

THE

478 px

ULTIMATE

244 px

SOCIAL MEDIA

310 px

TEMPLATE GUIDE

Presented by





Company Name
@company

- Home
- About
- App 1
- App 2
- Likes
- Posts
- Photos
- Videos
- Notes

Like Message More

Call to Action



Page Category

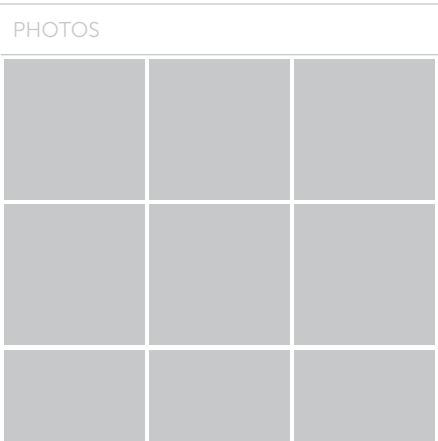
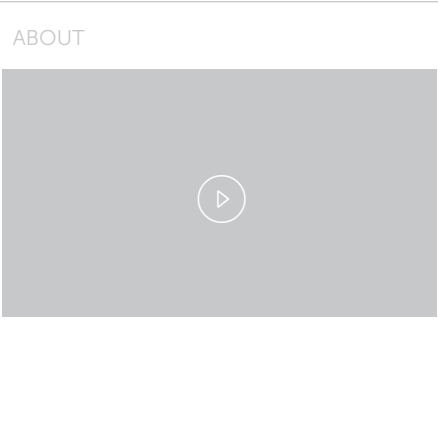
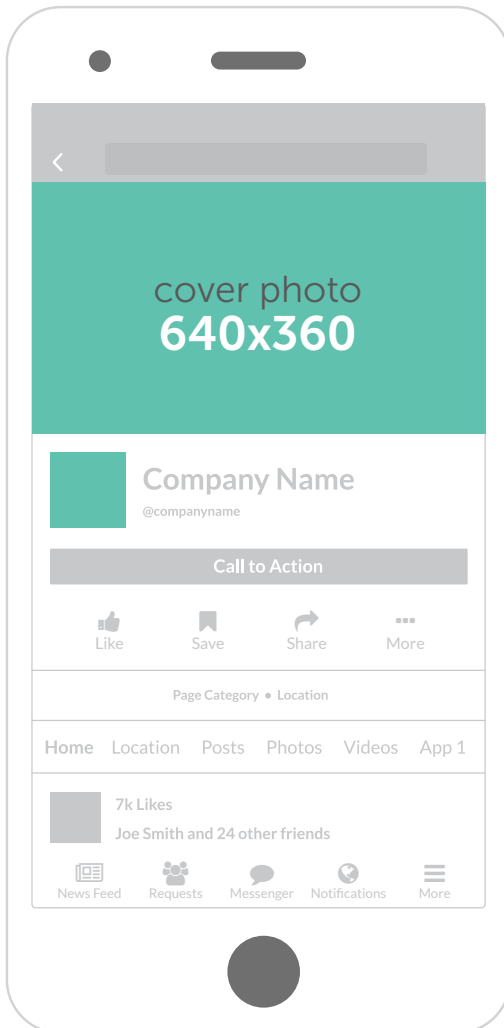
Search

1.2k likes
Joe Smith and 4 other friends

700 people have been here

Invite friends to like this Page

MOBILE LAYOUT




APP ENGAGEMENT/INSTALL

Image Upload: **1200x628** (Images should contain minimal text. Mobile App Install images 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.

