

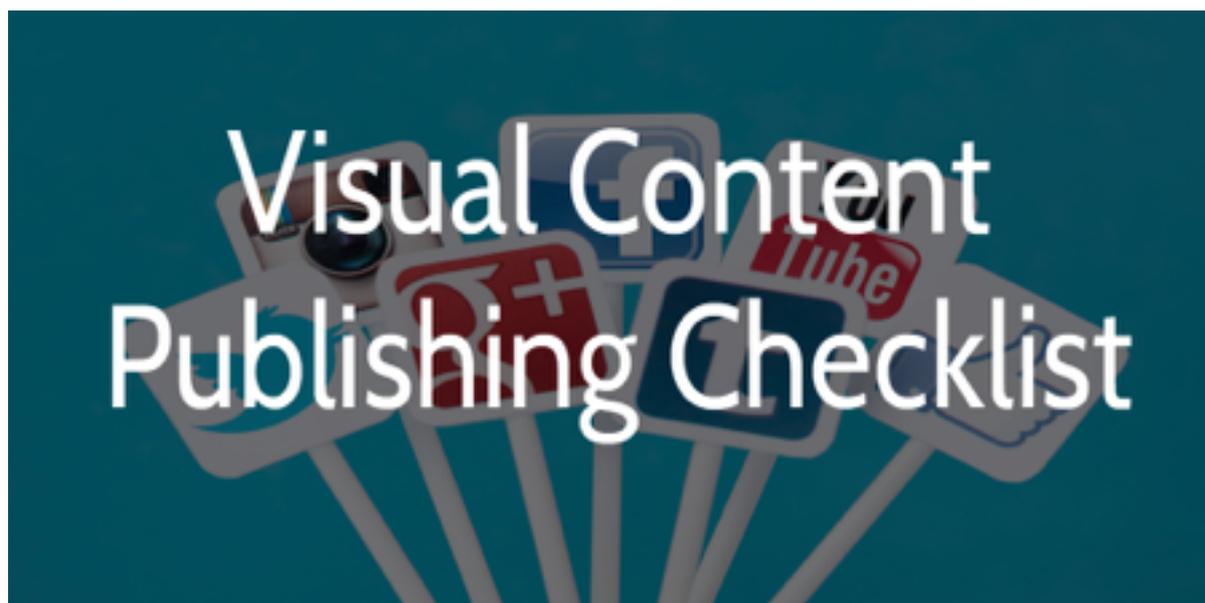
Visual Content Publishing Checklist

Checklist - Online Marketing

Run this checklist every time you are about to publish a new piece of visual content.

- 1. Introduction
- 2. Pre-Editing Consideration:
- 3. Check you have the appropriate rights to publish
- 4. Select social networks to publish to
- 5. Image Editing:
- 6. Optimize image size and quality
- 7. Crop image for appropriate social networks
- 8. Post Edits:
- 9. Add ALT Tags to images
- 10. Create descriptions and #hashtags
- 11. Publish images to blog and social networks
- 12. Sources:
- 13. Relevant Checklists:

1. Introduction



Publishing visual content can be a quagmire of legal and technical issues if you are unfamiliar with the process. By using this checklist for each new image you upload, however, you can ensure that not only will there be no question of legal ramifications, but the image will both fit all mediums and rank well in searches.

Let's get started!

2. Pre-Editing Consideration:

3. Check you have the appropriate rights to publish

First you need to **make sure you have rights to the image** before publishing it. The easiest way to know **you have the rights** is **if you took the picture or made the graphic yourself**. If you did not, you need to make sure you have the rights to publish the image.

There are a few ways to get this:

1. Use **Public Domain** Images
2. **Purchase the image** from a website that sells images with rights like Shutterstock
3. **Get permission** from the original creator

Be careful however, as doing the above doesn't always 100% put you in the clear.

[Lifehacker](#) published a great post on making sure you are in the clear when [publishing other peoples images](#).

[Social Media Examiner](#) also did a cool post about it called [Copyright Fair Use and How it Works for Online Images](#).

