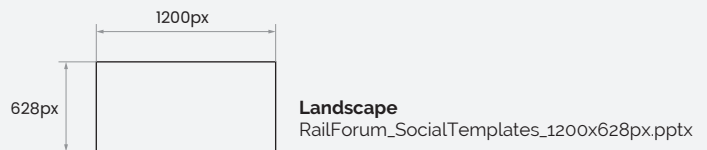# #MadeInBritain

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**

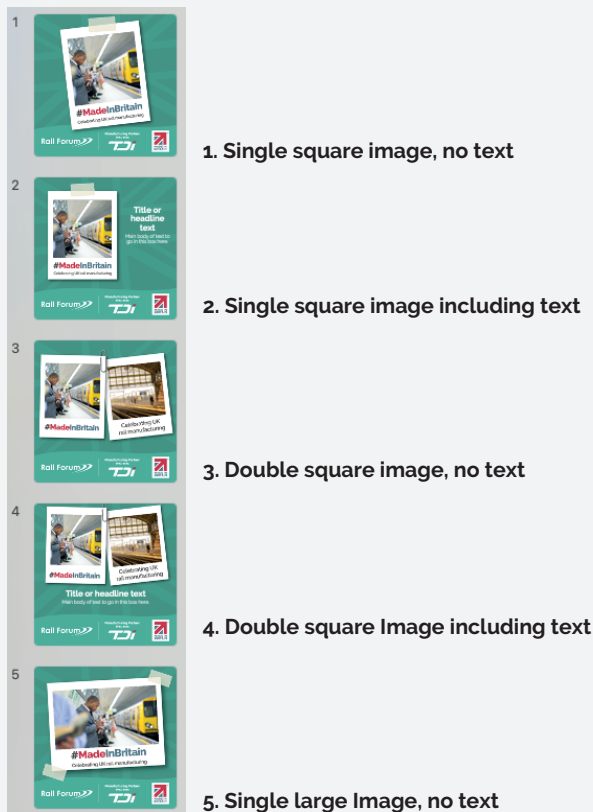## STEP ONE - Choose which size post best suits your needs.

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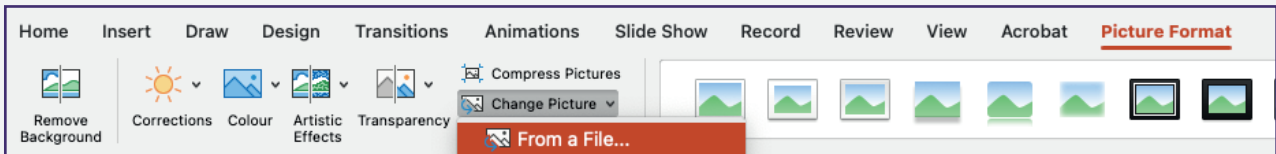
Square
RailForum_SocialTemplates_1080x1080px.pptx

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
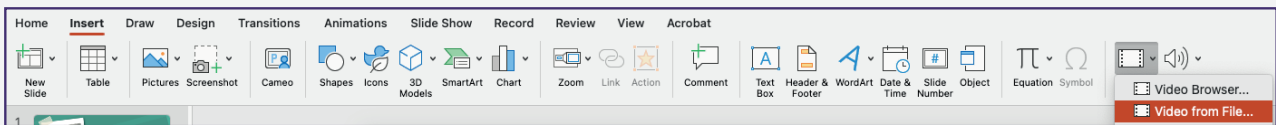
6. Large & square Image, no text

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.
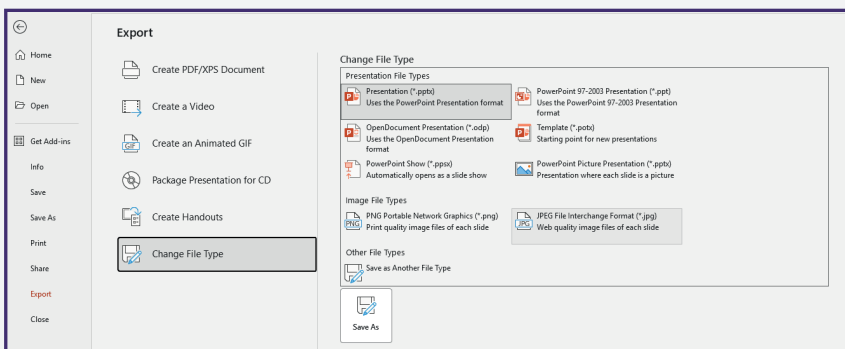
STEP FIVE- Delete all non required slides

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