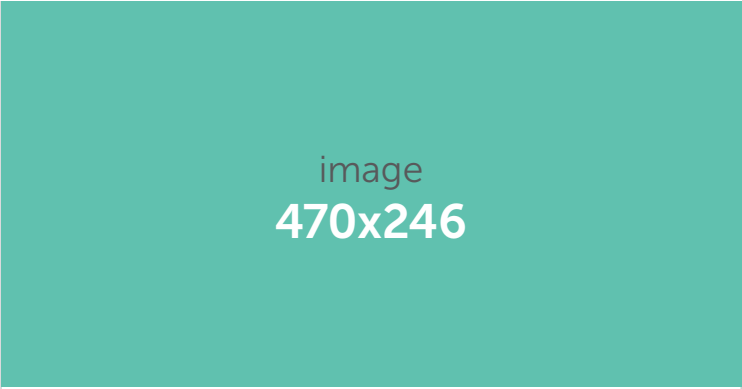



image
470x246

App Name Title
Pelentesque tristique consectetur velit

Like • Comment • Share

MOBILE

Suggested App

 **Company Name**
Sponsored

Lorem ipsum dolor sit amet, consectetur

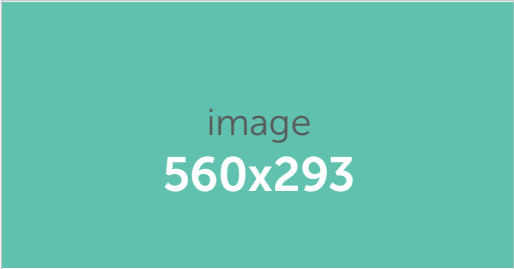


image
560x293

App Name Title
Pelentesque tristique consectetur

Like • Comment • Share

RIGHT COLUMN




image
254x133

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

1,000 people use this

BRAND AWARENESS PHOTO

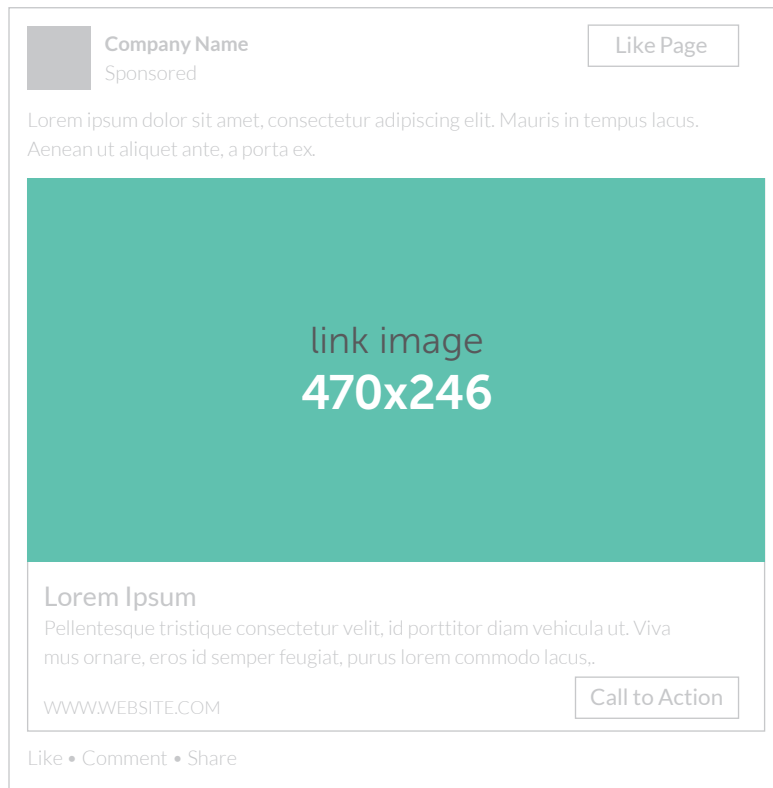
Image Upload: **1200x628** (*image may not contain more than 20% text*)

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
470x246

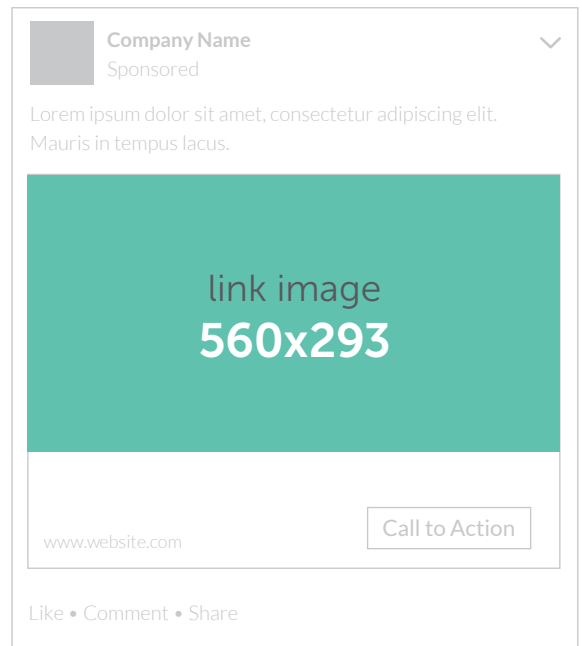
Lorem Ipsum
Pellentesque tristique consectetur velit, id porttitor diam vehicula ut. Viva mus ornare, eros id semper feugiat, purus lorem commodo lacus.

WWWWEBSITE.COM

Call to Action

Like • Comment • Share

MOBILE



Company Name
Sponsored

link image
560x293

www.website.com

Call to Action

Like • Comment • Share

Right column not available for this ad


BRAND AWARENESS VIDEO

Thumbnail Image Upload: **Image should match video aspect ratio. 1280x720 recommended for Slideshow videos (image may not contain more than 20% text)**