□ 4. Select social networks to publish to

Next you need to **select the social networks which you will publish your image on**. There are a couple of things to consider during this process, but we've divided it up into two easy segments.

Image Support

Most social networks these days have great image support, take for example the major ones; [Facebook](#), [Twitter](#) and [LinkedIn](#). If you have a post with an image, you basically want to **submit it to these 3 networks every time**.

Then there are **image specific social networks** such as [Instagram](#) and [Pinterest](#). If you want to publish the images themselves from your post, these are great places to post.

Finally there are **blogging networks** like [Tumblr](#) and [Medium](#). These are great for posting a summary of your work plus the image, or just the images on their own.

Target Demography

Since all the networks support images pretty well these days, a better angle to consider might be **the target audience** you are going after.

Below is a breakdown of the demographics of each social network by [Onboardly](#):



Facebook
Best for: local businesses, B2C businesses, e-commerce sites.
Gender: Women.
Age: 18-29
General Interest: Photos and videos are the most engaging content.

Twitter
Best for: Almost everyone (B2, tech, online, local, influencers).
Gender: Men and women.
Age: 18-29
General Interest: Great for customer service/support, building relationships, discovering trends, searching hashtags and keywords.

LinkedIn
Best for: B2B companies, tech startups, online businesses.
Gender: Men and women.
Age: 30-64
General Interest: Useful for content publishing, building thought leadership in forums, tracking competitors.

Pinterest
Best for: Ecommerce sites, lifestyle companies, design-focused companies.
Gender: Women.
Age: 18-49
General Interest: Great platform for businesses with visually appealing products and/or services. DIY (Etsy) style community's do well here.

Instagram
Best for: Ecommerce sites, those who sell pretty products, B2C companies, lifestyle companies, sole proprietors.
Gender: Men and women.
Age: 18-29
General Interest: Inspirational quotes related to your industry, beautiful pictures, innovative ideas, and office shenanigans.

Foursquare
Best for: Restaurants, brick-and-mortar shops.
Gender: Women.
Age: 35 and older
General Interest: Offering discounts and keeping track of customers.

Quora
Best for: Tech startups, Sole proprietors, B2B companies, industry experts.
Gender: Men.
Age: 35-44
General Interest: Great for answering questions, publishing content, establish brand authority on topics.

Reddit
Best for: "Cool" companies, tech startups, male-targeted companies.
Gender: Men.
Age: 18-29
General Interest: Post insider secrets, funny links, questions, advice.

onboardly

Social-media-chanelle-demographics.png

□ 5. Image Editing:

□ 6. Optimize image size and quality

Now it's time to **optimize your image's size and quality**. The size of image you should post is constantly changing, and it's changing in the direction of bigger not smaller.

We are starting to move into the world of retina mobile displays and unlimited 4G internet on mobile devices, which dramatically changes the size and quality of image you can serve up.

There are still some limitations however. **Google will penalize you for slow load times** on your website, not everyone has fast mobile internet and **lots of blogs and social networks do not support full HD images**.

So what is the best size image to post?

On our blog we post images at 800px wide. This is a little higher than many of the standard publications.

See this excerpt from [Kevin Muldoon](#)

"the technology blog [Engadget](#) uses a width of 620 pixels and [The Verge](#) use full screen images over 1,000 pixels in their reviews.

Many other blogs choose to use small images despite their designs being capable of displaying images much wider. [Smashing Magazine](#) tends to show images of either 500 or 550 pixels though their current design would easily accommodate 600 pixels."

Based on that, you can see the range is probably between 500-1000 pixels wide (height is less important as most pages run down and can handle quite tall images). So depending on your blog design, you should pick something in that range.

I would recommend between 600-800px wide.

Image Quality

Image quality is a pretty complicated topic, but **generally producing a jpeg at 80% quality will look great**.

