




EMPOWERMENT OF TOURISM
MARKETING
 IN RURAL AREAS

Social Media
 Quick Guide

 Erasmus+

  **THE** MANAGEMENT  





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SOCIAL MEDIA
QUICK GUIDE



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INTRO

The 21st century has undoubtedly brought a series of technological disruptions that led to the dawn of a new digital era. New ways of sharing and obtaining information, of working, collaborating, shopping, and educating have emerged and changed not only the rules of the market but also the rules of society.

In 2004, Harvard student Mark Zuckerberg launches "thefacebook.com", a social media platform that shortly became one of the most popular and broad used tools of its kind. And it continues to be so. Alongside Facebook, a multitude of other digital platforms create the environment for an almost unlimited exchange of information in both synchronous and asynchronous fashions. Add the portable smart devices to the mix and you get an unrestricted circulation of information that knows no geographical borders.



ESTABLISHING A DIGITAL PRESENCE FOR YOUR BUSINESS

The digital age - and particularly the social media aspect of it allows our communication to be quick, efficient and in real time.

Why is this important for your business?

Because it gives your business the means to connect directly to those interested in your products and services and nurture their journey towards becoming loyal customers. If you are using social media to connect, you can definitely use it to create brand awareness, obtain leads and sales, and ultimately generate revenue.

When you look at digitalization from a marketing angle, no matter how big or small your business is, the ubiquitous influence of social media is being felt in all the markets thus making it an essential marketing channel for any business.



WHAT IS SOCIAL MEDIA MARKETING?

Social Media Marketing as a term refers to the use of computer-based technologies that facilitate the sharing of information through virtual networks and communities, with the purpose of marketing products and services, building communities of customers and prospects and directing or redirecting them towards your business.



The digital environment is fast evolving and a variety of platforms have emerged and become of reference in the industry. While it is important to be present as much as possible, the strategy you implement should always be adjusted based on the social platforms that your target customers spend their time on.

The basic elements of a social media marketing strategy are:

- Profile Optimization
- Posting
- Engaging
- Advertising
- Measuring
- Adjusting

Adjusting

Make adjustments in accordance with the analytic reports

Optimizing the Profile

Complete information, links to website, accurate and up to date information, call to action buttons, etc.

Measuring

Use specific analytics to assess what is working and what needs to be tweaked

SOCIAL MEDIA MARKETING

Posting

Relevant/ useful/ entertaining information, photos/ videos/ stories/ live

Advertising

Use paid methods to reach the target audience

Engaging

Share/ comment/ like/ Tag/ Follow

BENEFITS OF SMM FOR YOUR BUSINESS

Humanizing your business - social media allows you to interact with users as a friendly and approachable persona that they can get to know and trust.

Increasing brand awareness - social media platforms are visual in nature. This creates the ideal premises for you to build and solidify your visual identity and make your brand's visual cues easily recognizable.

Building communities and relationships - when done right, communication with your audience can be extremely valuable for networking, gathering feedback and even testing new product ideas with a community that is already familiar with your brand.

Driving traffic - you can bring more people to your website by using tools such as call to action buttons, links in your profile and posts and ads. More visitors mean more chances to convert to customers.

Generating leads - while website traffic is very important, leads and conversions can also happen directly on the platforms. A lot of them have shopping features (Facebook, Instagram, etc.), appointment booking capabilities that can be used to convert and additional functions such as direct messaging or call to action buttons placed directly on your profile can also help you generate and convert leads.



SOCIAL MEDIA PLATFORMS

The array of available social media platforms is very wide. With so many options to choose from, it is important to understand the main elements of each one of them.

Here are the most used social media networks:



Facebook - the largest and most established network offering both organic and paid opportunities



Instagram - launched 12 years ago, this platform is sought after for sharing visually compelling content as well as for its ecommerce integrations



TikTok - this platform has become synonymous with short form videos. Starting its ascension to popularity in 2020, it looks like there is no slowing down and marketers deem it one of the top community building platforms



Youtube - According to information provided by HootSuite, this platform is the second most visited website in the world. With this kind of exposure there is no wonder that marketers deem it the best platform for building a community.



LinkedIn - this platform could be described as social networking for professionals. It works well in B2B endeavors and for building industry specific networks.



Pinterest - this platform allows its users to build visual storyboards and share and get inspiration on a variety of aspects from traveling to cooking, camping or redecorating a house. As around 80% of weekly users state that they have discovered new products on the platform, this can serve as a great choice for allowing audience to discover your brand.



Twitter - while both types of content are frequently shared, this is a platform that gravitates around words more than around visuals. Since its early days of allowing posts of 140 characters or less, the platform now offers a variety of tools such as Twitter Moments, Twitter Communities and Twitter Spaces.



Snapchat - this is a platform that is well known for its "disappearing message" feature as well as the face filters that are available when creating content from within the app.



Trip Advisor - this is an American platform that is based on user generated content and it addresses the HoReCa industry. Mostly sought after for reviews and rankings, the platform also offers integrated tools for booking touristic services such as transportation, lodging, travel experiences, restaurants, etc.

FACEBOOK





Main Characteristics:

Users: 2.9 B active users on a monthly basis - Worldwide

Largest age group: 25-34

Audience: Generation X (born 1965-1980),

Millennials (born 1981-1996)

Industry Impact: B2C

Best For: Brand awareness, advertising

Weakness: Organic reach

What to post:

Short videos (live & recorded)

Blog posts

Curated content (educating and entertaining)

When to post:

Minimum: once/ week

Ideal: three times/ week

Optimal: daily

WHAT

Facebook is a great medium for constant and regular communications about your brand. If you opt for paid advertising, Facebook is intuitive and easy to use with a fairly straightforward process. One very important aspect is the fact that their paid advertising system allows great flexibility in terms of budget as you can promote content with an investment as little as 5 EUR. Moreover, through their interface they offer suggestions and helpful tips for your campaigns. If you decide to steer off paid social, you must know that organic exposure is sporadic and it is recommended to have a larger quantity of content to improve the reach.

Content ideas: Q&As, branded graphics, memes, blog post summaries, how-to videos, quizzes, marketing videos, product videos, etc.

HOW

First you need to create a business profile and optimize it. You will want to include attractive visuals - such as your cover photo and your profile picture- and make sure that the information you provide in descriptions is comprehensive and accurate. It is recommended to include direct buttons to take the visitors directly to your website, a contact medium ("call us" button) or directly to a purchase point ("shop here"/ "book now" button). Try to populate your wall by creating a few posts that include attractive visual elements and catchy information. Make sure the information you provide is relevant as well as entertaining. Start growing your page by inviting your friends to "like" and to "share" your page and your content.

