



THE ULTIMATE SOCIAL MEDIA TEMPLATE GUIDE



Presented by



COVER PHOTO
851x315

MOBILE SAFE AREA
563

PROFILE PIC
180x180 displays as 160x160

Company Name
company.com

CTA Like Message

Timeline About Photos Videos More

Dimensions: 176, 16, 667, 64

ABOUT

ABOUT VIDEO

Brief description

website Promote Website

APPS

APP IMAGE
111x74

App #1 Name

App #2 Name

App #3 Name

PHOTOS

PHOTO THUMBNAIL

[DOWNLOAD TEMPLATE](#)

Please see following pages (2-9) for ad and post specifications

WEBSITE CLICK POST

Image Upload: **1200x628**


Image may not contain more than 20% text

Text: **90 characters**

Headline: **25 characters**

Link Description: **30 characters**


DESKTOP



Company Name
Sponsored

Like Page

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus. Aenean ut aliquet ante, a porta ex.



LINK IMAGE
Display: 470x246


Lorem Ipsum
Pellentesque tristique consectetur velit, id porttitor diam vehicula ut. Viva mus ornare, eros id semper feugiat, purus lorem commodo lacus.

WWW.WEBSITE.COM

Call to Action

Like • Comment • Share


MOBILE



Company Name
Sponsored

▼

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus.



LINK IMAGE
Display: 560x292

www.website.com

Call to Action

Like • Comment • Share

RIGHT COLUMN



LINK IMAGE
Display: 254x133

Lorem Ipsum
www.website.com
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus.

MULTIPLE PRODUCTS WEBSITE CLICK POST

Image Upload: **600x600**

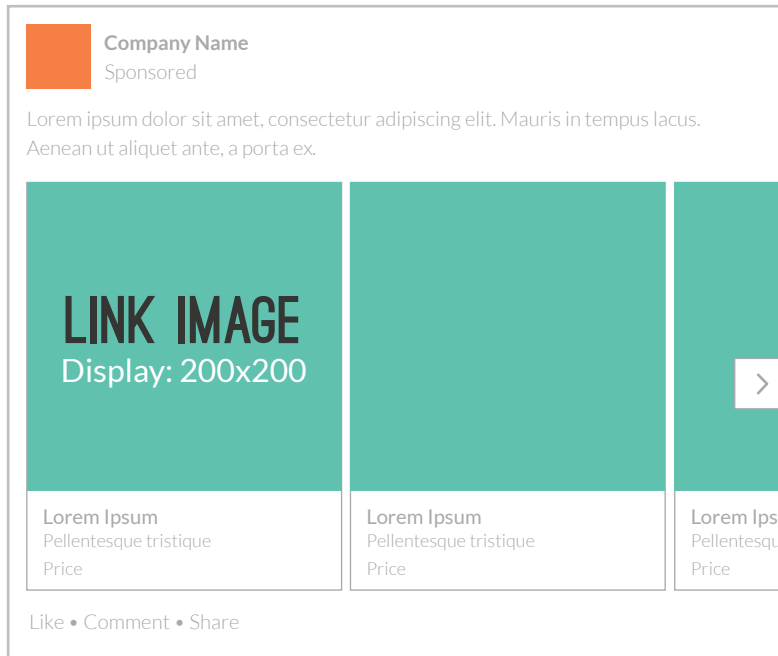
Image may not contain more than 20% text

