

PENGUIN IN THE ROOM

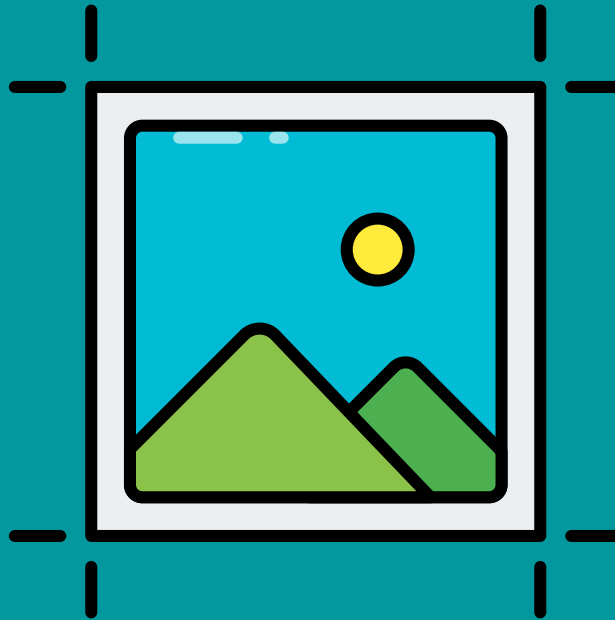
TOP SOCIAL MEDIA TIPS 2025

PENGUIN
in the
ROOM 



**Instagram has changed
its post shape!**

**resize your images to
1080 x 1350 pixels for
images and carousels**



Instagram grid previews (what people see as a preview before they click on your reel) is 1080 x 1440 pixels so may sure all the important stuff stays inside that preview size



**Can't come up with
social media
content ideas?**

we hear you...



**Head to Chat GPT (AI)
and ask it for help!**

**Eg. What should a
comedian be posting
on instagram to get
more followers and
engagement?**



Don't forget Facebook!

as of Dec 2024 over 3.07 billion people are using Facebook. We've seen a huge increase in engagement for our clients on Facebook over the last year

Editing a reel?

put a 3 second
clip of the best
moment at the
start to draw
people in



A white oval at the top center of the page casts a soft, light blue spotlight downwards, illuminating the text below.

Filming?

**Natural daylight
is always most
flattering!**

**Go outside (if it's
quiet) or face a
window**

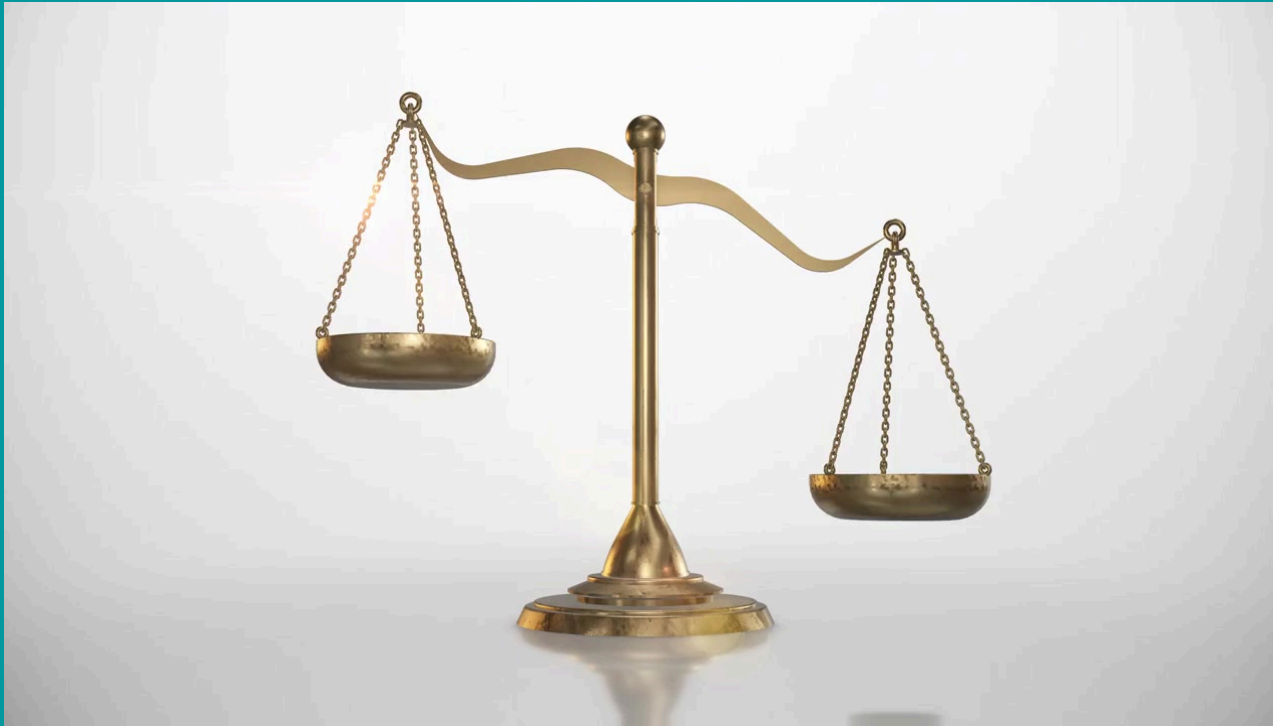


Know the audience...

**not all content will work
across all platforms.
LinkedIn vs Tik Tok is
quite different so might
need a re-edit!**



**remember:
follower counts
aren't the whole
story**



**Would you
prefer 1 million
followers who
don't watch your
stuff...**

**or one thousand
followers who
love and
support
everything you
do?**

and finally...

**hire a company to
manage your social
media for your job
and you can claim
our fee against your
tax bill!**

win - win

basic package: £240 a month

**email
info@penguinintheroom.com**

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