

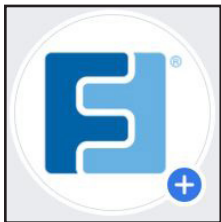
GETTING STARTED WITH A NEW SOCIAL MEDIA PAGE

Getting Started with a New Social Media Page

If you're setting up a new social media account for your agency, there are several steps to take to ensure your profile is professional and effective in helping visitors learn more about you. On almost all social media platforms, begin by adding or updating the following:

- **Profile picture** (we recommend using your agency's logo or submark)
- **Cover photo** (we recommend changing your cover photo quarterly, to keep your page fresh and to highlight different insurance products; if your agency has a motto or tagline, this could be a great place to use it)
- **Agency location and contact information** (it's extremely important to keep your agency's **name, address, and phone number** consistent across all channels; adding an **email address** is helpful, too)
- **Link to your website**
- **Short bio** (let viewers know what you're offering them; share who you are, how you can help, and the areas you serve)

Note: On most social media platforms, you can edit this information by clicking the **About** or **Edit Profile** buttons on your agency's page.



Overview of Profile Pictures

Profile pictures are important on all social media channels. Your agency's profile picture is often the first image a user sees when they look for your agency on social media, so it's crucial that that it's an on-brand, high-quality image. We recommend using your agency's logo or submark as your profile picture on all your social media channels. This will build consistency, trust, and help users recognize and identify your brand.

A few notes on logos:

- A symbol, icon, or even a font-type can make for impressionable logos.
- A logo is an important investment in your agency's brand. If you don't have one or need a refresh, get creative and reach out to graphic designers in your area, or perhaps even to students at a local design school for help developing an appealing logo.
- When your agency logo is updated, be sure to request that it's formatted to fit in the dimensions for each social media platform. We've listed the dimensions at the end of this document – if you're working on a logo with a graphic designer, share this information with them!

Overview of Cover Photos

A cover photo (sometimes referred to as a banner or header image on social platforms) is the headlining photo of your agency's social page. Cover photos are featured on most major social media platforms (excluding Instagram).



Great cover photos tell a story. For example, if your agency writes mostly auto, consider using a photo of a car on the road, a family road trip, or a teen getting keys to their first vehicle. If you write multiple products, focus on one and consider changing it every few months. When you select a photo that matches your agency's story and vision, it will reinforce your brand to customers.



Need stock photos? Many companies purchase subscriptions with stock photography services like Shutterstock® or Pond5®. If you're looking for free-to-use stock imagery for cover photos and other social media content, check out unsplash.com. (Be sure to learn more about their [licensing](#) before moving forward.)

Profile Picture and Cover Photo Image Sizes

As of 2021, here are several recommend dimensions and file sizes for profile pictures and cover photos¹. Dimensions are noted in pixels (px) and width x height.



Facebook

Profile image: 180 x 180
Cover image: 820 x 312 (min 400 x 150)



Instagram

Profile image: 110 x 110



LinkedIn

Company logo: 300 x 300
Company cover: 1128 x 191



Twitter

Profile image: 400 x 400
Header image: 1500 x 500



YouTube

Profile picture: 800 x 800
Banner: 2048 x 1152

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¹Sprout Social: <https://sproutsocial.com/insights/social-media-image-sizes-guide/>

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