Text: **90 characters**

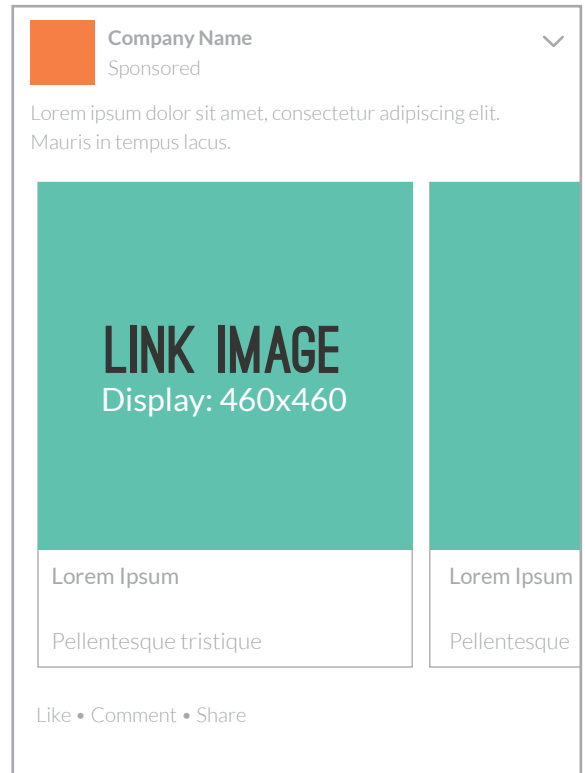
Headline: **40 characters**

Link Description: **20 characters**

DESKTOP



MOBILE



Build engaging social media contests and marketing campaigns

GET STARTED WITH SHORTSTACK FOR FREE >


PHOTO PAGE POST

Image Upload: **1200x900**

Image may not contain more than 20% text

Text: **90 characters**

DESKTOP



Company Name
Sponsored

Like Page

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus.
Aenean ut aliquet ante, a porta ex.





IMAGE
Up to 470x470

Like • Comment • Share

MOBILE



Company Name
Sponsored

▼

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Mauris in tempus lacus.




IMAGE
Up to 626x840

Like • Comment • Share

RIGHT COLUMN




IMAGE
254x133

Lorem Ipsum
Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Mauris in tempus lacus.

Like Page

VIDEO PAGE POST

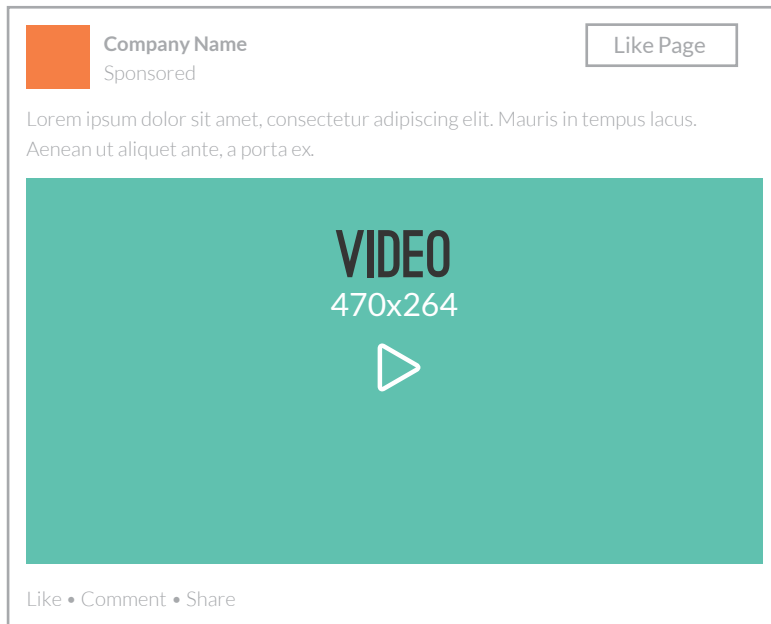
Thumbnail Image Upload: **1200x675 (recommended) OR match video aspect ratio**
1200x720 recommended for Slideshow videos

Image may not contain more than 20% text

Text: **90 characters**

Headline: **25 characters**

DESKTOP



Company Name
Sponsored

Like Page

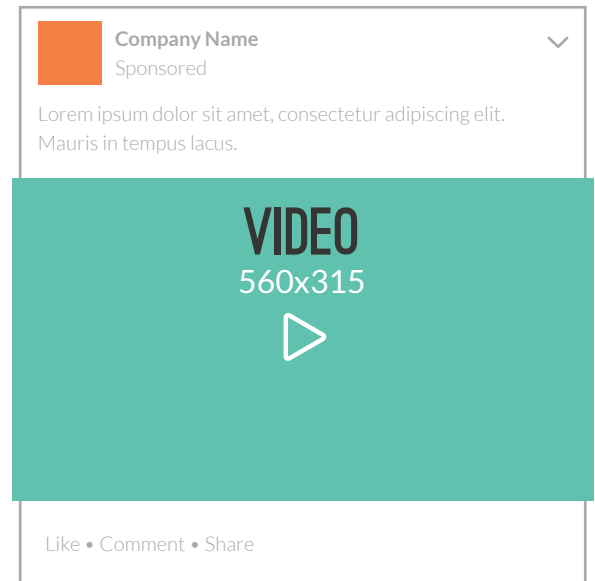
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus.
Aenean ut aliquet ante, a porta ex.

