CONVERTING A POSTER FOR USE ONLINE

Church posters, leaflets and flyers are often made for printing & distributing physically, so how do you put one on social media or your website? The best way is as an image (jpeg). This simple guide will show you how to easily convert a word document into an image you can upload.

1. Don't take a photo of the physical poster!

Whilst it might seem natural, this is not the ideal way to present a poster online. You often end up with a lower quality image, with a skewed border, uneven lighting or shadows, and communicates that not much effort has gone into adapting the information to be best received online. So ideally, you'll need to get hold of the file that was used to print the poster – is this is an image file, great! You can post this straight to social media or your website. If it is a word document, follow the instructions below to convert it.

2. Open the document

Here we're using an example poster in Microsoft Word:

For help designing church posters, see the resources available on the District website.

3. Zoom out to view full page

Click the "view" tab at the top, then select "one page" or "zoom" (if your poster isn't a full A4). For best quality, try to keep the poster as big as possible on the screen, but so you can still see it all without scrolling.

4. Open Windows "Snipping Tool" (newly called "Snip & Sketch") – or use Shift+Command+4 on Mac

The "Snipping Tool" is a Microsoft Windows screenshot utility included in Windows Vista and all later operating systems. Find it by clicking on your computer's start button and typing in "snipping tool" – or by looking under the "Windows Accessories" folder. For Mac users, use the Screenshot Utility in MacOS 10.14 and later (press Shift-Command-4 or Shift-Command-5), or use "Grab" on Macs running MacOS 10.13 or earlier.

5. Final checks

Before taking the snip of the poster, there are a few details to check. Have you got anything selected? Are there any spelling or grammar underlines? Is your cursor (*I*) out of the way? This example has a spelling mistake with a red underline and the text box is selected:

6. Capture the image

In the snipping tool dialogue box click the "new" button, and very carefully drag a box around your poster.

7. Save the image

Once you have selected the poster, the “snip” will appear. If you need to do it again, just click “new” – but if you are happy with how it looks click the save icon (floppy disk symbol) or select File > Save

8. Upload online

You now have your poster saved as an image and can upload it to social media or your website!