

PUBLISHING GUIDE

CREATE ONCE. PUBLISH EVERYWHERE.

GAME
CONTENT.
MORE
PEOPLE.

01 FACEBOOK POSTS

KEEP IT SIMPLE.

Let the description do the work.

- # Always include a description with the **#wp** tag.
- 🖼 Use square or insta images (not landscape).
- ☰ Keep artwork simple — include most promotion details in the description.
- 📱 If posting multiple images, the first one is used across other channels.
- 📷 Same process applies when publishing to Instagram.
- 📺 Include a QR code for promotions with a URL (e.g. ticketing).

PUBLISHES TO



#wp
IN YOUR
DESCRIPTION



TV DISPLAY

- Generic promotions stay on TVs for 2 weeks.
- Date-specific promotions are automatically removed after the event date.

02 FACEBOOK EVENTS

**DESIGNED TO FLOW
AUTOMATICALLY.**

across all channels.

- 🖼 Use a horizontal rectangular event image.
- 📅 Keep dates and event details out of the artwork — these are added digitally when publishing.
- ☰ Keep the event title brief.
- 📄 Write a strong first line in your event description. This automatically becomes the headline shown across the top of TV displays.
- 📺 Include a QR code when the event has a URL.

PUBLISHES TO

- WEB EVENT
- WEB SLIDER
- TV DISPLAY

**NO CLEAN-UP
AFTERWARDS!**

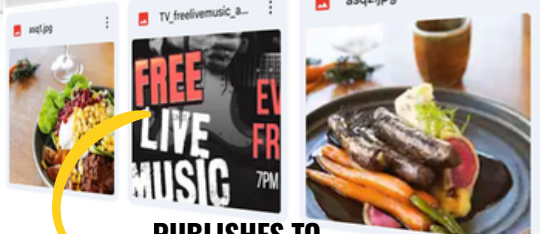


03 GOOGLE “LIVE” DRIVE

**PRIMARYLY FOR
GENERIC PROMOTIONS.**

- 🌐 Your Live Drive can be found in your Vault.
- 👤 Requires any Google account to access.
- 🖼 Horizontal 16:9 — 1280 × 720 pixels.
- 📄 JPG & PNG files (no PDF, Word, PPT, etc.).
- ⚙ Canva template “YouTube Thumbnail” is ideal.
- 📺 Includes video! MP4 files 25Mb max.

PUBLISHES TO



WEB SLIDER



TV DISPLAY

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STRONGER TOGETHER.

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