



Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University Estd, u/s 3 of UGC Act 1956, Category 'A' by MHRD)
Re-accredited with 'A++' Grade by NAAC, CGPA 3.65/4, Category 1 by UGC,
 Coimbatore-641 043, Tamil Nadu, India

Proforma for posting the Content on AIHSHEW Social Media Handles

Name of Faculty							
Department							
School							
Name of the Event- Tick the appropriate Event	Conference	Workshop	Seminar	Training/ FDP	Associati on Meetings	Extension activities	Others (specify)
Whether the Content and its related items are ready to be posted on social media	Yes / No						
Name of the Social Media Handle(s)] to be posted: Tick the appropriate handles	Facebook	Instagram	Twitter (X)		Threads		
Posting Date and Time							
Date and Time to close the posting							
Content Title							
Content: Write the content you want to post here. Be creative, engaging, and in line with your brand's voice and style. Maximum 280 characters allowed.							

<p>Visuals: [Attach any images, videos, or graphics you want to include in the post. Make sure they are properly formatted and optimized for social media platforms.]</p>	<p>Number of Visuals</p>	<p>Format of the Visuals (Tick the appropriate)</p>			<p>Size of the Visuals (Tick the appropriate)</p>				
					<p>Handles</p>	<p>Images</p>	<p>Videos</p>		
		<p>Resolution</p>	<p>Size</p>	<p>Time (Seconds)</p>					
		<p>Jpg</p>	<p>Pdf</p>	<p>Mp4 (for Videos)</p>	<p>Facebook</p>	<p>1,200 x 628</p>	<p>1920 x 1080 px</p>		
			<p>Instagram</p>	<p>1080 x 1080</p>	<p>1920 x 1080 px</p>				
			<p>Twitter</p>	<p>550 pixels</p>	<p>1920 x 1080 px</p>				
<p>Call-to-Action (CTA): [Include a compelling call-to-action to encourage engagement, such as liking, sharing, commenting, Disabling Comments]</p>									
<p>Hashtags: [Specify any relevant hashtags you want to use to increase visibility and reach.]</p>									
<p>Target Audience: [Identify the specific audience or demographic you want to target with this post.]</p>									

Signatures

Faculty Incharge

HoD

Dean

Co - Cordinators

Official Use:

Reviewed and approved the content outlined in this Proforma:

Signatures

**Coordinator of AISHEW
Social Media**

Registrar

Vice Chancellor

Platform	Video Resolution	Aspect Ratio	Maximum File Size	Maximum Duration (Varies by Platform)	Image Resolution	Aspect Ratio
Facebook	1080p (1920 x 1080 px)	Landscape: 16:9, Square: 1:1	10 GB	Up to 240 minutes	720 x 720 px (square)	1:1
Instagram	1080p (1920 x 1080 px)	Landscape: 16:9, Square: 1:1	4 GB	Feed: Up to 60 seconds	1080 x 1080 px (square)	1:1
				Stories: Up to 15 seconds (Regular)	1080 x 1920 px (portrait)	9:16
				Up to 60 seconds (Multiple segments)	1920 x 1080 px (landscape)	16:9
Twitter	720p (1280 x 720 px) or 1080p (1920 x 1080 px)	Landscape: 16:9, Square: 1:1	512 MB	Feed/In-Stream: Up to 2 minutes 20 seconds	1024 x 512 px	2:1