

Social Media Guide

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SUBMITTED CONTENT BEST PRACTICES



Creating Authentic Moments with Best Practices in Mind



Social media is a powerful tool for connecting with peers, professionals, wider audiences, and more. This guide:

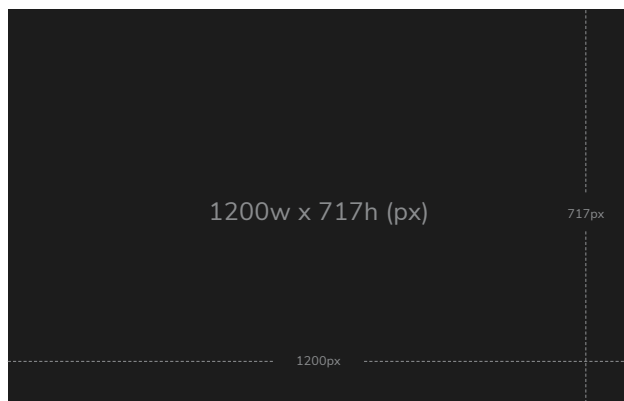
- Provides social media aspect ratios so you can better frame your content.
- Offers best practices for lighting, framing, and social.
- Gives tips on top-performing content topics to capture.

Social Image Sizing



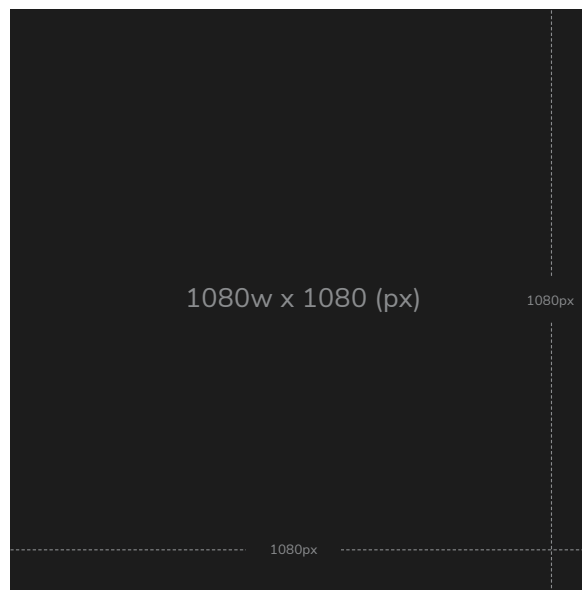
Facebook

LANDSCAPE



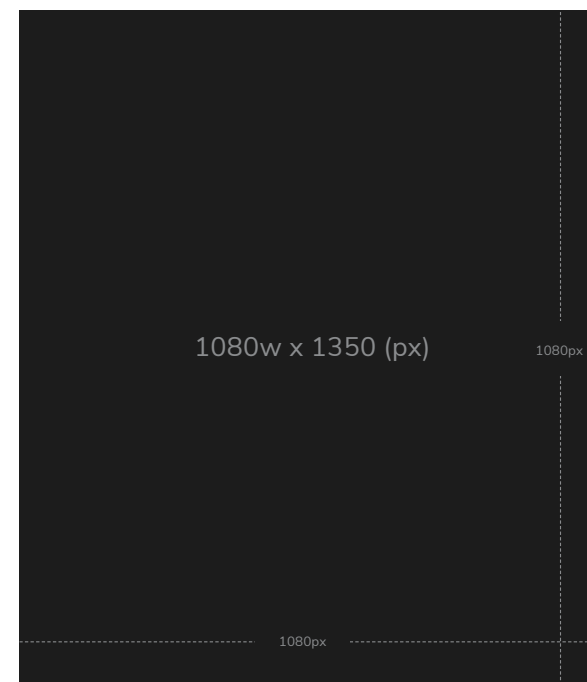
Minimum: 600w x 315h (px)

SQUARE



Minimum: 600w x 600h (px)