VIDEO
470x264

▶

Like • Comment • Share

MOBILE



Company Name
Sponsored

▼

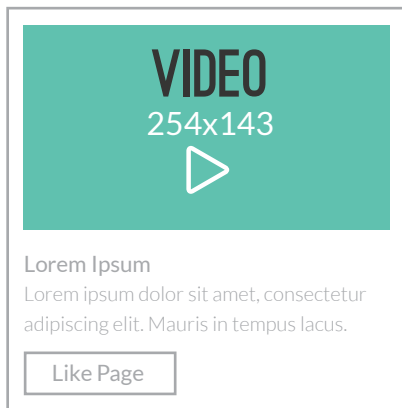
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Mauris in tempus lacus.

VIDEO
560x315

▶

Like • Comment • Share

RIGHT COLUMN



VIDEO
254x143

▶

Lorem Ipsum
Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Mauris in tempus lacus.

Like Page

PAGE LIKE POST

Image Upload: **1200x444**


Image may not contain more than 20% text

Text: **90 characters**

Headline: **25 characters**

DESKTOP

Suggested Page

 **Company Name**
Sponsored

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus.
Aenean ut aliquet ante, a porta ex.


IMAGE
470x174

Page Name
Category
1,000 people like this

Like Page

MOBILE

Suggested Page

 **Company Name**
Sponsored ▼

Lorem ipsum dolor sit amet, consectet

IMAGE
560x208

Page Name
Category
1,000 people like this

Like Page

RIGHT COLUMN

IMAGE
254x94

Page Name
Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Mauris in tempus lacus.

Like Page 1,000 people like this

APP POST


Image Upload: **1200x628**

Image may not contain more than 20% text

Text: **90 characters**

DESKTOP

Suggested App

 **Company Name**
Sponsored

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus. Aenean ut aliquet ante, a porta ex.




IMAGE
470x246


App Name Title
Pellentesque tristique consectetur velit

Install

Like • Comment • Share

MOBILE

Suggested App

 **Company Name**
Sponsored

Lorem ipsum dolor sit amet, consectetur




IMAGE
560x293

App Name Title
Category
Pellentesque tristique consectetur

Install

RIGHT COLUMN




IMAGE
254x133

App Name title
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus.

Install 1,000 people use this

EVENT POST


Image Upload: **1200x628**

Image may not contain more than 20% text

Text: **90 characters**

Headline: **25 characters**

DESKTOP



Company Name shared their event
Sponsored

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus.
Aenean ut aliquet ante, a porta ex.





IMAGE
470x174

Event Name
Date
Location
5 people are going

[Join](#)

Like • Comment • Share

MOBILE



Company Name shared their event
Sponsored

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Mauris in tempus lacus.




IMAGE
560x208

Event Name
Date
Location
5 people are going

[Join](#)

Like • Comment • Share

RIGHT COLUMN




IMAGE
254x94

Company Name
Event Name
Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Mauris in tempus lacus.
Date
[Join Event](#) • 5 people are going