Text: **90 characters**


Video: **mp4 | 30fps max | no larger than 4gb**

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
470x246




Like • Comment • Share

MOBILE

 **Company Name**
Sponsored ▼

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

video
560x293



Like • Comment • Share

Right column not available for this ad

BRAND AWARENESS CAROUSEL

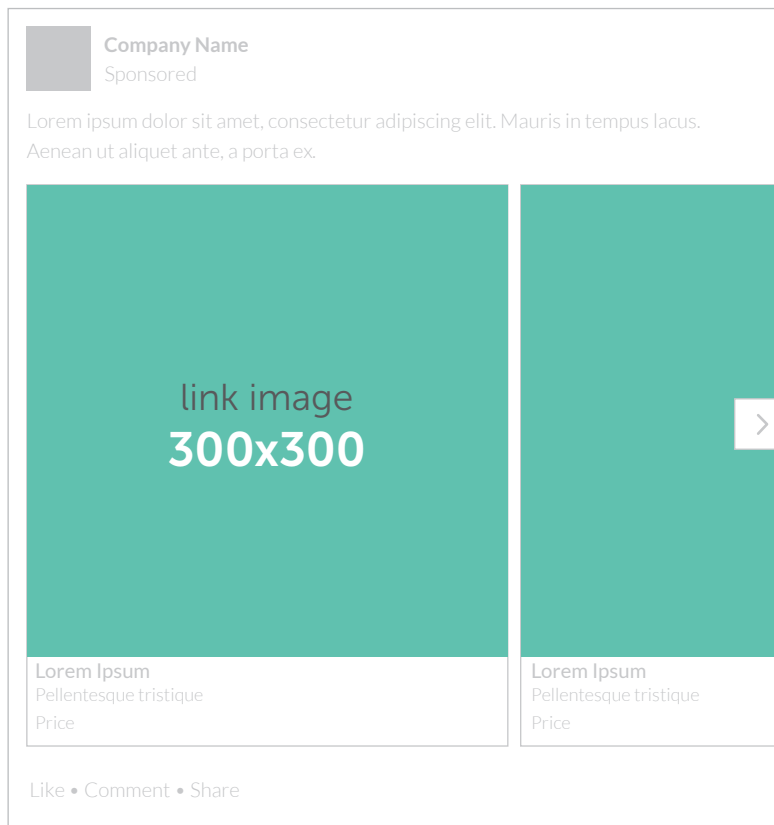
Image Upload: **600x600** (*image may not contain more than 20% text*)

Text: **90 characters**

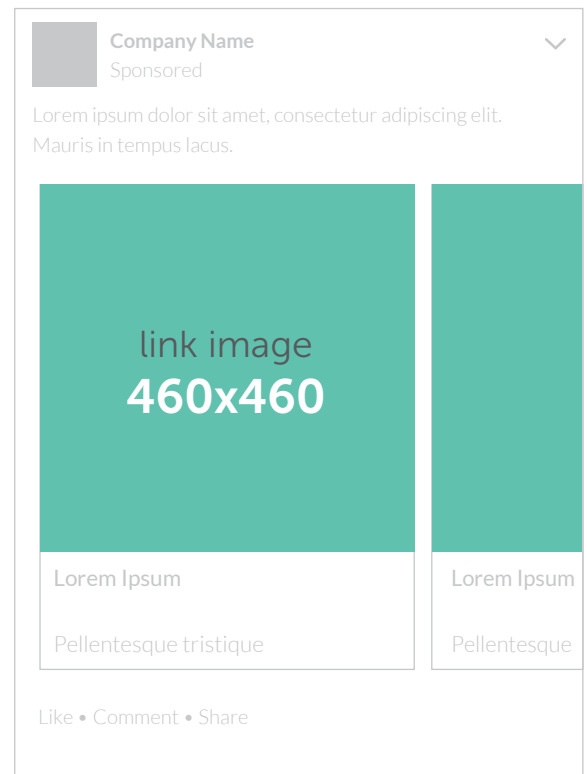
Headline: **40 characters**

Link Description: **20 characters**

DESKTOP



MOBILE



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GET STARTED WITH SHORTSTACK >

CLICKS TO WEBSITE/WEBSITE CONVERSIONS


Image Upload: **1200x628** (*image should contain minimal text*)

Text: **90 characters**

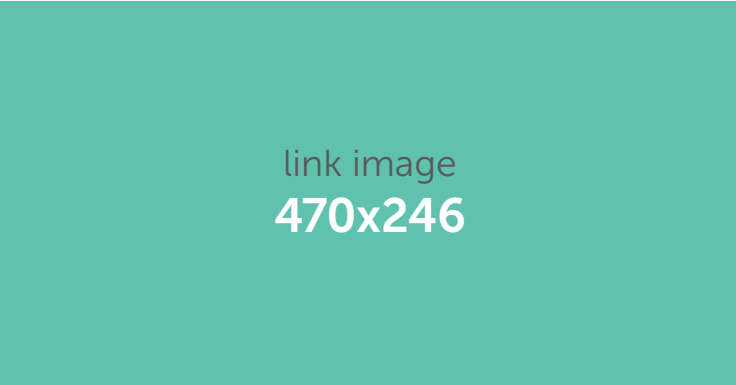
Headline: **25 characters**

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
470x246

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


WWWWEBSITE.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
560x292

Lorem Ipsum
Pellentesque tristique
www.website.com Call to Action

Like • Comment • Share

RIGHT COLUMN



link image
254x133

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

CLICKS TO WEBSITE CAROUSEL

Image Upload: **600x600** (*image should contain minimal text*)

Text: **90 characters**

Headline: **40 characters**

Link Description: **20 characters**

DESKTOP

The desktop view shows a Facebook ad carousel. At the top left, there is a grey square icon, the text "Company Name", and "Sponsored" below it. Below this is a line of text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus. Aenean ut aliquet ante, a porta ex." The main content area consists of two teal-colored image cards. The first card is labeled "link image 300x300" and has a white right-pointing arrow on its right edge. Below the first card, there is a white box containing the text: "Lorem Ipsum", "Pellentesque tristique", and "Price". Below the second card, there is a white box containing the text: "Lorem Ipsum", "Pellentesque tristique", and "Price". At the bottom of the ad, there is a white bar with the text "Like • Comment • Share".

