

Really Quick Guide: Creating a Poster and Posting it on Facebook

This is a quick reference guide for regional support admins.

This guide covers using the organisation's bank of MS Word poster templates and posting posters on the organisation's official Facebook page*.

*Posting on Facebook can only be done by regional admins who have attended Facebook training with the digital development team and who have been given editor permissions on the organisation's Facebook page.

Creating a Poster

1 *ALWAYS* use the poster templates provided. Always use the latest versions which are saved in S:/ Drive (Addysg Public) > Marketing and Communications > Publicity and Promotion > Promotional Course Posters

It's essential to use the templates for standardisation purposes, but if the existing poster templates don't meet your specific needs please contact the Marketing and Communications Manager.

2 There's a choice of three template variations for each subject area, depending on how much text you need to include; from essential details only (e.g. dates, title, times, etc.) to a longer paragraph of descriptive text about the course.

3 Open the selected poster template. The template will open in MS Word.

4 The poster template is filled with latin text. Replace this text on the poster with the appropriate details for the course you're promoting. For your convenience, the text has been sized and coloured in advance, e.g. the Welsh and English text is differentiated through different coloured text.

5 Save the file as a Word doc. (Click 'File' > 'Save As')

6 Save the poster once again - this time as a PDF. (Click 'File' > 'Save as Adobe PDF')

It's important to have both Word and PDF versions, as you'll need the Word version if you want to make further changes to the poster.

7 Close the poster.

8 Open the PDF version of the poster. This will open in Adobe Acrobat.

9 Click 'File' > 'Export to' > 'Image' > 'JPEG'.

If you don't see the 'Export to' option, this means that the poster has opened in 'Adobe Reader' instead of 'Adobe Acrobat'. In this case, close the poster, then right click the poster file, click 'open with' and select 'Adobe Acrobat Pro'. The poster will then open in Adobe Acrobat.

Follow step 9 once again.

Now you have saved your poster as a Jpeg file, you can post it onto the organisation's Facebook page (admin access needed - available only to admins who have attended Facebook training with the Digital Development team).

See page 2 of this guide for further guidance.

Posting a poster onto Facebook:

1 Ask a colleague (or two) to check the poster you're going to post: Check that all the necessary info is included, check that ALL the information is bilingual, check that BOTH languages are correct (language and grammar), check that all of the text is clear and readable (no conflicting colours, text size and font is appropriate, etc.).

2 Go to www.facebook.com

3 Log in with your *work* account (your work email address, and the password you chose when you set up the account)

4 Search for the organisation's official page 'Addysg Oedolion Cymru/ Adult Learning Wales' and open up the page. As a page admin, this page may be in the 'shortcuts' section on the left of your Facebook home screen.

5 When the page has opened, click 'photos'.

6 Click 'albums' (you may then need to click 'See All' if all albums aren't shown).

7 Find the relevant photo album where you will post the poster (there's a different album for each area), and click the album to open it.

8 Click 'Add Photos'

9 Add your poster and post it to the album.

The poster will then show up on the page's feed.

For further guidance please refer to other existing marketing guides, or contact the Marketing & Communications Manager or the Digital Development team.

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