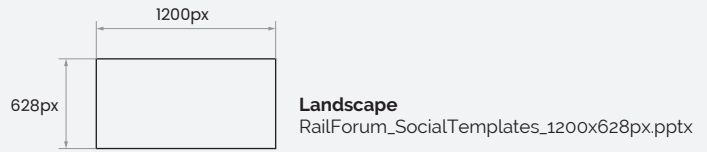# #MadeInBritain

Rail Forum

Social Post Templates 'How to Guide'

The following guide will walk you though how to create image & video posts for your socials using our pre-built templates. All you will need is a version of **Microsoft Powerpoint**

STEP ONE - Choose which size post best suits your needs.

There are two base Powerpoint files. One to create square posts at **1080x 1080px** & one to create landscape posts at **1200 x 628px.** Use whichever is best suited for your planned post. or chosen social media platform.

1080px

1080px

Square
RailForum_SocialTemplates_1080x1080px.pptx

1200px

628px

Landscape
RailForum_SocialTemplates_1200x628px.pptx

STEP TWO - Choose your layout.

Each file comes with a variety of pre-built layouts.
The layouts in each file are summarised below.
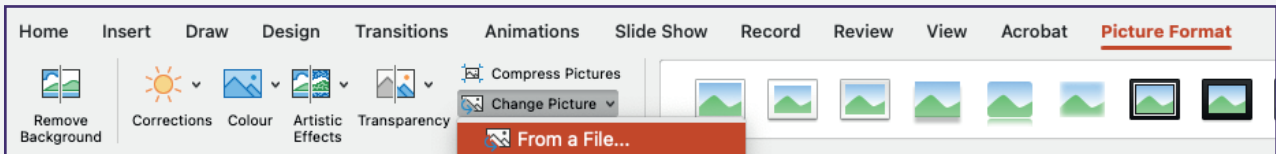
Square
RailForum_SocialTemplates_1080x1080px.pptx

1. **Single square image, no text**

2. **Single square image including text**

3. **Double square image, no text**

4. **Double square Image including text**

5. **Single large Image, no text**

Landscape
RailForum_SocialTemplates_1200x628px.pptx

1. **Single square image, including text**

2. **Double square image, no text**

3. **Double square image, including text**

4. **Single large image, no text**

5. **Single large image, Inc. text**
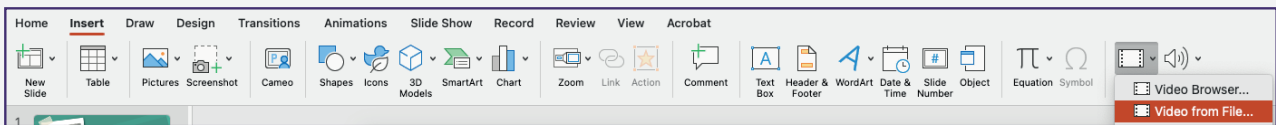
6. **Large & square Image, no text**

STEP THREE - Change your Image / Place video

- Select the place-holder image.
- Click on the PICTURE FORMAT tab
- Select CHANGE PICTURE, and choose your new image file

Note: If a video is required this will need to be placed manually as Powerpoint currently does not include the option to replace video links. To insert a video

- Click on the INSERT tab
- Select VIDEO, and choose your new video file
- Scale & position the video preview

STEP FOUR- Change your text (If applicable)

Any text boxes are fully editable.

There is currently a place holder for a title & body text. Simple click and type.

Title or headline text
Main body of text to go in this box here.
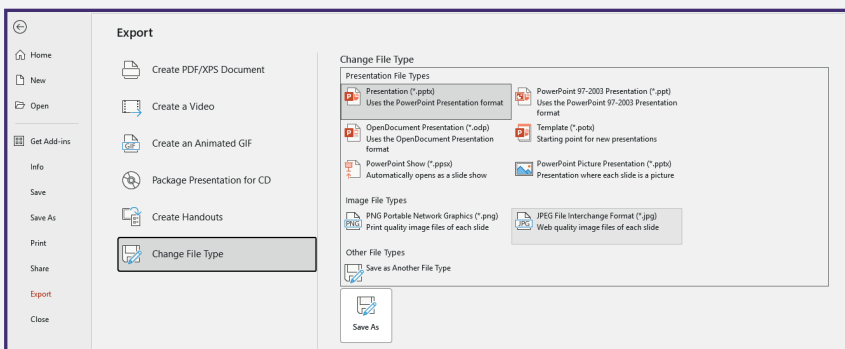
STEP FIVE- Delete all non required slides

Before exporting please delete any unwanted slides

STEP SIX- Export your file

When your design is ready, click on the FILE tab / EXPORT

For Images: CHANGE FILE TYPE / Image file types / PNG or JPEG / Save As
For Videos: CREATE VIDEO / Standard (480p) / Create video

STEP SEVEN

Upload your image to your chosen social media platform