WHY

Facebook is a great choice for businesses addressing a 24-34 y.o. audience and any entity who wants to create a buzz regarding their brand. It can be very lucrative for local and niche brands.

STRATEGIES

- Local Marketing
- Relationship Building
- Advertising

INSTAGRAM





Main Characteristics:

Users: 1 B active users on a monthly basis - Worldwide

Largest age group: 18-24, 25-34

Audience: Generation X (born 1965-1980),
Millennials (born 1981-1996)

Industry Impact: B2C

Best For: Advertising, user-generated content

Weakness: Elevated ad cost

What to post:

High-resolution photos

Stories/ Reels

Quotes

When to post:

Minimum: once/ week

Ideal: three times/ week

Optimal: 2 / 3 posts/ daily

WHAT

Instagram is the best platform for you to display photo and video materials. It is important to push high quality content that is thoughtfully composed and presented. The platform has a variety of built-in tools such as filters, stickers, etc. that you can use in order to make your posts stand out. Make sure to include relevant and complete captions that help your audience identify your brand, better understand your message, identify your products or services, etc.

Content ideas: quotes, giveaways, tutorials, unique landscapes/locations, behind the scenes, brand story, mentions and tags, GIFs, boomerangs, etc.

HOW

Instagram is intuitive when it comes to setting up an account and the amount of written information you need to provide is fairly limited. Sign up, upload a profile picture and write a very short bio. Make sure you include your website as well as any hashtags that are representative for your brand. Instagram is a great place for storytelling where you can introduce the audience to your company by sharing behind-the-scenes materials featuring your team, your products, how it's made clips, etc. Make sure to use captions in a wise manner. It is important to make use of relevant hashtags and mentions. Gathering and growing a following is easier when your profile is updated, active and the visuals are beautiful.

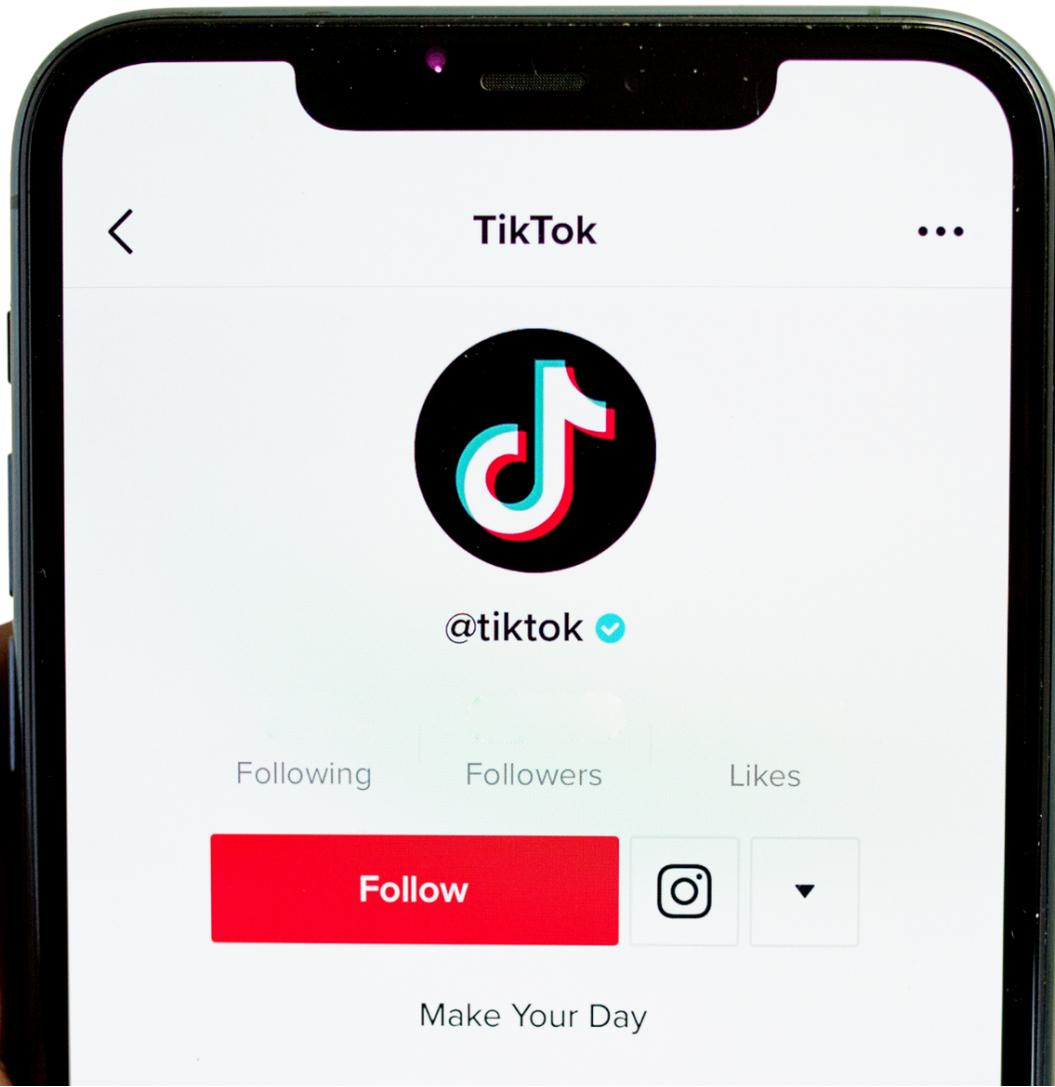
WHY

Instagram is a great choice when you want to talk to an audience that is inclined towards visual beauty and aesthetics. This platform is excellent for those industries that have a wealth of visual content waiting to be shared: tourism, HoReCa, beauty, lifestyle, artisanate, etc.

STRATEGIES

- Ecommerce
- Influencer Marketing
- Organic Engagement

TIKTOK





Main Characteristics:

Users: 1 B active users on a monthly basis - Worldwide

Largest age group: 18-24, 25-34

Audience: Generation Z (born 1997-2012),

Millennials (born 1981-1996)

Industry Impact: B2C, B2B

Best For: User-generated content, entertainment, community building

Weakness: Least popular for marketing

What to post:

Short videos

Challenges

Creative tutorials

When to post:

Minimum: twice/ week

Ideal: three times/ week

Optimal: 2 / 3 posts/ daily

WHAT

Tik-tok is a video-only platform that allows you to communicate simple messages. You can create and share short videos on any topic of your choice. Make sure your content is fun, authentic and current and sharing is going to happen naturally.