OFFER POST

Image Upload: **1200x628**

Image may not contain more than 20% text

Text: **90 characters**

Offer Title: **25 characters**

Terms & Conditions (optional): **900 characters**

DESKTOP

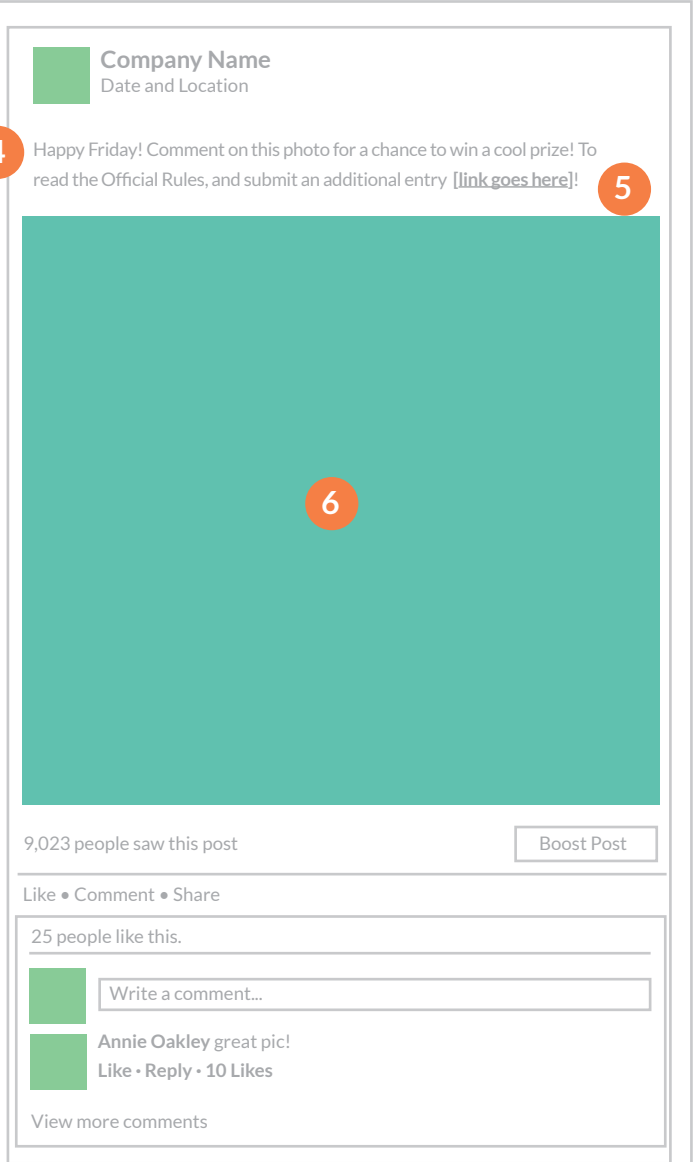
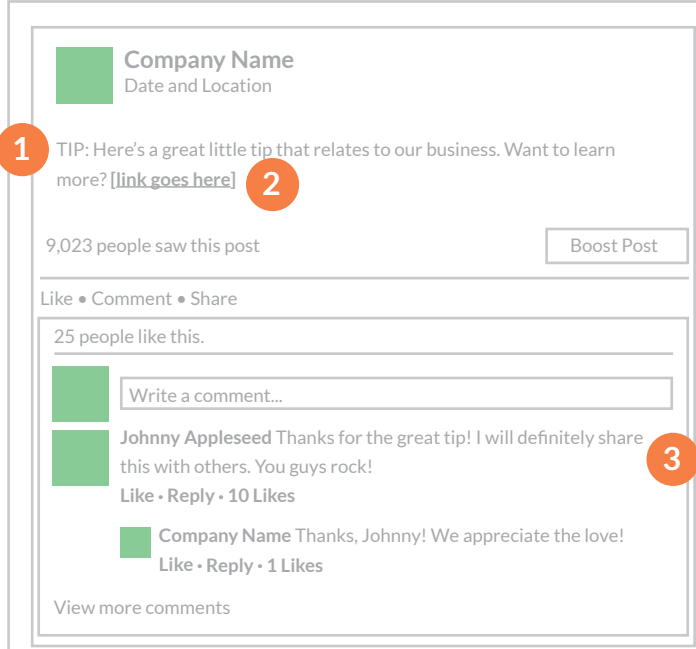
The desktop layout shows a post from 'Company Name' with a 'Like Page' button. The main image is 470x246. Below the image, the offer title and expiration date are displayed, along with a 'Get Offer' button and a claim count of 1,200. Interaction options (Like, Comment, Share) are at the bottom.

MOBILE

The mobile layout shows a post from 'Company Name' with a 'Sponsored' label and a dropdown arrow. The main image is 560x292. Below the image, the offer title and expiration date are displayed, along with a 'Get Offer' button and a claim count of 1,200. Interaction options (Like, Comment, Share) are at the bottom.

RIGHT COLUMN

The right column layout shows a vertical card with a 254x133 image. Below the image, the company name, offer title, and expiration date are listed. A 'Get Offer' button and a claim count of 1,200 are at the bottom.



- 1. Share a tip** – Start the update with “TIP” so it stands out in followers’ feeds.
- 2. Post the most interesting fact related to your content** – Link to the rest. Compelling updates make readers want more.
- 3. Engage** – Respond to comments and answer questions; don’t ignore (or remove) negative feedback.
- 4. Stay positive** – Positive/helpful updates inspire more engagement than negative ones.
- 5. Host a Timeline contest or promotion** – Pages can host contests and promotions on their Timelines by asking fans to Like or Comment. (Use a third-party with a Comment/Like importer feature to pick a winner, aggregate and export data.)

- 6. Include images** – Posts with images are more likely to be shared. Also, since most users access Facebook via mobile, choose simple, clear images that are easy to see from a phone/tablet. work best.

Home Moments Notifications Messages

HEADER IMAGE

1500x500 - Viewable area on desktop: 1500x380
Header image scales dynamically, profile picture will move based on screen size. Refer to template download for mobile sizing/scaling.

PROFILE PIC
Display Size: 200x200
Upload size: 400x400

Company Name
@Company

Photos

THUMB

Tweets Tweet & Replies Photos & Videos

Company Name @company • 5hr
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in Aenean ut aliquet ante, a porta ex.

