



The **West Island** of Montreal  
Chamber of Commerce

# NEWS FROM OUR MEMBERS

## A Guide to Optimize Your Post



The *News From Our Members* section of The West Island of Montreal Chamber of Commerce's website ([www.wimcc.ca](http://www.wimcc.ca)) is a section where members can benefit from free space to publish news from their organization. This article will list some advice on how to optimize your post.

## 1. Post Title and Description

Make the title and the first few lines of your description catchy so the reader will want to learn more and access the full post. The first few sentences of your description will appear in the post preview, as shown in the red rectangle of the screenshot below. The full description of your post will appear once the reader clicks on the post to find out more.

### NEWS FROM OUR MEMBERS

#### News From Our Members

If you would like us to post news from your organization, please send the information to **Mélanie DesRosiers** at [mdesrosiers@ccolm.ca](mailto:mdesrosiers@ccolm.ca).\*



#### A Panel Discussion And Workshop On Trade Shows

Skyline Montreal: A Panel Discussion And Workshop On Trade Shows TRADE SHOWS WILL HELP INCREASE YOUR SALES BUT YOU HAVE TO MAKE USE OF THEIR FULL POTENTIAL SOME OF THE TOPICS

[read more >](#)

## 2. Your Logo

Your logo will appear on both in the post preview and the post itself. The ideal format of your logo is a landscape orientation with a 1:2.3 ratio (e.g. 460 x 200, 920 x 400 pixels)



## 3. Digital Banner

Adding a digital banner allows a more eye-pleasing element to the post about your news or promotion. In order to optimize the quality of the banner, the format should not exceed 600 pixels in width and 800 pixels in length.

## 4. URLs

We suggest you provide links to your website, social media page, blog, with your content in order to encourage the readers to visit you on your own platforms. This creates traffic to your website/social media page/blog, which is always good.

### For more information or to publish a post

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514-697-4228 x 5502

\*Images must be sent in a JPG or PNG format. Note that the Chamber may refuse to publish your organization's news if in conflict with the Chamber's activities or for any other reason.