Content ideas: Challenges, humor, entertainment, tips & tricks, daily routine, Q & A, etc.

HOW

One of the particularities of TIKTOK is that once you have installed the app, you can browse content without setting up an account. But in order to interact and share your own content, an account is necessary. The interface is fairly intuitive and like many other platforms, it allows you to sign up with your email or through another social media account such as Instagram or Facebook. The information you must provide is extremely basic. Once you have your account set up, just press the “+” button at the bottom of your screen and start sharing content. The app has a variety of built-in tools such as filters, stickers, sound banks, etc., that you can use to make your videos stand out. Once you are happy with the way your video looks and sounds, write a caption, fill out the details and press “Post”. Whether you are doing a single shot or putting together multiple shorter videos, make sure you fit everything in 60 seconds - the maximum video length allowed on Tiktok

WHY

Tiktok is a good choice when it comes to exponential marketing because it comes across more like a recommendation than an ad. The platform is good at keeping users engaged for longer periods of time as it displays content that is dynamic and varied.

STRATEGIES

- Influencer Marketing
- Series Content
- Relationship Building

YOUTUBE





Main Characteristics:

Users: 2 B active users on a monthly basis - Worldwide

Largest age group: 18-24, 25-34

Audience: Millennials (born 1981-1996)

Industry Impact: B2C, B2B

Best For: High quality videos, Vlogs

Weakness: Video production is resource demanding

What to post:

How-tos

Webinars

Explainers

When to post:

Minimum: N/A

Ideal: once/ week

Optimal: N/A

WHAT

Youtube can be seen as the global TV channel that everyone has access to. Video content is great because it allows you to share a more in-depth and intimate story about yourself, your products, your business, etc. Youtube can be a great platform not only for more complex video productions but also for vlogging or video-diaries that can be produced with limited resources.

Content ideas: Behind the scenes, Product demo, video testimonials, educational videos, meet the team, how it's made, etc.

HOW

Becoming a Youtube user is extremely easy as their sign-up process is extremely simplified. Having a valid email address is necessary and for the rest you just have to submit basic information (such as the country where you are located). Once your account is set, you will have to go on your account page and create a channel. Enter a name for your brand and start sharing your videos with the world. The platform allows you to customize your channel in terms of Layout, Branding and Basic information, thus enabling you to give your channel a unique and recognizable look while optimizing your channel for relevant audience discovery.

WHY

As the second largest search engine, integrating Youtube in your SMM strategy can help improve your overall brand presence as well as your SEO. Online video viewing and sharing is growing exponentially thus allowing you to reach large audiences with ease. As your brand and your following grows, Youtube can be an outlet for different streams of revenue (such as product placement in your videos, ads displayed during your videos, etc.)

STRATEGIES

- Organic
- SEO
- Advertising

LINKEDIN





Main Characteristics:

Users: 810 Million active users on a monthly basis - Worldwide

Largest age group: 25-34

Audience: Baby boomers (born 1946 - 1964)

Generation X (born 1965-1980)

Millennials (born 1981-1996)

Industry Impact: B2B

Best For: Long form content, Core values, business development and social selling

Weakness: Reporting & custom audience

What to post:

Industry related content

Videos and Presentations

Job postings

When to post:

Minimum: twice/ week

Ideal: three times/ week

Optimal: daily (on business days)

WHAT

LinkedIn is one of the networks that any business/brand should be present on. With its hundreds of millions of members, LinkedIn is the equivalent of a global business networking event. Its functions are professionally oriented and it allows for specific job postings and research, thus making it a great tool for attracting talent when needed.

Content ideas: Company updates, whitepapers, how-to guides, research reports, case studies, Q&As, infographics, blog posts, etc.

HOW

If other platforms rely heavily on visual elements, LinkedIn is one of the platforms where a comprehensive profile weighs more. Try to think of it as a resume or a portfolio. You want to showcase anything and everything that matters. Make sure it is complete, accurate, up to date and make sure to keep it professional. Once your personal profile is set up, you must create a page that will act as the voice of your organization and where people will discover details about your business, your services and of course any job opportunities that may arise. Needless to say, you should provide complete and updated information about your organization.