If you want more info on how to optimize image quality, check out these posts:

- [10 Best Tips for Image Size on your Blog](#)
- [The Myth of DPI](#)

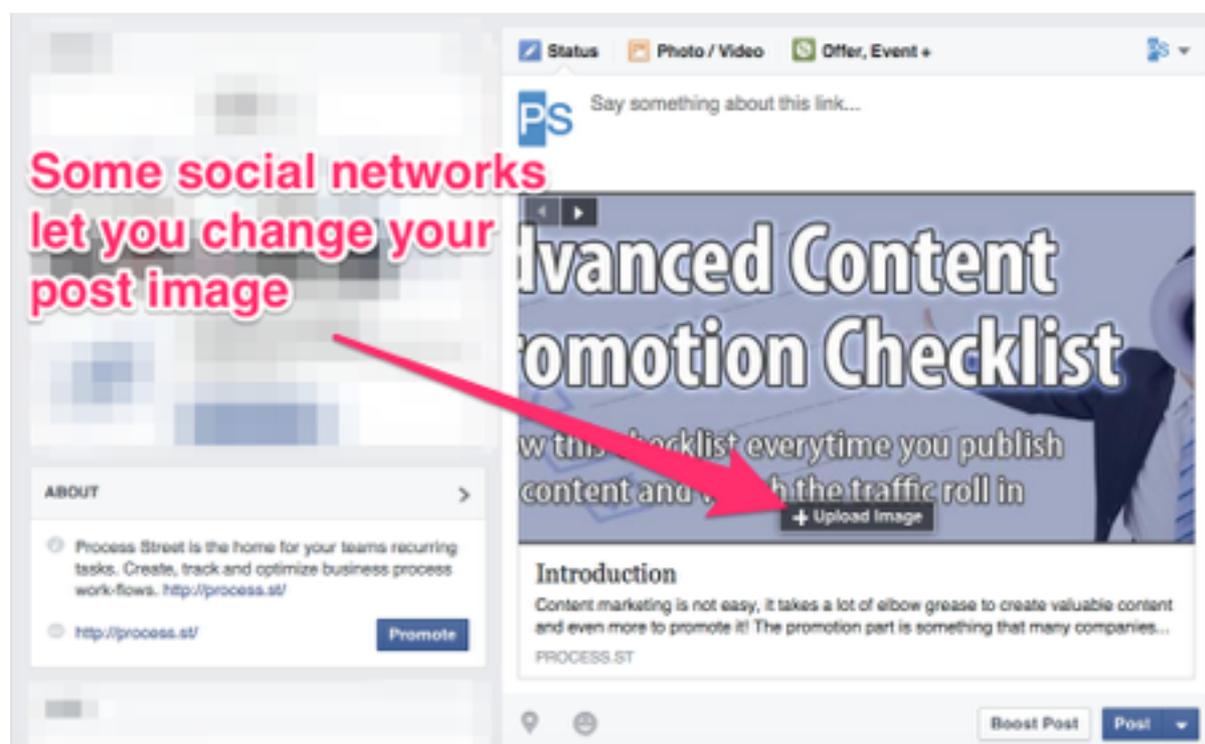
□ 7. Crop image for appropriate social networks

Once you know what social networks you will be posting your post or images to, you need to **make sure you have different images in the correct sizes**.

Tips for Social Media Image Sizes

Depending on how you decide to post your images, you will need to **alter the structure** of your images and posts.

For example on **Facebook**, you may decide to use one of the **pre-loaded images** that show up when you share your post or page, or you may choose to **upload your own image**.



[changenetwork.png](#)

In the above example, you can see my post image does not fit well with the Facebook post size, so in this circumstance it would be better for me to **create a separate image with the right dimensions specifically for Facebook**.

Below is a cheatsheet from [Constant Contact](#) that gives you the optimal post sizes for each Social Network.

