# How to:
Brand your social media

Profile Picture

The best image to use as your profile picture is your official localised logo. For both Twitter and Facebook use the top left corner logo so it is pointing towards the main content of the page, as shown below.
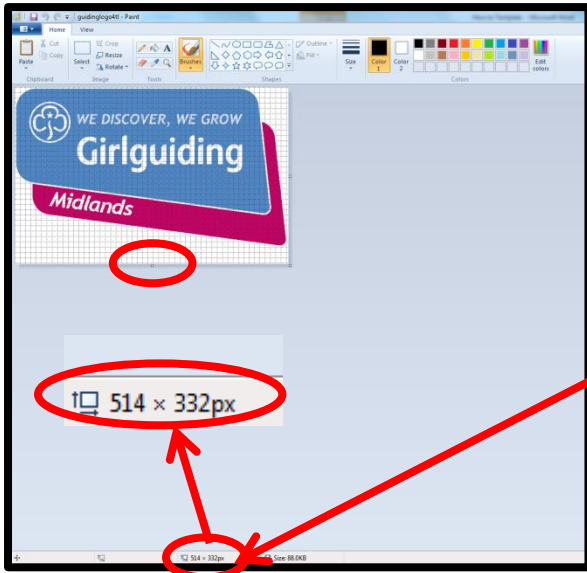

Making your logo square

When you download your logo from the Online Print Centre it will be a rectangle, however for both Facebook and Twitter you will need it to be a square. You can change it into a square quite simply using Microsoft Paint.
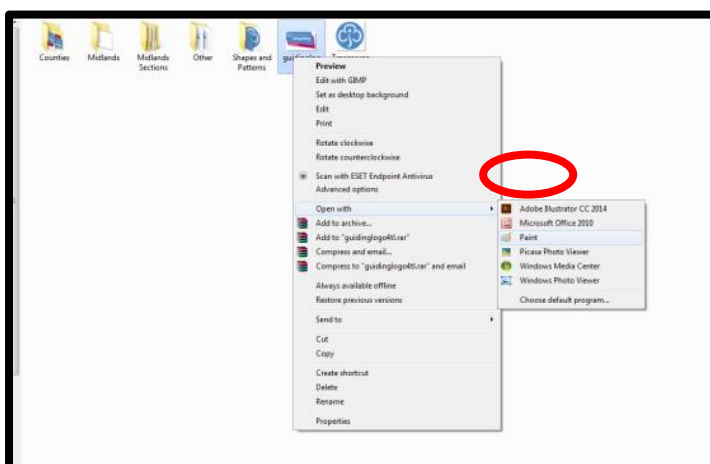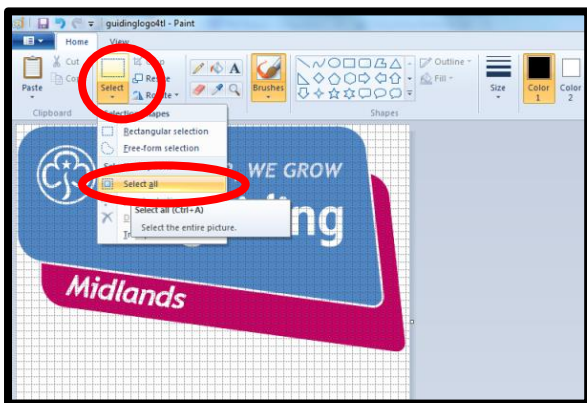

1. Open your logo file in Microsoft Paint (right click, go down to "Open With" and choose Paint.

Making your logo square continued

2. Drag the bottom centre handle (little white box) down until the dimensions are a square – so in this case 514 x 514.
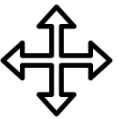
   The dimensions are shown at the bottom of the screen.

3. Next from the menu choose "select", and "select all".

4. Your cursor should now look like this:

   By clicking anywhere inside the logo and holding down the mouse button, you will be able to move it down the page until it is roughly in the centre of the white box.

5. Save the file and enjoy your new square logo ready to upload to Facebook and Twitter.

Header Images

Both Facebook and Twitter allow you to have a Header Image. You could choose a striking, high quality and on brand image, a photo collage or a branded graphic. Remember that your profile picture will always take a bite out of the bottom left hand corner of the image.

Whatever you choose, make sure that you update your image does not become out of date (e.g. the Senior Section Spectacular example shown below).

Picmonkey.com is a great service for making free photo collages as it has templates which are exactly the right dimensions for Facebook cover images.
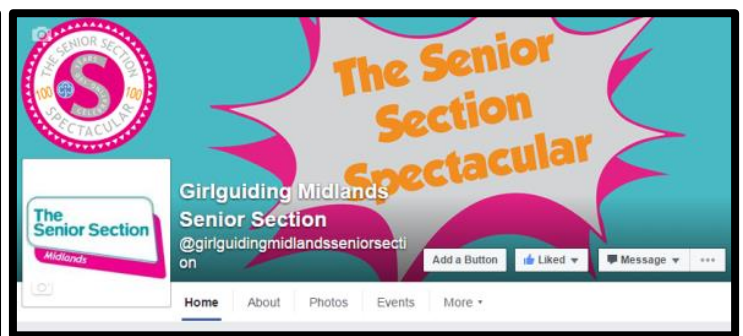
"About" text

Both Facebook and Twitter allow you to write a short description for the "About" section.   Girlguiding's one sentence boilerplate message is "Girlguiding is the leading charity for girls and young women in the UK." So your description could be "Girlguiding Anytown is part of Girlguiding, the leading charity for girls and young women in the UK." Characters are limited so you have to do your best here!

For the long description you can input on Facebook, see Page 5 of the Girlguiding Identity Guidelines for the full length boilerplate message.