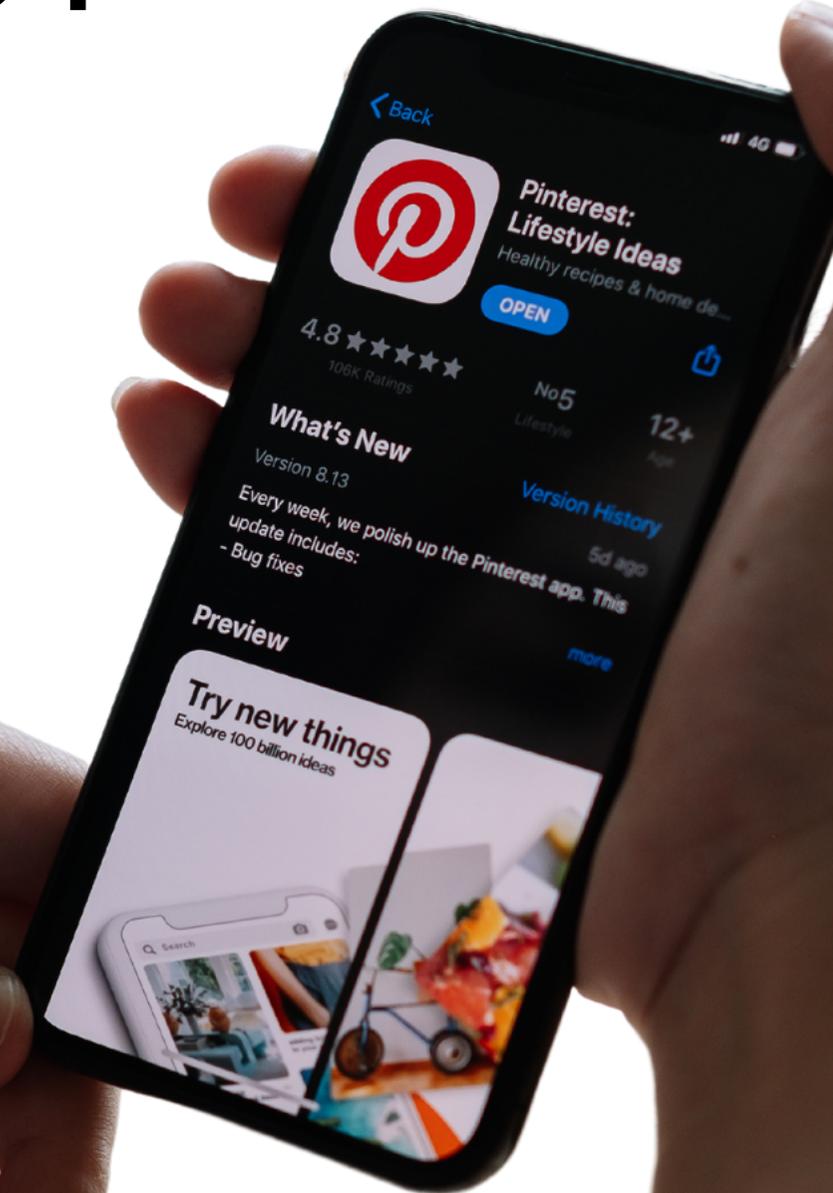
WHY

A LinkedIn page for your business can serve you very well in your efforts to define your brand and highlight your organization. It is also a great help in building credibility and to strengthen B2B relationships. Building and maintaining a professional network, tapping into a pool of talent when you need it and building professional reputation are just a few of the reasons why your business should be present on LinkedIn.

STRATEGIES

- B2B
- Organic Engagement

PINTEREST





Main Characteristics:

Users: 367 Million active users on a monthly basis - Worldwide

Largest age group: 25-34

Audience: Millennials (born 1981-1996)

Industry Impact: B2C

Best For: Brand awareness, Branding visuals, Photo guides

Weakness: licensing rights, oversharing of same content

What to post:

Industry related content

Videos and Presentations

Job postings

When to post:

Minimum: once/ week

Ideal: three times/ day

Optimal: ten times/ day

WHAT

Pinterest is a platform that specializes in visual content thus an excellent outlet for you to display your business visually. Pinterest supports visual search, and this feature can be extremely useful for your products or services. The platform uses a “smart feed” algorithm so your content quality is extremely important. Make sure your images are high res, your descriptions are meaningful and of course your pinning schedule is consistent.

Content ideas: Photo guides, infographics, data visualizations, product photography, etc.

HOW

Pinterest is easy to set up and flexible to use and it allows you to have an independent profile, an independent business profile or to add a business profile to an existing personal account. Creating a business account is easy and it involves a series of a few steps. First you will provide an email address, then you will select preferred language, location and select from a drop-down menu the description that matches your business. It is important to add a link to your website and allow people to find your website and also create new Pinterest content directly from your site. Final touches refer to uploading a profile image, selecting a custom username and writing a summarized description of your business. Once this is completed, all you have to do is to share creative, inspiring and actionable pins.

WHY

Pinterest can serve your business very well when it comes to brand and product discovery and awareness. It is also a very valuable tool for driving traffic to your website as your pins generate inbound links. Growing a community is also one of Pinterest’s fortes as well as its potential for converting browsers into buyers.

STRATEGIES

- Cross Promotion
- Organic Engagement
- Content Strategy

TWITTER





Main Characteristics:

Users: 396 Million active users on a monthly basis - Worldwide

Largest age group: 18 - 29

Audience: Millennials (born 1981-1996)

Gen Z (born 1997- 2012)

Industry Impact: B2C, B2B

Best For: Brand positioning, Advocacy

Weakness: high time resources needed for balancing post frequency, time sensitive

What to post:

Industry news

Brand announcements

Launch teasers

When to post:

Minimum: three times/ day

Ideal: ten times/ day

Optimal: fifteen times/ day

WHAT

Twitter is where people go to find out anything and everything that is going on in the world right now, a platform that gives you a chance to start or join any conversation with your audience, on any topic. This can allow your brand to make its values, opinions and culture known at a wide level. It is a platform that can be characterized as dynamic and current since users from around the world tweet about 500 million times per day. The array of subjects is extremely extensive thus allowing you to chime in on the topics that represent you and your brand and the topics that are of interest for your target audience.

Content ideas: Questions, Industry news, Brand announcements, Memes, GIFs, Flash sales, Promo codes, Branded graphics, teasers, etc.

HOW

Setting up a twitter account starts with providing a valid email address and choosing your password and cohesively setting up all the elements of the profile. These are the handle - your identifier on Twitter that appears at the end of your twitter URL and that other users use to tag you, display name - your business name that appears above your handle , profile picture - displayed on your profile and next to any tweet you make, header image - it can appear behind your profile picture and should be updated regularly to reflect events and news about your business, bio - a 160 characters description of your business including location, website, etc. , and ideally a pinned tweet - the first tweet people will see when visiting your profile and it should represent what is happening with your brand.