IMAGE
506x any height

VIDEO
506x285

Image Upload:
1024x512
recommended

[DOWNLOAD TEMPLATE](#)

Company Name @company name • 2hr

Just released a great How To eBook! **2**
 Download here: bit.ly/6Ghyr4 Spread
 the love and retweet! **3**

Company Name @company name • 6hr

@johndoe Thanks for the input! **4**
 love to hear from fans! Check out our
 latest post, I think you'll find it useful.

1. **Use action words:** more verbs, fewer nouns.

download **follow** hear **instagram** **see** listen **love** perform **photo** **post** release
retweet talk **tweet** video **vine** watch **tell** **shout out** **enter** like **create**

2. **Ask them to download your ebook, PDF or other resource**

3. **Ask for a retweet**

4. **Use at least one of the 20 most retweetable words/phrases:**

you	twitter	please
retweet	post	blog
social	free	media
help	please retweet	great
social media	10	follow
how to	top	blog post
check out	new blog post	

** These tips are from Twitter and Dan Zarrella, author of "The Social Media Marketing Book" who analyzed 200,000 link-containing tweets.*

TIP:

Consider adding Twitter Card functions to your website. Twitter Cards allow you to attach media "experiences" (photos, video, copy summary, etc.) to your tweets.

[LEARN MORE >](#)

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250x250
displays as 120x120

PROFILE PIC

Company Name
website
[Follow](#)


← 250 →

COVER IMAGE

Recommended Size: 1080x608
Minimum Size: 480x270


About Posts Photos YouTube

DOWNLOAD TEMPLATE 

 **Company Name**
Shared publicly - 8:00 AM

Lorem ipsum dolor sit amet, consectetur adipiscing elit

IMAGE
426x any height


 **Company Name**
Shared publicly - 8:00 AM

Lorem ipsum dolor sit amet, consectetur adipiscing elit

LINK IMAGE
426x any height

Lorem ipsum dolor sit amet, consectetur volutpat mauris turpis, eu viverra lacus website


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras volutpat mauris turpis, eu viverra lacus tempor at. Sed et lorem ligula. Praesent ac est ac massa cursus pharetra ut ut augue.


 **Company Name**
Shared publicly - 8:00 AM

Lorem ipsum dolor sit amet, consectetur adipiscing elit

VIDEO: <http://video.com>

VIDEO
426x259

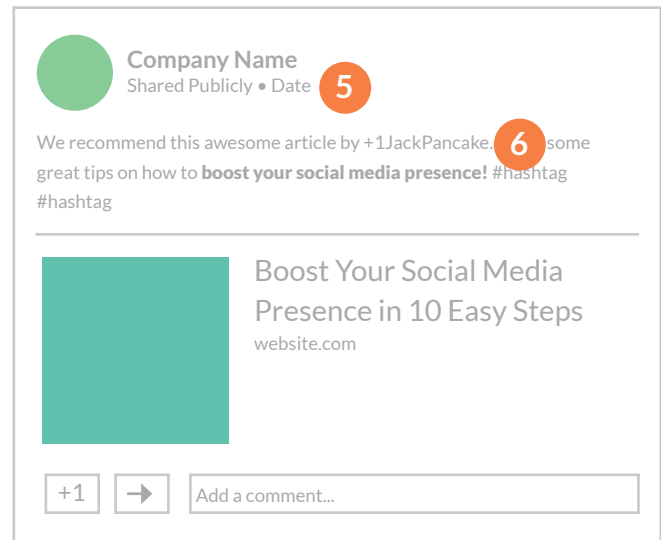
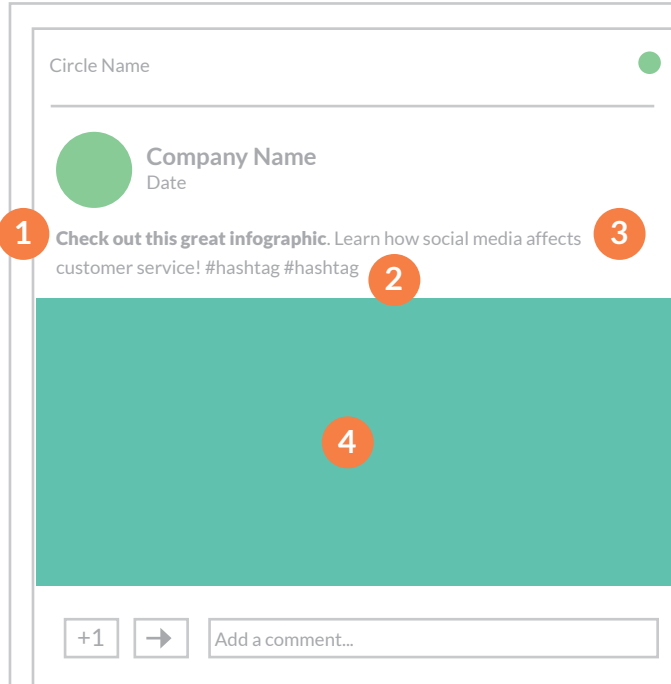


 **Company Name**
Shared publicly - 8:00 AM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras volutpat mauris turpis, eu viverra lacus tempor at. Sed et lorem ligula. Praesent ac est ac massa cursus pharetra ut ut augue.

