

Social Media

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Social Post Quick Checklist

Things to check before every post

Check the post type via the [social media gsheet](#) (This is subject to change if the Sunday is a special event)

Remember: **Videos or Announcements as Reels** and **Photos as posts**

Set photo or video settings accordingly (see below)

Picture Settings

Shutter Speed: 1/200 or higher

White Balance: **3900K if the background is Blue / Magenta** OR **3600K if the background is Orange / Blue or if you are shooting toward the pews.**

F-Stop: f2.8 or lower to allow more light

Check Exposure (no overly dark shadows or overblown highlights)

Video Settings

Shutter Speed: Double the frame rate by 2 to get your shutter speed (example: 24p = 1/50, 30p=1/60, 60p = 1/125 etc)

White Balance: **3900K if the background is Blue / Magenta** OR **3600K if the background is Orange / Blue**

F-Stop: f2.8 or lower to allow more light

Check Exposure (no overly dark shadows or overblown highlights)

Upload completed photos / videos to Trello (If too large use one drive to upload)

Post needs to be approved before posting

Post to both **Instagram** and **Facebook**

Social Post Quick Checklist

General

Direction should come from Lead.

Communicate request within of week of the post or show date

IG and FB Posts

Photo Posts (Images): 4:5 ratio

Reels (Videos): 9:16 (Portrait mode, **bilingual** as one video or two individual videos Eng and Spa, Audio: Clean (no background noise, hissing etc).

Shared Method: Collaboration (This must be done at the onset of the post, it can't be done after).

When will they be shared: between 9 AM and 12 PM.

Videos to be shown in Church

Audio: Clean (no background noise, hissing etc).

Video: 16:9 ratio, **bilingual** as one video or two individual videos (Eng and Spa).

Photos: Scale to fit as a powerpoint, (ie fill the screen as much as possible), add music if needed.

If creative needs to be projected, please send creative (photo, announcement, video etc) to caleb(at)lasendaantigua.net for approval

Once approved, communicate with Sis. Carol if the creative (photo, announcement, video etc) needs to be announced by the MC. Otherwise it would be shown when the

announcements are shown.