Quick & Simple Social Media Image Size Cheat Sheet



Facebook

Cover photo **851x315**
Profile photo **180x180** (displays as 160x160)
Tab **111x74**
Link Image **1200x627**
Image **1200x1200**
Highlighted/milestone image **1200x717**



Twitter

Header **1500x500**
Profile photo **400x400**
Image Display size **880x440** (recommended)



Google+

Profile photo **250x250**
Cover photo **2120x1192**
Shared image **800x600**



LinkedIn

Profile photo **200x200**
Cover Photo **646x220**



Pinterest

Profile photo **600x600**
Pins **600xinfinte**
Board thumbnail **222x150**



Instagram

Profile photo **161x161**
Image viewed on desktop in lightbox as **612x612**
Image feed **510x510**



YouTube

Profile photo **800x800**
Channel Art **2560x1224**
Custom Video Thumbnail **1280x720**

**all dimensions listed in pixels*

Constant Contact 

□ 8. Post Edits:

□ 9. Add ALT Tags to images

Your image now needs to be given ALT tags.

What are ALT tags?

If you just asked yourself the above question, this point is extremely important for you, so pay attention!

ALT Tags are invisible descriptions of images which are read aloud to blind users on a screen reader. Adding ALT text allows authors to include images, but still **provide the content in an alternative text based format**.

Why are ALT Tags important?

ALT Tags are what Google uses to find and sort and display your images in the Google image search, and to understand the content of your page as a whole for traditional search results.

Below is a video from [Matt Cutts](#) (Chief Famous Search Dude at Google) explaining why Alt Tags are important and best practices when naming them.



□ 10. Create descriptions and #hashtags

Now your images are optimized for humans (as in they look all nice and pretty) it's time to optimize them for robots.

By robots I mean the **search engines**. Obviously there is Google, but all the big social networks operate around search. Pinterest searches description and Instagram searches **#hashtags**.

To make sure your content is discoverable across the internet, you need to **optimize your description and tags** when posting images. Make sure to watch the video by Matt Cutts on the previous task for ideas on this. For more ideas on descriptions and **#hashtags**, watch the below video.



#Hashtag Tools

Twitter

- Hashtagify.me
- WhatTheTrend
- Trendsmap
- Tagdef
- RiteTag

Instagram

- Instatag
- InstaCommentor
- InstaFollow
- InstaMessage

□ 11. Publish images to blog and social networks

Once you have published your images to your blog, the **final step is to distribute them** across the social networks. There are a few different ways you can do this.

Manually

The first way is **manually**. This would require you logging into each of the Social Networks such as Pinterest, Facebook, Instagram and either pasting in the link to your post and/or uploading the image directly from your computer.

Automatically

You can **automatically** post from your blog to various social networks using tools like Jetpack for Wordpress or IFTTT. These can be useful for saving time, however, the **quality of the posts are generally sub-par**. Images are not aligned properly (or the wrong images are selected) there are weird links added and posts generally don't look polished.

You may be able to tweak these tools to do what you want, but I have never been able to get them to work right on all the networks.

ViralTag

[Viraltag](#) is an awesome tool that lets you publish the images from your post to any of the major social networks.

What's particularly cool about **ViralTag** however is they **optimize the posts for images**. With a few clicks you can post (or schedule) images to a number of social networks and trust they will look great.



□ 12. Sources:

[Sarah Hawkins](#) - [The Best Ways to Be Sure You're Legally Using Online Photos](#)

[Sarah Hawkins](#) - [Copyright Fair Use and How it Works for Online Images](#)

[Renee Warren](#) - [7 Ways to Effectively Use Social Media for Your Product Launch](#)

[Kevin Muldoon](#) - [The Best Image Size For Your Blog Post Images](#)

[ChiWei](#) - [10 Tips on Best Image Size For Your Blog](#)

[Ben Gremillion](#) - [The Myth of DPI](#)

[Danielle Cormier](#) - [\[Infographic\] 2014 Social Media Image Size Cheat Sheet](#)

[Matt Cutts](#) - [Matt Cutts Discusses the ALT Attribute](#)

[Elise Moreau](#) - [How to Hashtag on Instagram](#)

□ 13. Relevant Checklists:

[Advanced Content Promotion Checklist](#)

[Blog Pre-Publish Checklist](#)

[Get Your First 100 Podcast Listeners](#)

[10 Questions to Ask Before You Press Publish](#)