

## **VAI Air Tour Safety Conference**

### **Social Media Promotion Toolkit**

Thank you for being a speaker at the VAI Air Tour Safety Conference! Your support in promoting this event is invaluable. Please use the following guidelines when preparing posts to share the conference with your network.

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#### **Content Best Practices**

##### **Call to Action**

Always include a call to action asking your followers to register for VAI's Air Tour Safety Conference. Please use the following link:

<https://verticalavi.org/events/air-tour-safety-conference/>

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#### **Graphics Best Practices**

##### **Image Size Requirements**

Each social media platform has its own size requirements for images. Please use the dimensions listed below for each platform to ensure the highest quality display.

- **LinkedIn (LI):** 1200 x 1200 px
- **Facebook (FB):** 1200 x 630 px and 1200 x 627 px
- **Instagram (IG):** 1080 x 1080 px
- **X (formerly Twitter):** 1024 x 512 px
- **Website Banners/Other:** 1600 x 900 px and 1080 x 1920 px