THUMBNAIL
120x120

Lorem ipsum dolor sit amet, consectetur volutpat mauris turpis, eu viverra lacus website



- 1 Use bold headings** – Type a * on either side of the words you want to appear ***bold***. Sprinkling some boldfaced words in your post will draw readers in as they scan their feed.
- 2 Use hashtags** – Hashtags tell readers what a post is about. Readers can click on a hashtag and see other relevant posts. They also help you index your own posts so you can find them later on.
- 3 Write posts that are just long enough** – Posts should be succinct but compelling enough that people want to follow the link to a longer article or video.

- 4 Include an image or video** – Just like on other social networks, posts with images stand out in the stream.
- 5 Share to “Public”** – This will make your post publicly available. For posts you want to share with a smaller group, choose circles, email addresses, or groups from the drop-down menu.
- 6 +1 people in your posts** – If you’re referencing someone else’s work, +1theirname when you write. This is a way to show appreciation for their content. For example: Thanks to +1MartinShervington for these tips!

COMPANY PROFILE

Home Profile Connections Jobs Interests Business Services

LOGO
400x400

Company Name
Type of Business
50+ employees

Home Careers

10,000 followers Follow

HEADER IMAGE

Minimum of 646x220
image must be wider than taller

How Your're Connected

▼ See more ▼

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras volutpat mauris turpis, eu viverra lacus tempor at. Sed et lorem ligula. Praesent ac est ac massa cursus pharetra ut ut augue. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nulla vitae tellus vestibulum luctus lacus.

DOWNLOAD TEMPLATE

PERSONAL PROFILE

Home Profile Connections Jobs Interests Business Services

BACKGROUND IMAGE

Between 1000x425 and 4000x4000

PROFILE PHOTO
400x400

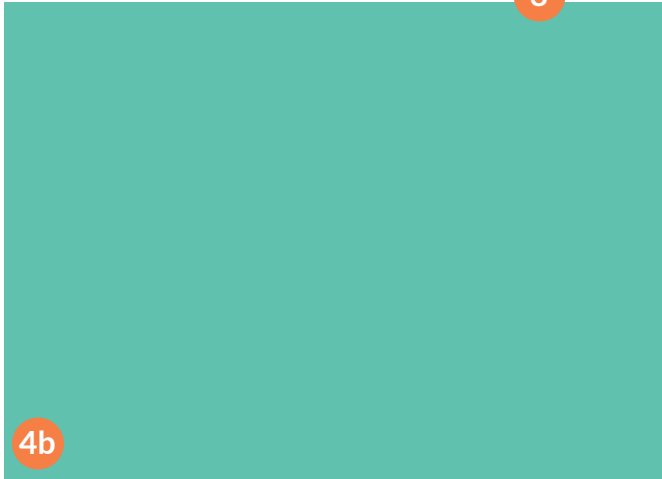
Full Name
Title
Location | Category

Curent
Previous
Education

Send Message ▼

Connected

1 **Company** We released this new feature today! Click here to see how it will enhance your experience! www.company.com/new-feature



Like (16) • Comment • Share • 12h ago

2 **Company** Read this amazing article about doing better business

default link share

4a

Article Title

company.com Treat your customers the way you want to be treated. We put that practice into action, read the results!

Like (11) • Comment • Share • 2 days ago

- 1 Topics** – Share breaking news/trends in your industry, sneak peeks about new products and features.
- 2 Calls to action** – Lead people to resources such as eBooks, blog posts, videos, etc.
- 3 Links** – When you paste a link, edit the text that is automatically pulled over so it's clean and simple.

- 4 Images** – When you paste a link, it will automatically pull a thumbnail size image (a) into the status update box. To include a more eye-catching image, take a screen shot and use that instead (b). Then paste the link into the status update box.
- 5 Analyze** – 1% engagement is the goal. (This shows in admin view only.)