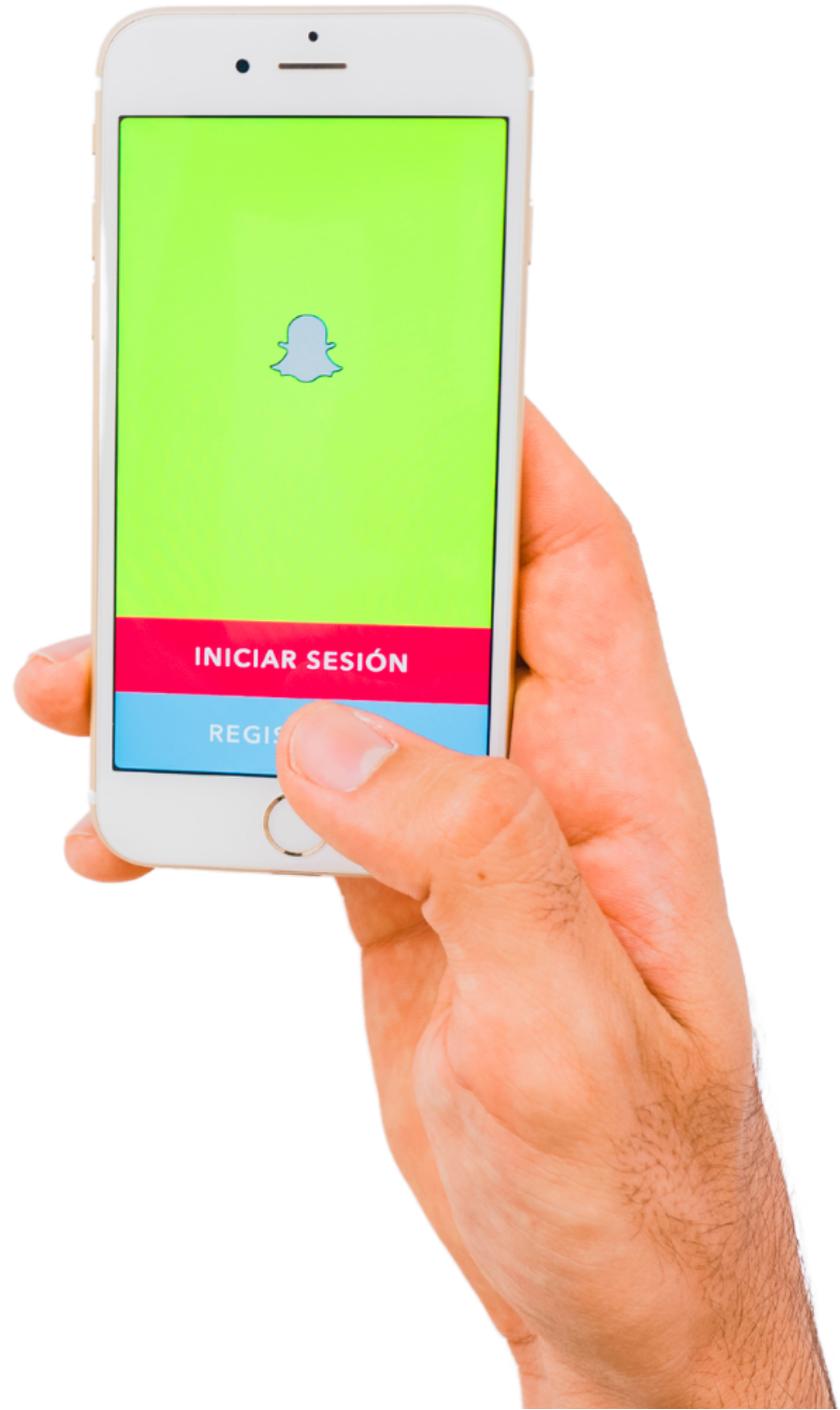
WHY

Twitter is an excellent platform for brand awareness, customer engagement, customer research and for developing communities. It is where your customers can tag you directly for a compliment or a complaint so make sure you are responsive and follow-up with your audience.

STRATEGIES

- Customer Service
- Advertising
- Exponential Marketing

SNAPCHAT



SNAPCHAT



Main Characteristics:

Users: 347 Million active users on a monthly basis - Worldwide

Largest age group: 13-17, 25-34

Audience: Gen Z (born 1997- 2012)

Millennials (born 1981-1996)

Industry Impact: B2C

Best For: Brand awareness, Advertising

Weakness: limited relationship building

What to post:

Behind the scenes

Shoutouts

Discount codes

When to post:

Minimum: 1 / day

Ideal: 2 / day

Optimal: 4-7 / day

WHAT

Snapchat offers you the opportunity to tell stories about your brand, your services and products and your customers. It is the place where you can showcase the things that make you stand out as a business. You can sponsor snaps for influencers in a manner that seems natural and real. One of the particularities of Snapchat is that your content disappears after 24 hours therefore you don't need to invest too many resources in production. The important aspects are authenticity, engagement and relevance.

Content ideas: How to, Sneak peak, Find the product, Bloopers, Big reveal, Silly story, Throwback, A day at, Q&A, etc.

HOW

Setting up an account is easy as the number of steps and quantity of information requested are fairly low. While you can do this online, it is preferable that you utilize the app on a mobile device. You will have to provide your name and input your date of birth, choose a username and password, provide an email address or telephone number for verification and you are good to go.