MOBILE

The mobile view shows a Facebook ad carousel. At the top left, there is a grey square icon, the text "Company Name", and "Sponsored" below it. To the right of this is a downward-pointing chevron icon. Below this is a line of text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus." The main content area consists of two teal-colored image cards. The first card is labeled "link image 460x460". Below the first card, there is a white box containing the text: "Lorem Ipsum" and "Pellentesque tristique". Below the second card, there is a white box containing the text: "Lorem Ipsum" and "Pellentesque". At the bottom of the ad, there is a white bar with the text "Like • Comment • Share".

RIGHT COLUMN

The right column view shows a Facebook ad carousel. It features two teal-colored image cards side-by-side. The first card is labeled "link image 125x125". Below the first card, there is a white box containing the text: "Lorem Ipsum", "www.website.com", and "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus."


EVENT RESPONSES

Image Upload: **1920x1080** (*image should contain minimal 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

MONTH **01** Event Name
Location
5 people are going

Like • Comment • Share

MOBILE

 **Company Name** shared their event
Sponsored

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




image
560x208

MONTH **01** Event Name
Location
5 people are going

Like • Comment • Share

RIGHT COLUMN

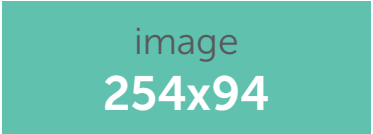


image
254x94

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

LEAD GENERATION

Image Upload: **1200x628** (*image should contain minimal text*)

Headline: **25 characters**

Text: **90 characters**

Description: **30 characters**

DESKTOP

The desktop view of a Facebook ad post. At the top left is a grey square representing a profile picture, followed by the text "Company Name" and "Sponsored". To the right is a "Like Page" button. Below this is a line of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus. Aenean ut aliquet ante, a porta ex." The main body of the ad is a large teal rectangle with the text "image 470x246" centered in white. At the bottom left of the teal area is "Lorem Ipsum Description" and "WWW.WEBSITE.COM". At the bottom right is a "Sign Up" button. Below the teal area, there is another line of placeholder text: "Lorem Ipsum Description" and "WWW.WEBSITE.COM". At the bottom right is another "Sign Up" button. At the very bottom left are the links "Like • Comment • Share".

MOBILE

The mobile view of a Facebook ad post. At the top left is a grey square representing a profile picture, followed by the text "Company Name" and "Sponsored". To the right is a downward arrow icon. Below this is a line of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in tempus lacus." The main body of the ad is a large teal rectangle with the text "image 560x292" centered in white. Below the teal area is a white box containing "Lorem Ipsum Description" and "WWW.WEBSITE.COM". To the right of this box is a "Sign Up" button. Below the white box are the links "Like • Comment • Share".

Right column not available for this ad

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LOCAL AWARENESS


Image Upload: **1200x628** (*image should contain minimal text*)

Headline: **25 characters**

Text: **90 characters**

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.

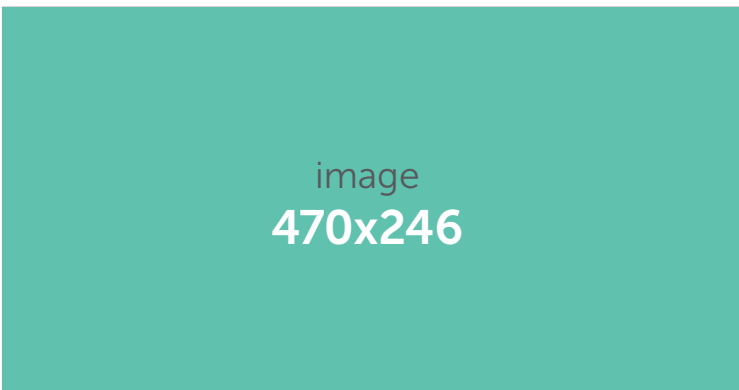



image
470x246

Lorem Ipsum
Description
WWW.WEBSITE.COM

Like • Comment • Share

MOBILE

 **Company Name**
Sponsored ▼

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

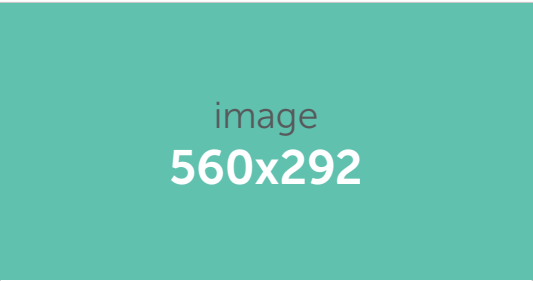


image
560x292

Lorem Ipsum
Description
WWW.WEBSITE.COM

Like • Comment • Share

Right column not available for this ad

OFFER CLAIM

Image Upload: **1200x628** (*image should contain minimal text*)

