

How to Use PowerPoint Social Media Graphic Templates

General Program/Consortium Graphic

- 1) Open the “Social Media Graphic Template” PowerPoint
- 2) Click on the “New Slide” icon at the top of the page and select “General Layout”



- 3) Choose an image to insert

a. Image recommendations:

- i. Choose a picture that is about 6 x 10
(you can adjust the size after it is inserted)
- ii. The higher resolution (quality) of image the better

b. Delete the text in the center box and click the link to insert an image from your computer

- i.  ←this image

- 4) Add your program’s logo to the bottom right of the slide

a. If you do not have a program logo, delete this box

- 5) Add the name of your program/consortium and contact information

a. It is recommended you put a website URL & phone number

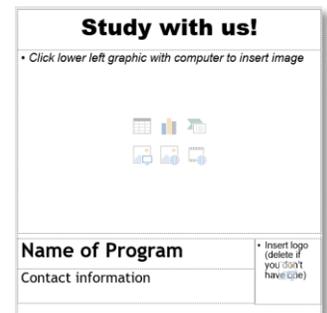
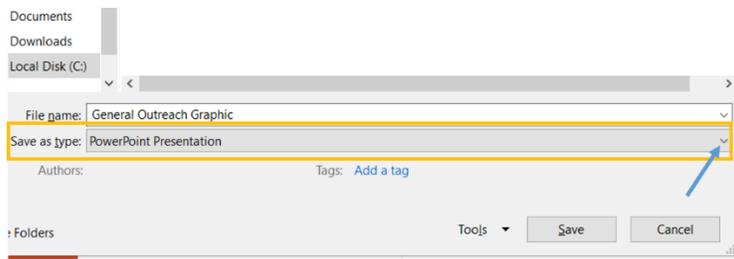
b. Make sure to also include the URL in the text of the post – people will not be able to click on the URL in the graphic

- 6) Save the image as a .png

a. Click ‘File’ → ‘Save As’

b. Change ‘Save as type’ from ‘PowerPoint Presentation’ to ‘PNG Portable Network Graphics Format’

Example:



Style Notes:

- Change the fonts and customize the top message
- Change the background color of the top message

Copy and paste the stock language phrases to make your outreach multi-lingual!



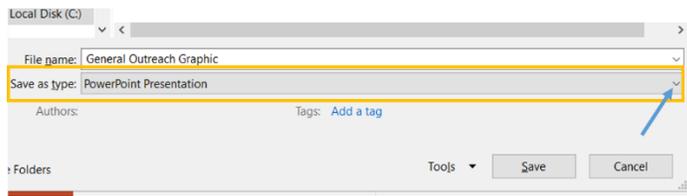
Specific Class Graphic

- 1) Open the “Social Media Graphic Template” PowerPoint
- 2) Click on the “New Slide” icon at the top of the page and select “Specific Class Layout”



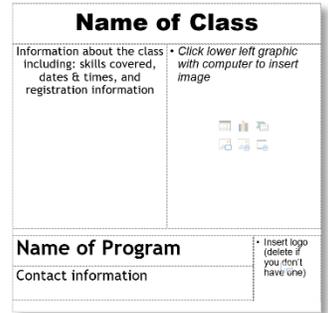
- 1) Type in the name of the class at the top
 - a. *Recommendation:* specify if your class is online or in-person
- 2) Add details about the class
 - a. What skills will they learn (“Study Beginning English; Learn how to use internet and computer; Practice English vocabulary & grammar; Study Math, Science, Language Arts & Social Studies for the GED tests, etc.)
 - b. Add the class times and duration, if applicable
 - c. Add registration information
 - d. *Recommendation:* specify that the class has no cost (many people assume classes or trainings cost money)
- 3) Choose an image to insert
 - a. **Image recommendations:**
 - i. Choose a picture that is about 6 x 5
(you can adjust the size after it is inserted)
 - ii. The higher resolution (quality) of image the better
 - b. **Delete the text in the center box and click the link to insert an image from your computer**
 - i.  ← this image
- 4) Add your program’s logo to the bottom right of the slide
 - a. *If you do not have a program logo, delete this box*
- 5) Add the name of your program/consortium and contact information
 - a. *It is recommended you put a website URL & phone number*
 - b. *Make sure to also include the URL in the text of the post – people will not be able to click on the URL in the graphic*
- 6) Save the image as a .png
 - a. Click ‘File’ → ‘Save As’
 - b. Change ‘Save as type’ from ‘PowerPoint Presentation’ to ‘PNG Portable Network Graphics Format’

Example:



Style Notes:

- Change the fonts and use the bold/italic font features to differentiate information
- Change the background color of the top message



Copy and paste the stock language phrases to make your outreach multi-lingual!