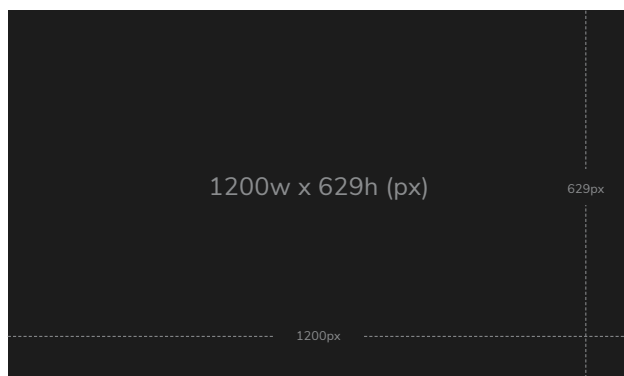
PORTRAIT



Minimum: 500w x 750h (px)

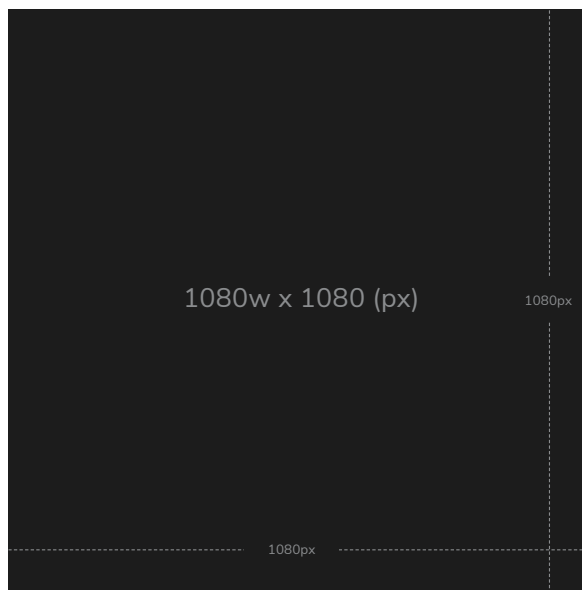


LANDSCAPE



Minimum: 200w x 105h (px)

SQUARE



Minimum: 600w x 600h (px)

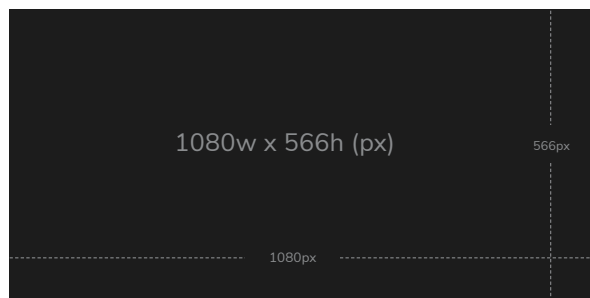
PORTRAIT



Minimum: 200w x 383h (px)

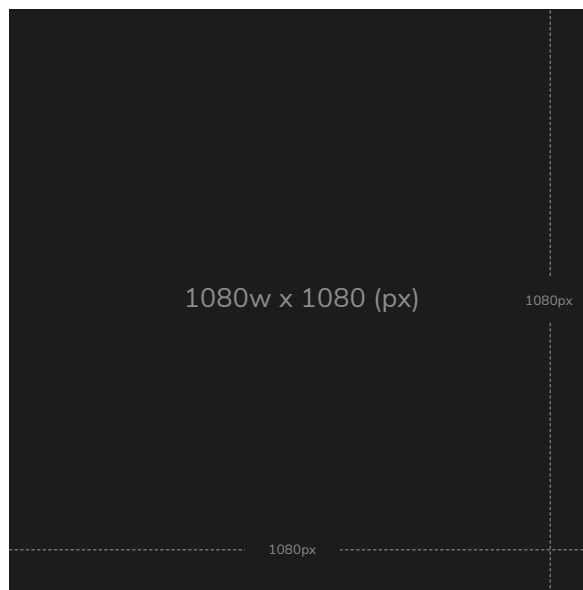
Instagram

LANDSCAPE



Minimum: 600w x 337h (px)

SQUARE



Minimum: 600w x 600h (px)

PORTRAIT



Minimum: 600w x 750h (px)