Text: **90 characters**

Offer Title: **25 characters**

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

DESKTOP

Company Name posted an offer
Sponsored

Like Page

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

image
470x246

Offer Title
Expiration Date
1,200 people claimed this offer

Get Offer

Like • Comment • Share

MOBILE

Company Name posted an offer
Sponsored

▼

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

image
560x292

Offer Title
Expiration Date
1,200 people claimed this offer

Get Offer

Like • Comment • Share

RIGHT COLUMN

image
254x133

Company Name
Offer Title
Expiration Date

Get Offer 1,200 people claimed this

PAGE LIKES


Image Upload: **1200x444** (*image should contain minimal 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, consectetur




image
560x208

Page Name
Category
1,000 people like this

Like Page

RIGHT COLUMN

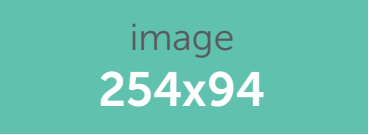


image
254x94

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

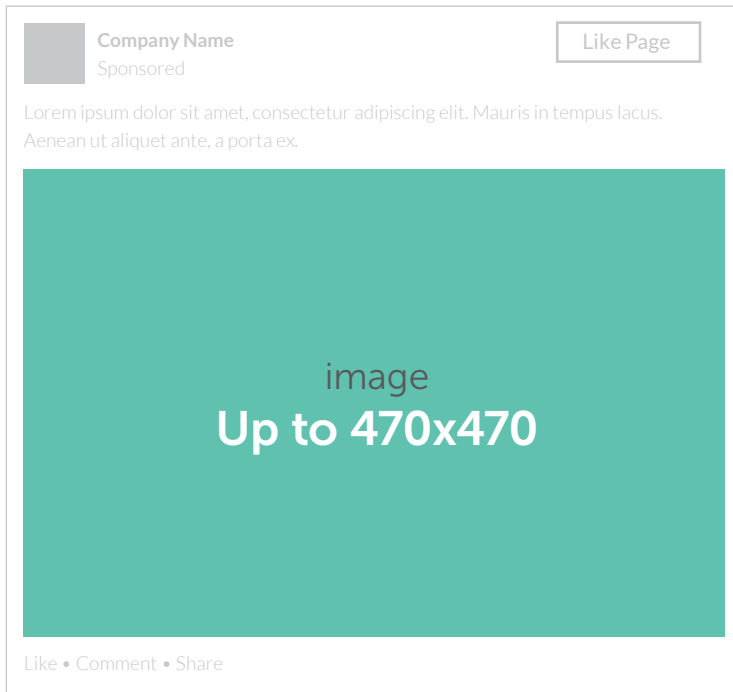
Like Page 1,000 people like this

PAGE POST ENGAGEMENT PHOTO

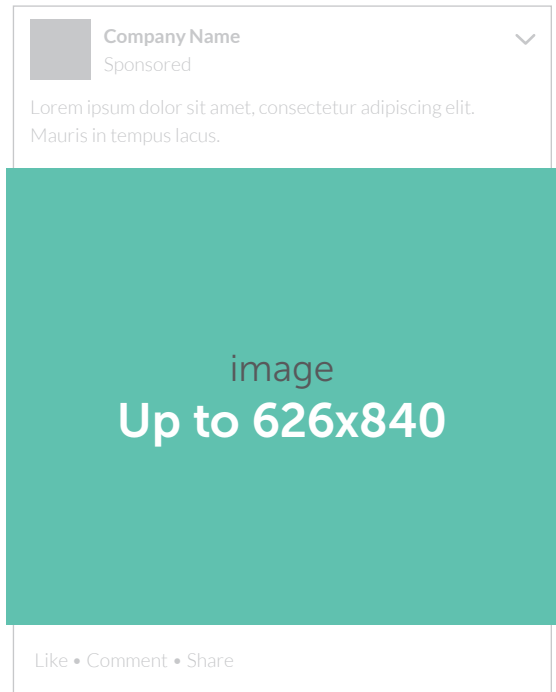
Image Upload: **1200x900** (*image should contain minimal text*)

Text: **90 characters**

DESKTOP



MOBILE



RIGHT COLUMN



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PAGE POST ENGAGEMENT VIDEO/VIDEO VIEWS

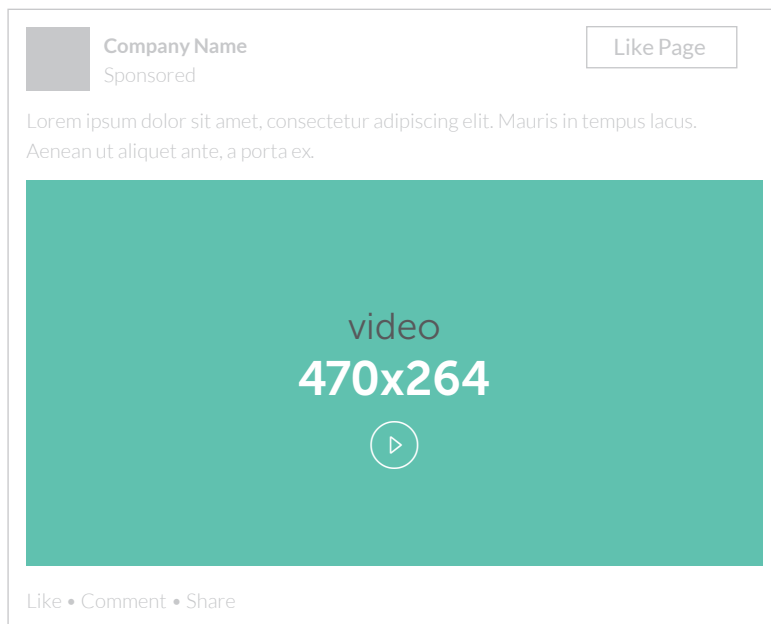
Thumbnail Image Upload: **Image should match video aspect ratio.**