CHANNEL
ICON

Upload 800x800
Displays as 98x98

HEADER IMAGE

Upload 2560x1440
Refer to template for various display sizes

Channel Name

Subscribe

Home Videos Playlists Channels Discussion About

FEATURED VIDEO



Video Title

1,200 views 2 months ago

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras volutpat mauris turpis, eu tempor at. Sed et lorem ligula.

Featured Channels

Popular Channels

Uploads

THUMBNAIL



Video Title

1,200 views • 2 months ago

Video Title

1,200 views • 2 months ago

Video Title

1,200 views • 2 months ago

Video Title

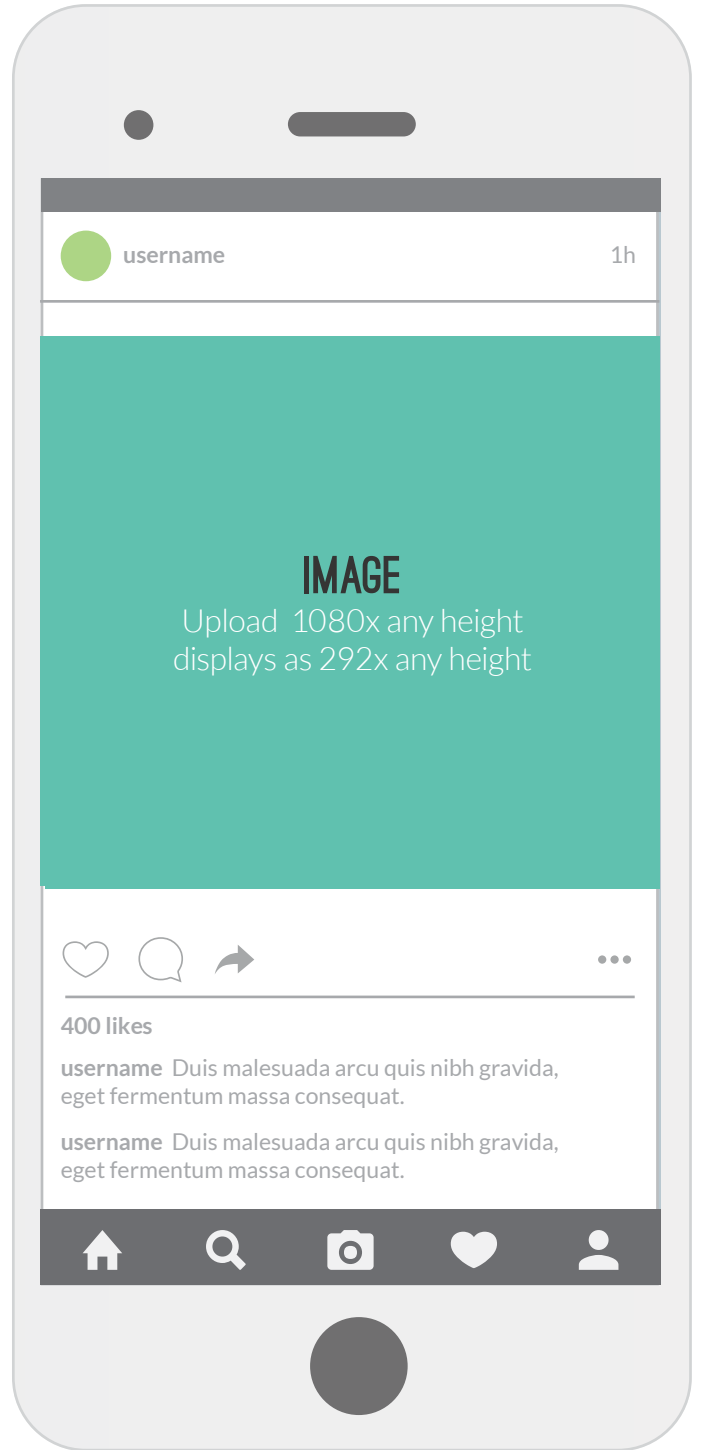
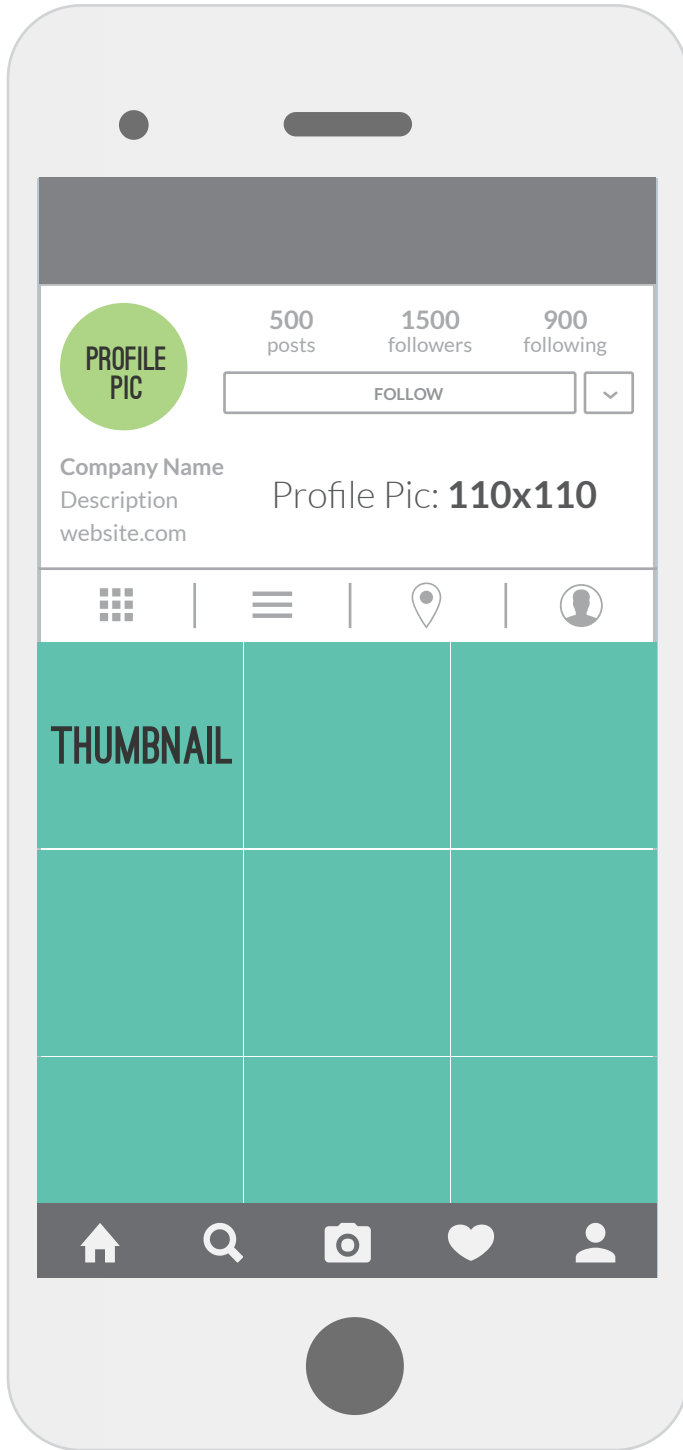
1,200 views • 2 months ago