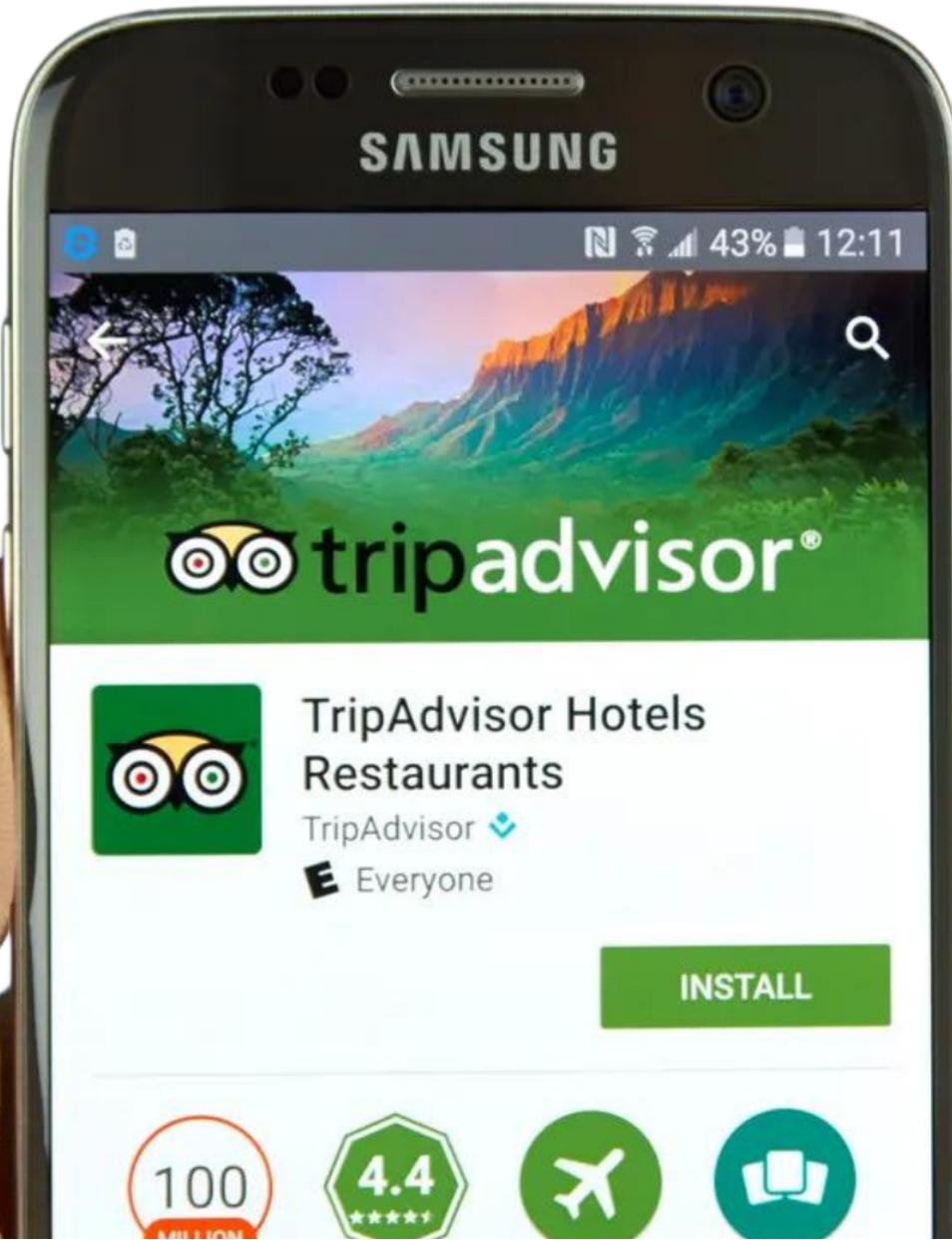
WHY

Snapchat is one of the platforms that can be characterized as dynamic and fun. Content production is not pretentious and the user experience is very simple. Your business can benefit from using it by increasing engagement through geofilters. Using Snap regularly can help you build and maximize brand awareness. It is also an excellent outlet for you to hold contests, share limited perks such as coupons, share important updates and of course exclusive content. This is the right platform for making your audience feel connected to your brand.

STRATEGIES

- Video ads
- Location Based Marketing
- App Marketing

TRIPADVISOR





Main Characteristics:

Users: 463 Million active users on a monthly basis - Worldwide

Largest age group: 13-17, 25-34

Audience: Gen Z (born 1997- 2012)

Millennials (born 1981-1996)

Gen X (born 1965 - 1980)

Baby Boomers (born 1946 - 1964)

Industry Impact: B2C

Best For: Generating bookings, Brand awareness, Customer Service

Weakness: accuracy of user generated content

What to post: N/A

Key Practices:

Customize your profile details

Respond to reviews

When to post: N/A

WHAT

Tripadvisor is a platform that combines the elements of a social media platform, a travel information bureau and a booking platform. Tripadvisor is for the travel/ HoReCa industry what Google is to search. A platform where information is not provided solely by the business/ profile owner but by the customers who have visited the establishment and experienced the services. This allows the consumer to discover the experiences of previous patrons before making a choice themselves. You can see Tripadvisor as a globally accessible guest book where your customers praise and criticize their experience with your business.

HOW

Setting up a listing for your business is a fairly simple process and it begins with joining the platform by creating a personal account. This can be done by providing an email address and choosing a PW or by signing up through a third party platform such as Facebook or Google. As a business profile can be created by anyone (owner and customer alike, once your personal profile is created, you have to access the “Find and Claim Your Listing” page and search for your business. If your business is not yet listed you have the chance to create it by providing a series of information about yourself and your property. It is important to provide as many details as possible in order for your listing to be highly accurate. The information you need to provide can be categorized as follows:

Personal information - Name, contact details and relationship with the business

Listing information - Official business name, address, exact location, company website, contact details, etc.

Property details - the type of information here varies based on the type of your business. If you offer accommodation, you will have to input data such as number of rooms, price range, stay requirements and policies (min. nights, pet friendly, etc), amenities (en suite bathrooms, etc). If your business is a restaurant you will have to provide information such as category (gourmet, cafe, fast food, etc), type of cuisine (Romanian, Mediterranean, Italian, etc.), pricing range and any important features that are relevant (terrace, pet friendly, playground, etc.). If your business is an attraction or point of interest you will have to provide an official name, contact details, attraction hours, pricing information, etc. It is important to note that your POI must have an official name and permanent address, must be open and available to general public and it must operate for at least 12 consecutive weeks throughout the year.

If your business has been already listed by a customer, you will have to claim it and make sure you update it with accurate information. Claiming a listing requires a verification process for identity and ownership. Once you find your listing, you will have to click on “Claim this business”, fill out the specific form and click continue. The verification process can be done by phone or with a credit card.

WHY

There are over 450 million users that access Tripadvisor on a monthly basis. Having your business listed allows you to have a global reach. Moreover, it is one of the best outlets for free marketing as your customers’ reviews function as word of mouth advertising. Tripadvisor is an extremely useful tool for any business as the reviews can give you valuable insights regarding the goods and the bads of your establishment and allow you to make relevant improvements or adjustments.

CONTENT & TONE CHEATSHEET

FACEBOOK - focused on connections and communities. Join relevant groups, be casual and keep it friendly. Inform, educate and entertain your audience.

INSTAGRAM - focused on visual content. Make sure your photos and videos are high quality and attention grabbing. Use relevant hashtags without abusing them.

TIKTOK - focused on creative video content. Balance entertainment and advertising and foster a connection with your followers. Be authentic and fun.

YOUTUBE - focused on HQ video content. Make sure your videos are high quality, they have engaging titles and your descriptions include keywords.

LINKEDIN - focused on business professionals. Make sure your content reflects that and that your tone is highly professional.

PINTEREST - focused on inspirational content. Shine by posting informative and inspirational content in an aesthetically appealing way.

TWITTER - focused on dynamic interactions. Make sure you keep your posts short and relevant. Be quick, be witty and be informative.

SNAPCHAT - focused on brief snapshots of a moment. Keep your videos short and fun and quirky and use the in-app editing tools to make them pop.