1280x720 recommended for Slideshow videos (*image should include minimal text*)

Text: **90 characters**

Video: [click here for formats](#) | 30fps max | no larger than 4gb

DESKTOP



Company Name
Sponsored

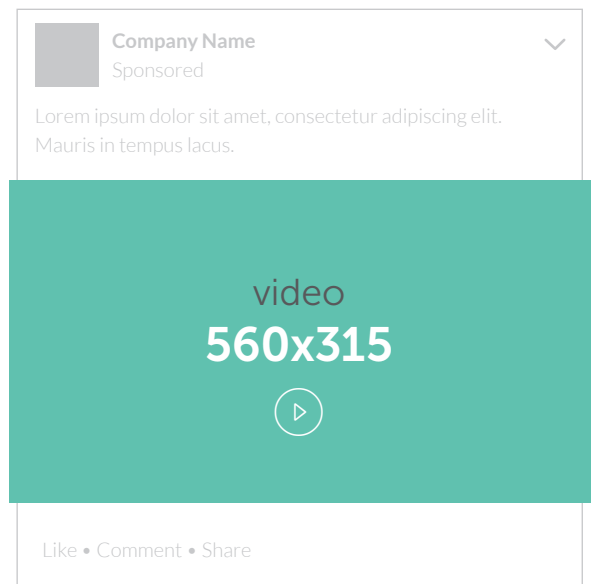
Like Page

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

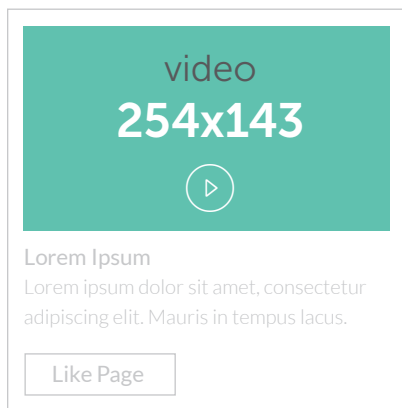
▼

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

video
560x315

Like • Comment • Share

RIGHT COLUMN

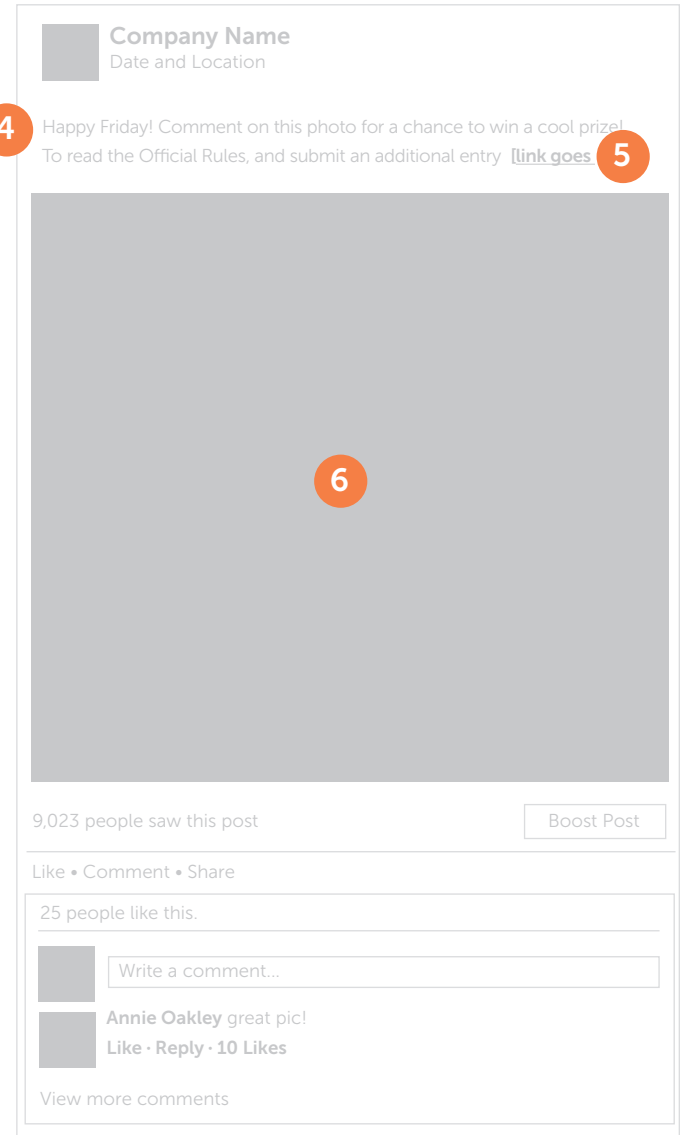
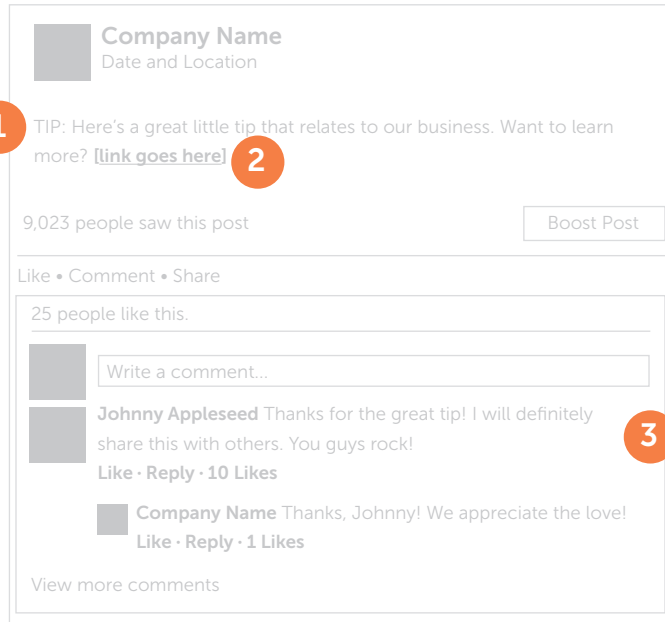