SECTION TWO

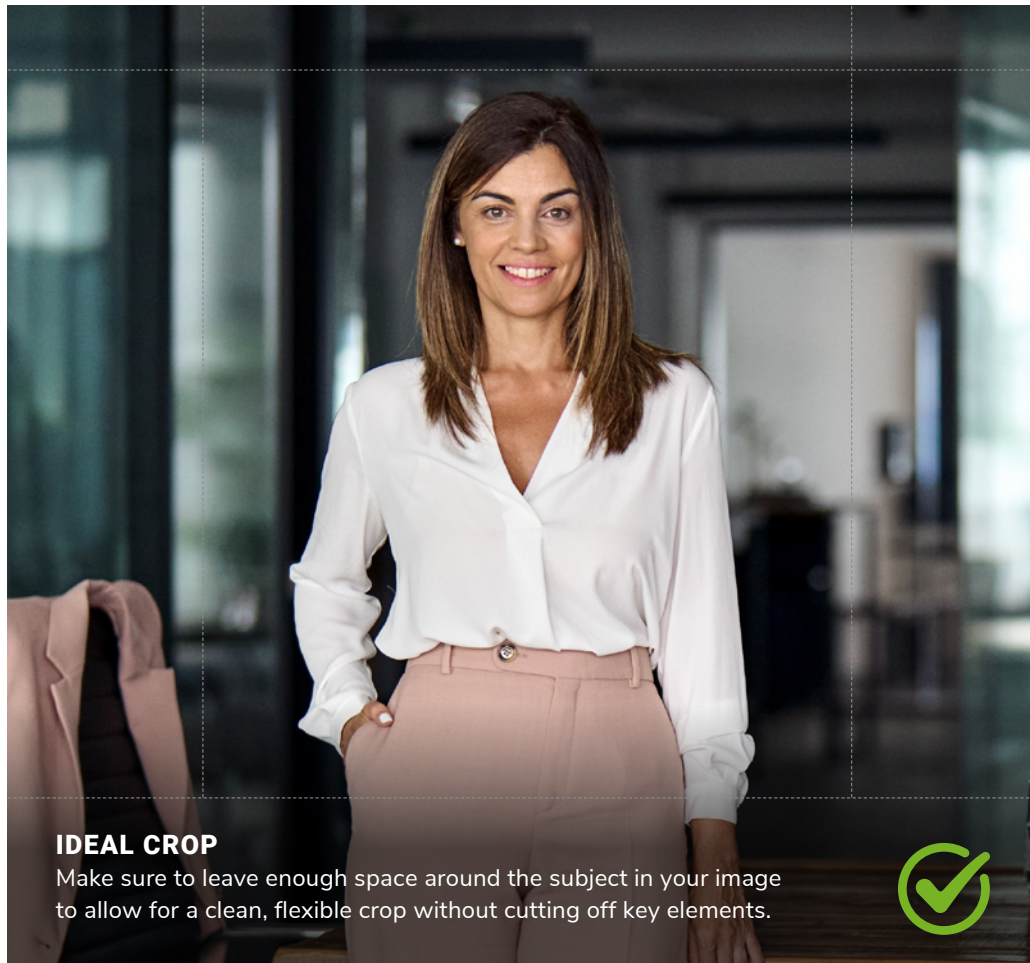
Employee Photos

NOTE: Allow employee to choose 2-3 of their favorite photos of themselves.

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Cropping



TOO TIGHT

Avoid cropping the image too tightly, as it can limit editing options and make the photo feel cramped or unbalanced.



TOO MUCH SPACE

Leaving too much empty space around your subject can make the photo feel distant and less engaging.



CUT OFF SUBJECT

Make sure not to cut off your subject—keep their head, shoulders, and arms fully in frame for a complete and polished look.

Lighting & Background



TOO LIGHT

Avoid using images that are blown out or overly bright.



TOO DARK

Dark images can obscure facial features and make the photo feel uninviting.

Image Quality



SECTION THREE

Building Facades & Product Installations

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Variety



CAPTURE A VARIETY OF SHOTS

To show off a building's facade, it helps to get a mix of shots. Wide angles show the whole building and how it sits in its surroundings. Medium shots focus on a specific part, like a gable, porch, or bay window. Close-ups zoom in on interesting details—like textures, how things are fastened, or decorative features.

Phases of Construction

BEFORE, DURING, AND AFTER

If possible, try to capture the building at different stages—before construction starts, during the work, and after it's finished.



Other Considerations



THINGS TO KEEP IN MIND

Clear away any clutter like toys, garden tools, or garbage cans before taking photos. For finished projects, it's worth waiting until the landscaping is complete to get the best shot. Also, think about the time of day—shoot when the lighting is at its best to really make the building shine.