CONTENT IDEA

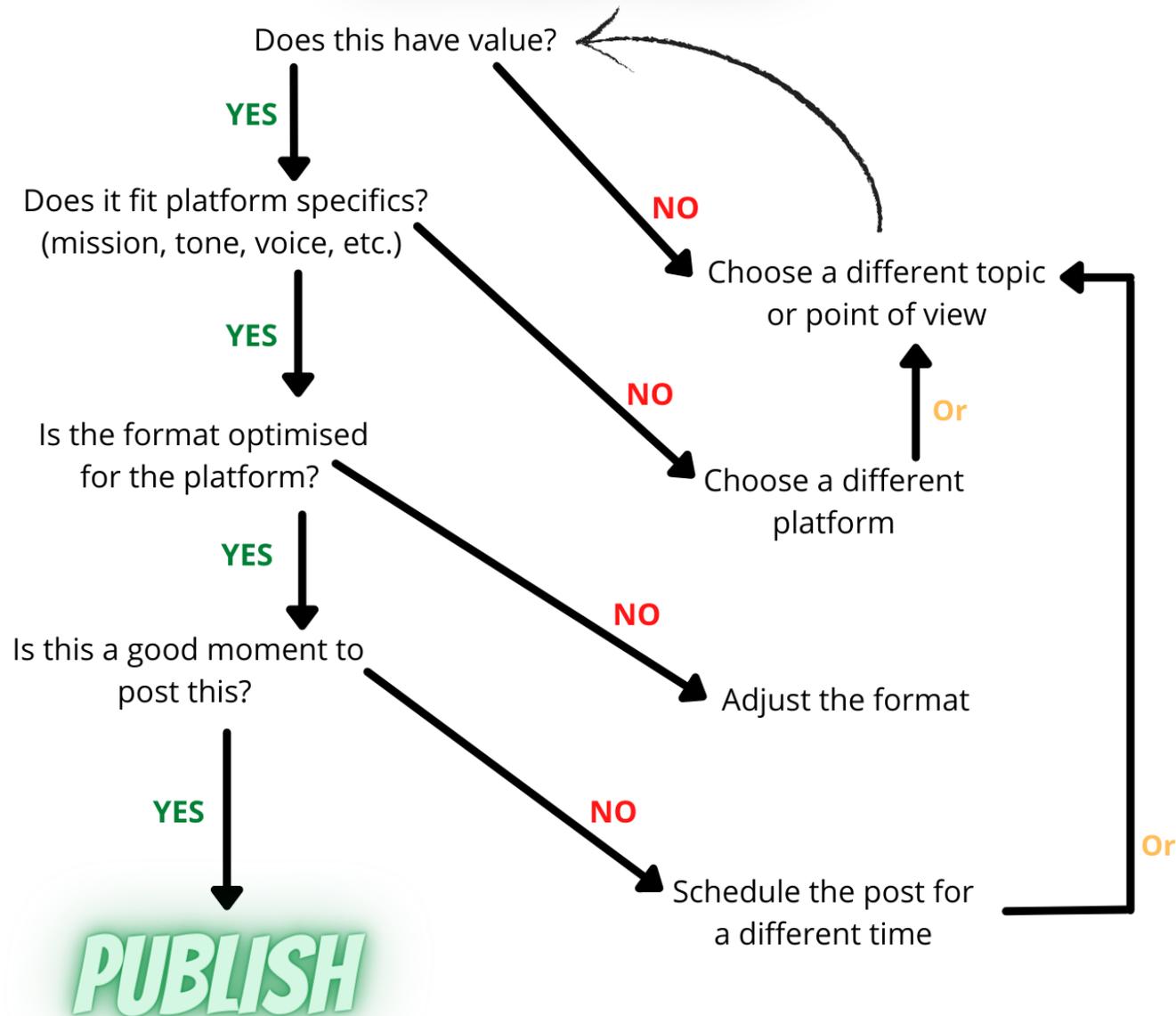




IMAGE SIZE CHEAT SHEETS

*updated 2022

FACEBOOK

- Facebook profile picture size: 180 x 180
- Facebook cover photo size: 820 x 312
- Facebook link image size: 1200 x 630
- Facebook image post size: 1200 x 630
- Facebook event image size: 1920 x 1005
- Facebook group cover image size: 1640 x 856
- Facebook video size: 1280 x 720
- Maximum Facebook video length: 240 minutes
- Facebook image ad size: 1200 x 628
- Facebook video ad size: 1080 x 1350 (ratio 4:5), at least 1080 x 1080, ratios from 16:9 to 9:16 are also supported
- Facebook Story ad size: 1080 x 1920
- Facebook messenger image ad size: 1200 x 628
- Facebook Reels – 1080×1350 (ration 4:5)





- Instagram profile picture size: 110×110
- Instagram photo sizes: 1080 x 1080 (square), 1080 x 566 (landscape), 1080 x 1350 (portrait)
- Instagram Stories size: 1080 x 1920
- Recommended Instagram video sizes: 1080 x 1080 (square) 1080 x 566 (landscape), 1080 x 1350 (portrait)
- Carousel posts & ads: 1080 x 1080 (square) recommended, 1080 x 566 (landscape) and 1080 x 1350 (portrait) are also supported, can be video or static image
- Instagram photo thumbnails: 161 x 161
- Instagram ads size: 1080 x 566 (landscape), 1080 x 1080 (square)
- Instagram IGTV video size: 1080 x 1920
- IGTV Cover Photo Size: 420 x 654
- Instagram Reels and Live: 1080 x 1920

TIKTOK

- TikTok Video: 1080 x 1920, maximum 3min.
- TikTok Profile photo: 200 x 200
- TikTok in-feed video ad aspect ratio: 9:16, 1:1, or 16:9.



YOUTUBE

- YouTube profile photo size: 800 x 800
- YouTube Channel cover picture: 2560 x 1440 (desktop) and 1546 x 423 (smartphones)
- YouTube thumbnail size: 1280 x 720
- YouTube Standard video: Minimum dimension is 426 x 240. Max dimension is 3840 x 2160, aspect ratio 16:9