video
254x143

▶

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

Like Page



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

Home Moments Notifications Messages

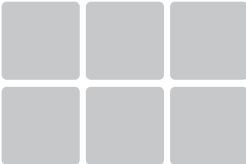
header image
1500x500
Viewable area on desktop: **1500x380**
Header image scales dynamically, profile picture will move based on screen size. Refer to template download for mobile sizing/scaling.

profile image
Display Size: **200x200**
Upload size: **400x400**

TWEETS 10.5K FOLLOWING 1,500 FOLLOWERS 7,500 LIKES 1,250 LISTS 35

Company Name
@Company

Photos



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 1 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:**

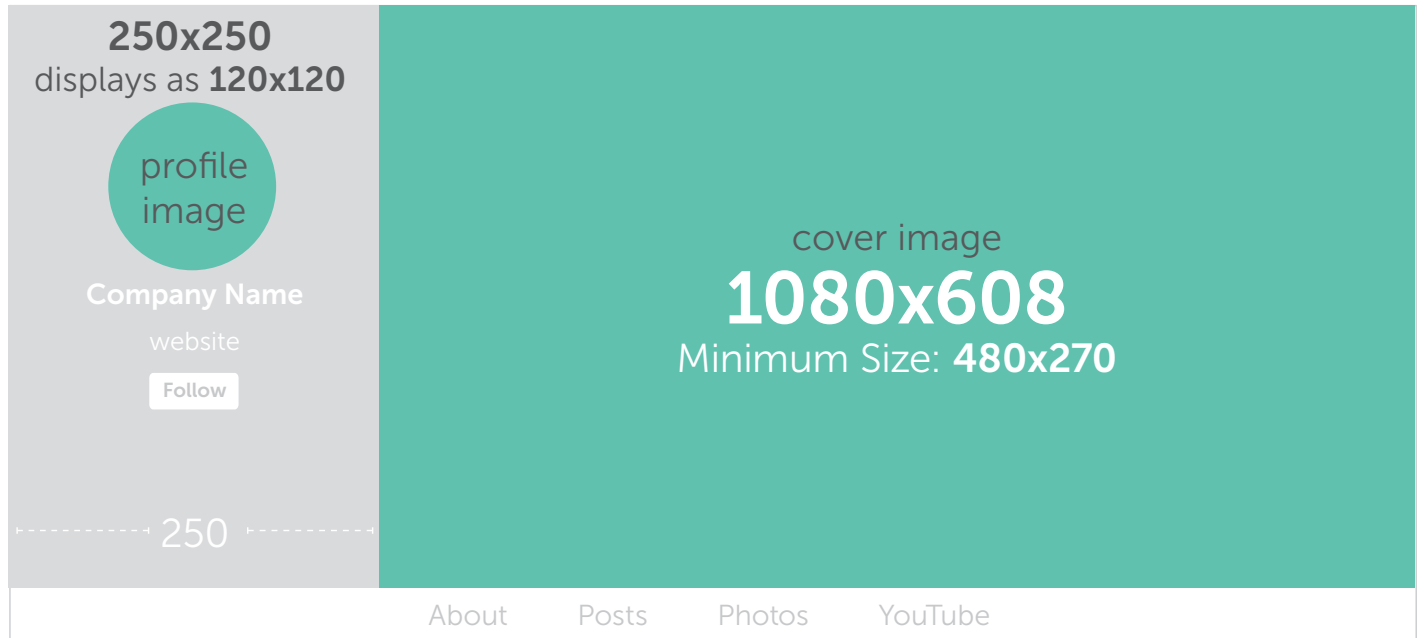
you	twitter	please
retweet	post	blog
social	free	media
help	please retweet	great
social media	10	follow
how to	top	blog post
check out	new blog post	

