

Posting criteria for Southern Delaware Tourism's calendar/social media feeds

To our Tourism Partners: As you can imagine, Southern Delaware Tourism (SDT) receives an unmanageable number of requests to post events to our calendar and social media. As a result, we need to reiterate our criteria for events posting.

FYI: Events selected for posting to our social media are derived from our website calendar listings.

- Because our mission is to encourage overnight visitation to Southern Delaware, we only post events to our calendar that could entice visitors to travel here from a distance of 50 or more miles away.
- The singular exception to this is Arts & Entertainment events that people may want to enjoy during their visits. Obviously, there are too many A&E events to post them all to our social media, but to appear in our calendar at all, they must first be uploaded to the calendar at DelawareScene.com. From there, these events will automatically stream into our calendar as well and will receive consideration for posting to our social media.
- We do not post fundraising events unless they are exceptionally large or iconic events that are typically attended by visitors as outlined above.
- We do not post any events held by only one commercial tourism partner. Events involving collaborations between two or more partners may be eligible for posting. If you're unsure whether an event qualifies, go to our [Add Your Event](#) link here, add your event info, and it will go through our approvals process.
- **Submitted events for calendar posting that don't contain all necessary information (date, time, location, website URL, suitable image(s) in required formats - see *Partner Content Guidelines for info on submitting images* - will not be posted to the calendar or to our social media feeds.**
- **Southern Delaware Tourism - Partner Content Guidelines Overview**
- Thank you for partnering with Southern Delaware Tourism! Please follow these guidelines when submitting events to our website calendar via the Add Your Event button on our [Events page](#). Images submitted to our calendar may also be used on our Instagram and Facebook pages.

Image Requirements

Formats & Sizes:

- Square (1:1) - 1080 x 1080 pixels
- Free Template: <https://www.canva.com/templates/EAFCMQJTN04/>
- Portrait (4:5) - 1080 x 1350 pixels

- Free Template: <https://www.canva.com/templates/EAE3p5JEeqQ/>
- Minimum Resolution: 72 DPI
- Maximum File Size: 30 MB
- File Types: JPG, PNG

Quality Standards:

- ☒ Clear, high-resolution images with good lighting
- ☒ Proper composition - no cut-off faces or heads
- ☒ ⚠ CRITICAL: Event subject must be clearly visible and prominent

✗ NOT ACCEPTED (will be replaced with Southern Delaware Tourism logo):

- Blurry or pixelated images
- Screenshots with visible UI elements (toolbars, phone interfaces, etc.)
- Images with disruptive watermarks
- Photos with cut-off faces or poor framing of subject

Video Requirements

- Required Format: MP4 only
- Maximum Length: 20 seconds
- Aspect Ratios: Vertical/Portrait (4:5)
- Minimum Resolution: 1080p
- Maximum File Size: 4 GB

Video Quality Standards:

- Clear, stable footage with good lighting
- Event subject must be clearly visible
- Clear audio (if applicable)

Recommended Tools

- **Photo Editing & Resizing:** [Canva](#) - Search Instagram Post (square) or Instagram Story (portrait) [Adobe Express](#) - Easy social media templates.
- **Video Editing:** [CapCut](#) - Free on mobile & desktop, export as MP4.
- **File Compression:** Images: [Compressor.io](#) or [iLoveIMG.com](#). • Videos: [FreeConvert.com](#) or [Clideo.com](#)

Quick Checklist

- Images are 1080x1080 (square) or 1080x1350 (portrait)
 - Videos are MP4 and under 20 seconds
- Images are clear and in focus - NO BLURRY PHOTOS
 - Event subject is clearly visible and prominent
 - No cut-off faces, UI elements, or watermarks

Questions? Contact the Southern Delaware Tourism social media team. Email: Chris@visitsoutherndelaware.com or TinaC@visitsoutherndelaware.com. Main Number: 302-856-1818

Thank you for helping us showcase the best!