Promotional images need to be made for what platforms:

| **Location** | **Size** | **File size** |
| --- | --- | --- |
| App store | 1284 x 2788 and 1242 x 2208 |  |
| Instagram Post | 1080 x 1080 |  |
| Instagram story | 1080 x 1920 |  |
| Youtube banner | [See link](https://drive.google.com/file/d/1AxGReeupGz2d47RFn-22nhdFAjD_w3y-/view?usp=sharing) |  |
| Youtube thumbnail | **1280 × 720 pixels with a minimum width of 640 pixels**, and the ideal ratio for YouTube players and previews is 16:9. | **Under 2 mb** |
| Linkedin Banner | 1584 x 396 (Reminder to not put anything in bottom left corner profile picture is there) |  |
| Twitter Banner | 1500px by 500px (Reminder to not put anything in bottom left corner profile picture is there) |  |
| Snapchat story | 1080 x 1920 |  |
| Email marketing List | Go with 1080p it’s safe bet |  |

Promotional videos need to be made for what platforms?

| **Platform** | **Size** | **Length** |
| --- | --- | --- |
| Youtube | 1920 x 1080 | As long as we need? |
| Tiktok 1 | 1080 x 1920 | 1 minute or less |
| Tiktok 2 | 1080 x 1920 | 3 minutes or less |
| Snapchat | 1080 x 1920 | 1 minute or less |
| Instagram | 1080 x 1350 | 1 minute or less |
| Twitter | Any | Any |

Who will be willing to post?

* Kishan Batra
* John Bensen
* Alex Bensen
* Tim Bensen
* Tiktok famous cousin?
* Maya Batra
* Greg
* Lukas
* Nick
* Kareena (my cousin)
* Riya (my cousin)
* Nick Ragas
* Jen scanlon
* Our Parents to facebook
* Most likely will get a lot more these are just the ones I know will without having to double check

What else needs to be done?

* Stickers need to be mailed to several people
  + John
  + Nick ragas
  + Alex Bensen
  + Anyone else?
* Merch order of shirts? Hoodies?
* Discuss budget for promoting tiktoks