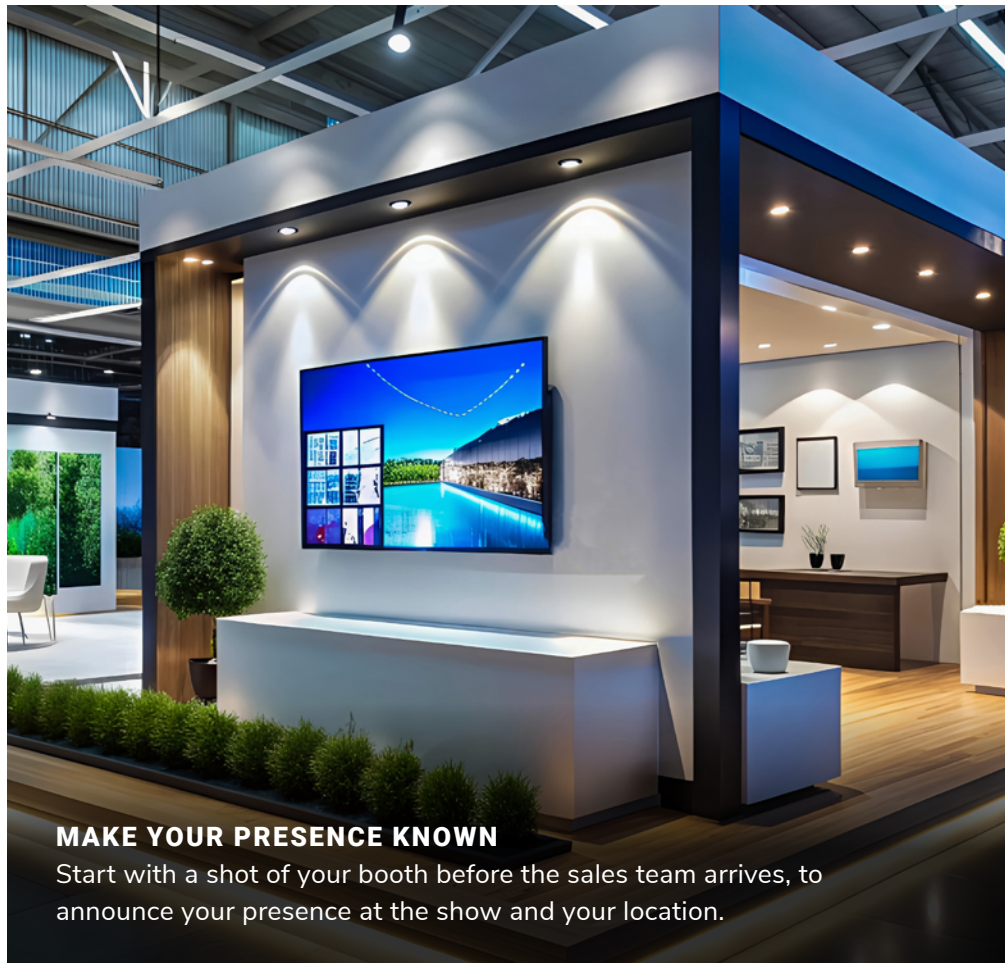
SECTION FOUR

Trade Shows



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Trade Show Photos



SHOWCASE THE TEAM

Grab a team photo in front of the booth or a featured product to share during the event and draw people in.



ACTION SHOTS

Capture candid shots of the booth in action—full of visitors—to show the buzz and keep your audience updated.

Trade Show Videos



TIMELAPSE

Booth timelapse videos showcasing set up before the show, traffic during the show, and tear down after the show



PRODUCTS

Product feature videos with a sales rep discussing product features and benefits.



TESTIMONIALS

Testimonial videos from current or prospective customers, sales reps, or keynote speakers offering interesting insights and perspectives.



STILL SHOTS

Resist the urge to continuously pan. Instead, hold the camera still on a given activity.

SHORT-FORM VIDEO CONTENT IDEAS

Plant Tours

Product Highlights

Hot Topics

Q&A with Leadership



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QUESTIONS?

Reach out to our Senior Social Media Manager,
Candace Howell-Williams at:

candace.howell-williams@bld-marketing.com