

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.

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