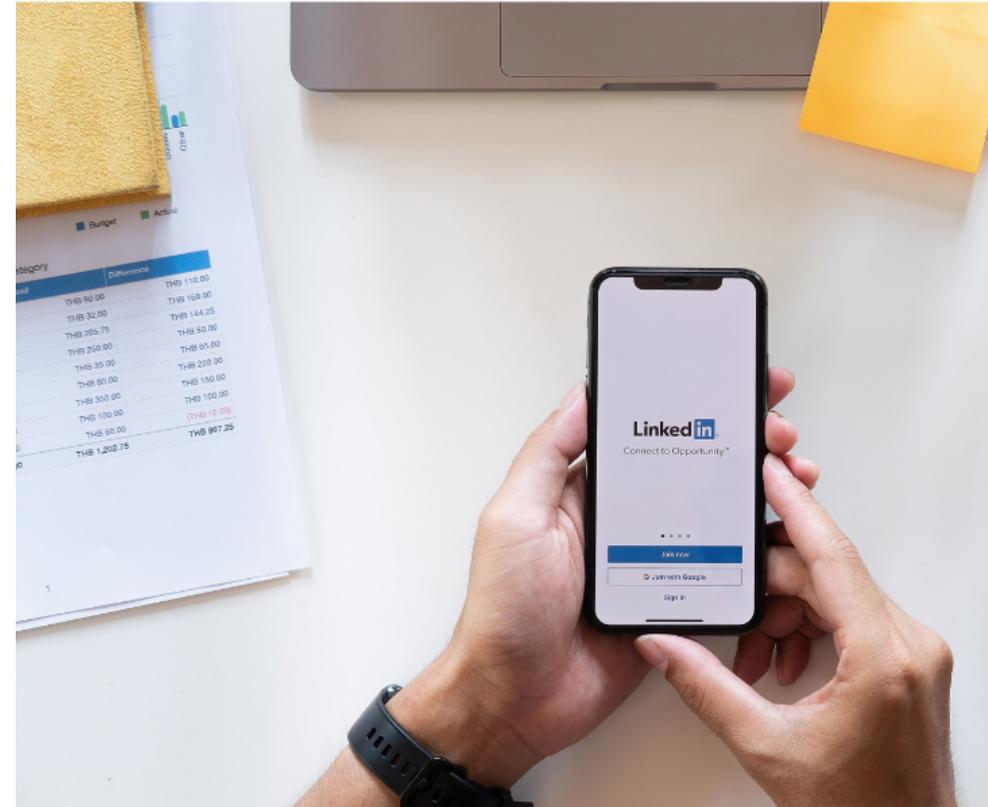


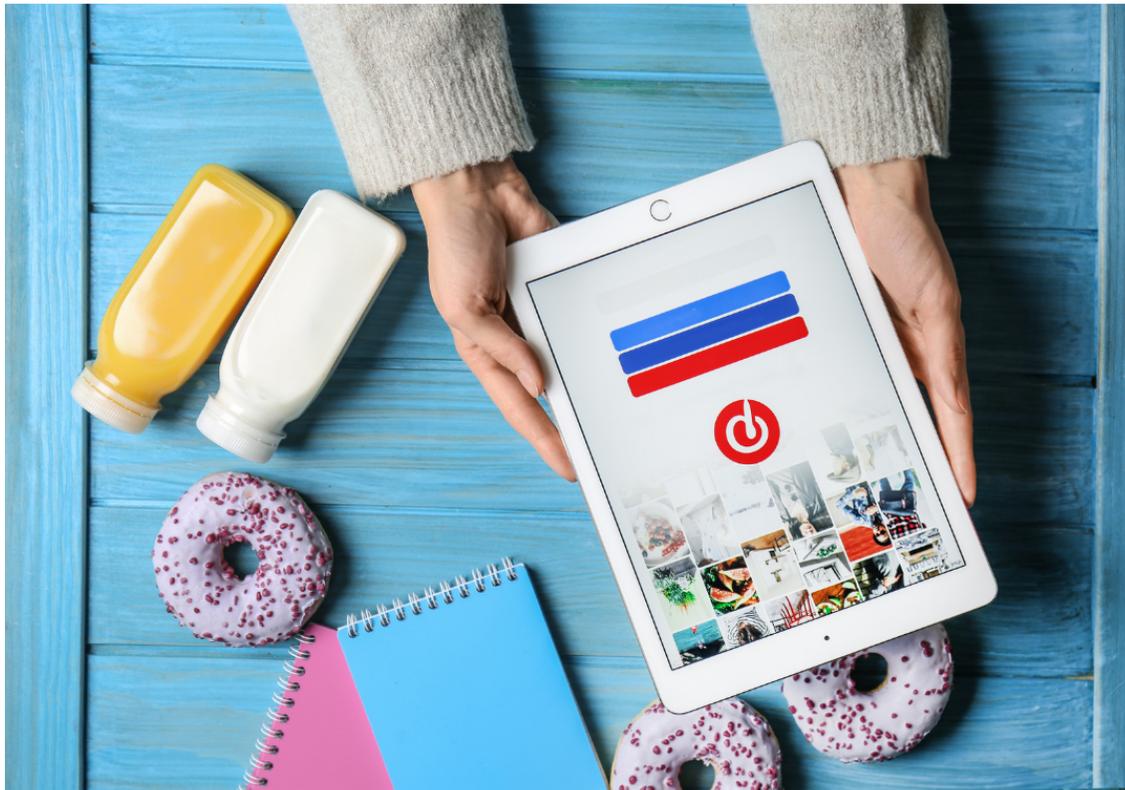
Personal profile:

- LinkedIn profile picture size: 400 x 400
- LinkedIn background photo size: 1584 x 396
- LinkedIn post image size: 1200 x 1200 (square) 1080 x 1350 (portrait)
- LinkedIn link post size: 1200 x 627
- LinkedIn video size: 256 x 144 (minimum) to 4096 x 2304 (maximum)
- Maximum LinkedIn video length: 10 minutes

Company Profile:

- *LinkedIn company logo size: 300 x 300*
- *LinkedIn cover photo size: 1128 x 191*
- *LinkedIn Sponsored Content image size: 1200 x 627*
- *LinkedIn Business Banner image: 646 x 220*
- *LinkedIn image sizes for blog post link images: 1200 x 627*





- *Pinterest Profile picture: 165 x 165*
- *Pinterest Board Display image: 222 x 150*
- *Pinterest Standard Pin size: Vertical images 1000 x 1500*
- *Pinterest Video specs: square (1:1) or vertical (2:3, 9:16)*
Length: Maximum 30 minutes
- *Pinterest Promoted carousels: image aspect ratio: 1:1 or 2:3, 1000×1000 or 1000×1500*
- *Pinterest Story Pins image size: 1080 x 1920*

TWITTER

- Twitter profile picture size: 400 x 400
- Twitter header size: 1500 x 500
- Twitter post image size: 1200 x 675
- Minimum Twitter card image size: 120 x 120
- Twitter video size: 720 x 720 pixels (square), 1280 x 720 pixels (landscape), 720 x 1280 pixels (portrait)
- Maximum Twitter video length: 140 seconds
- Twitter image size for ads: 800 x 418 (Website card), 800 x 800 (App card image), 800 x 800 (Carousels), 800 x 418 (Direct Message card), 800 x 418 (Conversation card)
- Twitter ad size (video): 720 x 720 (square), 1280 x 720 (landscape), 720 x 1280 (portrait)
Length: 12 seconds or less (recommended), 2 minutes and 20 seconds (maximum)



SNAPCHAT



- Shared images: 1080 x 1920
- Geofilters: 1080 x 1920
- Stories: 1080 x 1920; max file size 34 MB; duration: 10 seconds or less





Make sure your social pages and profiles are complete and up to date.	Don't be too demanding and needy.
Keep your personal and professional pages separate.	Don't spam and mass-follow.
Post regularly and prioritize your networks.	Don't over-promote.
Interact and encourage engagement.	Don't use too many hashtags.
Think before posting as the content is a representation of your business.	Don't share the exact same content over and over.
Accept any kind of feedback and respond gracefully.	Don't spread fake news.
Proofread before sharing.	Don't engage with trolls.



EMPOWERMENT OF TOURISM
MARKETING
IN RURAL AREAS

Social Media Quick Guide



Erasmus+

Strategic Partnership

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