments or shares

**6** Never buy followers or likes

Profile Picture
180x180px

Cover Image
820x312px

Shared Link/Image
1200x630px

Event Image
1920x1080px

Square Image
154x154px
(minimum)

Square Image
154x154px
(minimum)

Rectangular Image
170x246px
(minimum)

Profile Picture
Recommended size: 180×180 pixels

Business Page Profile Picture
Recommended size: 180×180 pixels

Cover Images
Recommended size: 820×312 pixels
minimum

Shared Image (Regular post)
Recommended size: 1200×630 pixels

Shared Link
Recommended size: 1200×628 pixels

Highlighted Image
Recommended size: 1200×717 pixels

Event Images
Recommended size: 1920×1080 pixels

Facebook Stories
Recommended size: 1080×1920 pixels

Profile Picture
110x110px

Story
Highlights
1080x1920px

Instagram Stories
1080x1920px

Photos
1080x1080px

Profile Picture
Recommended size: 180×180 pixels

Business Page Profile Picture
Recommended size: 180×180 pixels

Cover Images
Recommended size: 820×312 pixels
minimum

Shared Image (Regular post)
Recommended size: 1200×630 pixels

Shared Link
Recommended size: 1200×628 pixels

Highlighted Image
Recommended size: 1200×717 pixels

Event Images
Recommended size: 1920×1080 pixels

Facebook Stories
Recommended size: 1080×1920 pixels

# POSTING FREQUENCY

| | LOW | IDEAL | HIGH |
|---|---|---|---|
| Facebook | **1** posts a week | **3** posts a week | **4** posts a week |
| Instagram | **3** posts a week | **3** posts a week | **1** posts a day |

## Remember:

**1** Consistency is more important than frequency - engage your niche so they gan gain knowledge.

**2** Quality matters more than quantity - don't post content that has low quality and no value.

**3** You may need to experiment to see what kind of frequency and post times work for you.

**Canva**

Canva, a user-friendly graphic design tool, enables you to swiftly craft impactful graphics and documents. With a vast collection of free templates, images, and design elements, creating stunning designs is effortless and time-efficient.

**Meta Business Suite**

Meta Business Suite simplifies your business management by offering a unified space to monitor activity, manage your inbox, and create engaging posts. With a suite of free tools, it not only streamlines your online presence but also helps you reach a wider audience and stay informed—all from a single, convenient platform.

**HashtagStack**

There are a number of hashtag generators, but Hashtag Stack is one of the best. Used for finding relevant hashtags for Instagram posts, Hashtag Stack uses machine learning to find the best hashtags for your posts and increase engagement.

**A COLOR STORY**

Loved by influencers, A Color Story is a simple but powerful mobile app that lets you edit your photos and curate your Instagram feed's aesthetic. While there is a paid option, the free version of A Color Story offers plenty of functionality.

**ChatGPT**

ChatGPT enhances social media captions by effortlessly generating engaging and unique content. Its adaptability to different tones and styles ensures captivating captions that resonate with your audience, boosting your online presence effectively.

**we**

With social media being the media-rich experience that is, you'll likely find yourself in need of a way to quickly and easily transfer videos and photos to others in your team. WeTransfer is fast, free and requires no sign-up.

# REMEMBER TO TAG WSA & RELEVANT PARTNERS

We greatly appreciate the content you share, and our Partners and Supporters share this enthusiasm as well. Tagging WorldSkills Australia not only allows us to showcase your contributions on our platforms, giving our followers a glimpse into the competitors' journey but also provides Partners and Supporters with the opportunity to have their product or branding featured in content that they may consider reposting.

Please remember that when creating partner/supporter-related content, ensure that their branding is solely incorporated within the imagery or videography.



WorldSkills Australia

@worldskillsau

@worldskillsau

@WorldSkillsAustralia

WorldSkills Australia

Please use the following hashtags:
#WorldSkillsAustralia #WSARegionals2024
#realskillsforrealcareers #WSANation