Video Title

1,200 views • 2 months ago

DOWNLOAD TEMPLATE





PROFILE

Profile Pic: displays as **60x60** PROFILE PIC Follow ⚙️

Company Name
Location • website.com
Lorem ipsum dolor sit amet, consectetur adipiscing elit

25 Boards 1k Pins 200 Likes 3k Followers

Board Name

IMAGE
216x any height

THUMBNAIL

Follow

Board Name

Follow

Board Name

Follow

Board Name

Follow

Board Name

Follow

PINS

Are your friends saving ideas you might like?
See who's here

Invite friends to Pinterest >

IMAGE
236x any height

from website.com
Link Title
Praesent et vehicula nibebet turpish. Interdum et

User name
Category

Mauris mattis ligula consectetur, finibus arcu in, facilisis est. Praesent et vehicula nibebet turpish. Interdum et malesuada fames ac ante ipsum primis in faucibus.

User name
Category

Mauris mattis ligula consectetur, finibus arcu in, facilisis est. Praesent et vehicula nibebet turpish. Interdum et

User name
Category

Mauris mattis ligula consectetur, finibus arcu in, facilisis est. Praesent et vehicula nibebet turpish. Interdum et

from website.com
Link Title
Praesent et vehicula nibebet turpish. Interdum et

User name
Category

Mauris mattis ligula consectetur, finibus arcu in, facilisis est. Praesent et vehicula nibebet turpish. Interdum et

User name
Category

Mauris mattis ligula consectetur, finibus arcu in, facilisis est. Praesent et vehicula nibebet turpish. Interdum et

from website.com
Link Title
Praesent et vehicula nibebet turpish. Interdum et

User name
Category

Mauris mattis ligula consectetur, finibus arcu in, facilisis est. Praesent et vehicula nibebet turpish. Interdum et

User name
Category

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