Keep the "likes" coming on Facebook

Refresh your profile picture and your message regularly

According to a HubSpot study of B2B and B2C companies, visual posts on Facebook received an average of 53% more likes and 104% more comments than text posts. Visuals boost engagement on social media.

Updating your company profile picture regularly increases your brand's recognition on Facebook. Your profile photo can tell a story, make a visitor smile, or help people understand what you offer.

Here are 5 simple steps to use PowerPoint® to create fresh, enticing profile pictures profile.

1. Set up your page size.
The Facebook profile picture is 800 pixels wide by 300 pixels high or 10 inches wide by 3.7 inches tall. Your first step is to reset the page size on a new PowerPoint document.

Open a new document, name it and save it. Then go to Design/Page Setup. Change the standard page size to "Custom" and set the dimensions to Width: 10 inches and Height: 3.7 inches. Set the number of slides from 1 to 10. The program will give you that many blanks to work with. You can always add more if you need them.

2. Now choose your photos.
Because Facebook is social, choose pictures that show your people, people at work, your office or even your customers (if they're okay with

that). Have fun with the pictures. They shouldn't look stuffy or formal.

Or show examples of the problems you solve, the results from the products and services you offer, or an interesting grouping of your products. Seasonal images can also add interest.

Choose quality photos that have good lighting and contrast. Nothing fuzzy, out of focus or dark. Stick to either .jpg (JPEG) digital files or .png files.

3. Now what's the message?
With PowerPoint, you can add copy to your images. Think about quotes, statements, captions or funny comments that will be meaningful to your business or your audience.

We like using industry quotes from marketing gurus. Or inspirational statements that get people to stop and think about what's possible.

Your key marketing messages can also be included. What's your brand promise or your vision? What do you do or provide for your audiences? Be direct, grab the eye, keep it short!

4. Build your composite picture.
You've got great photos. You've got pithy statements to add. Ready to build? Start with two or three composite images to save time and let you test what works.

Place your picture into your page (Insert / Picture). Fit it to the size of the page by enlarging, reducing or cropping using the picture tools. The "Picture Tools" menu will appear when you select the image. The tools let you crop, adjust brightness and color and group elements.

Your goal is to have the image fill the full page, but also have an area that is clean enough to overlay text—in black, reversed, or in color.

Now insert a text box, (Insert/Text Box). Choose "draw text box" to create an area for text where you want it. To eliminate any fill or outline, select the text box and open the "Drawing Tools" tab. Under Shape Fill, choose no fill; under Shape Outline, click no outline. Then select your font and size to add your message! To reverse type out of a photo, set the font to white, right click and choose "bring to front."

5. Now simply save and apply.
Click anywhere on the graphic and hit Control + A to select all the elements. Then on the Picture Tools tab, select Group to create one graphic of all the elements. Right click the outline and choose "Save as Picture," name it and save your image into your desired folder.

To place your new cover photo, log into Facebook and select "Change Cover." Upload your new image and you're all set.

Test different combinations of images and messages, but remember that each one adds to your brand image. Maintain your brand standards—from fonts to colors to style— to help build brand recognition and generate Likes.

Ready to add social to create more visibility and build your online brand? Talk to us. We'll align your online and offline brand. Call us toll-free, 866.363.4433. Or drop us an email at optimize@creativeco.com.