* 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
[LEARN MORE >](#)

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 **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

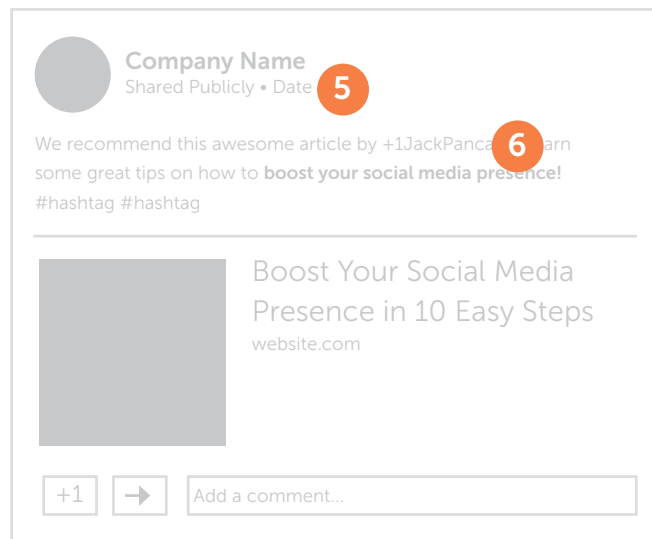
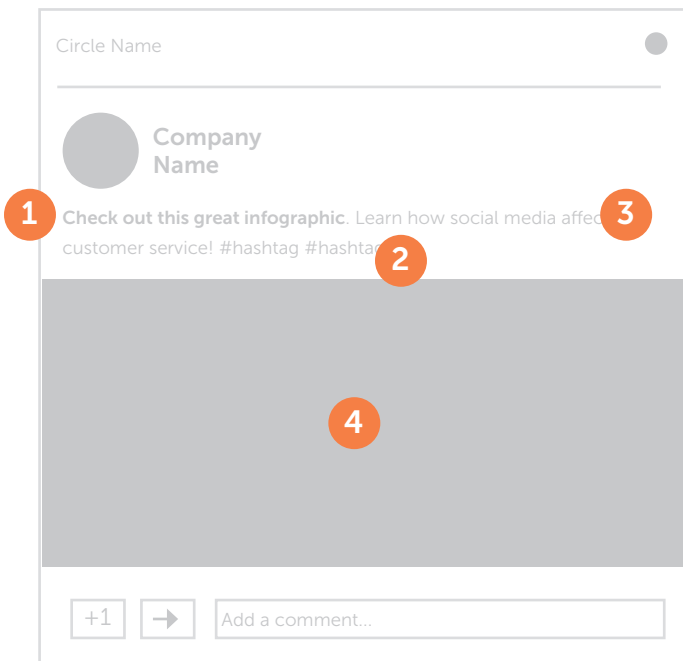


 **Company Name**
Shared publicly - 8:00 AM

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

10,000 followers [Follow](#)

Home Careers

header image
Minimum of 646x220
image must be wider than taller

How Your're Connected

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.

See more

[DOWNLOAD TEMPLATE](#)

PERSONAL PROFILE

Home Profile Connections Jobs Interests Business Services

background image
Between 1000x425 and 4000x4000

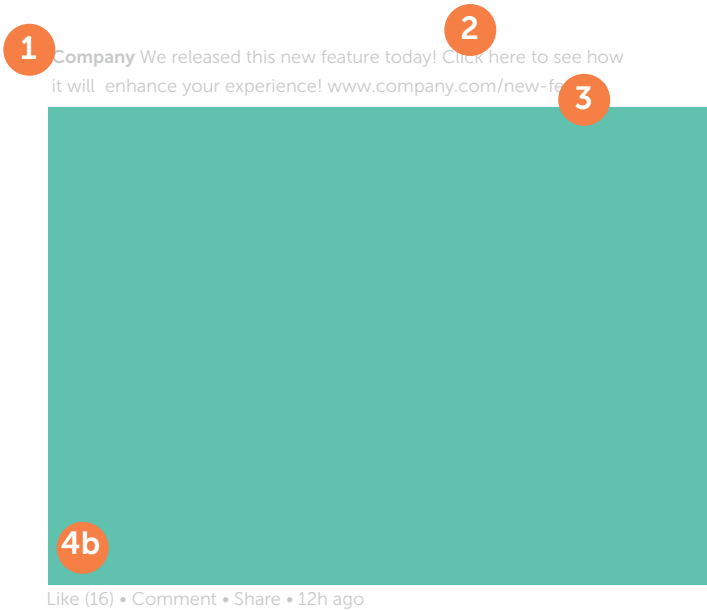
profile photo
400x400

Full Name
Title
Location | Category

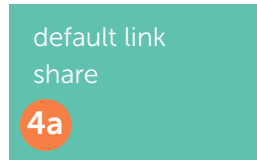
Current
Previous
Education

[Send Message](#)

Connected



Company Read this amazing article about doing better business



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

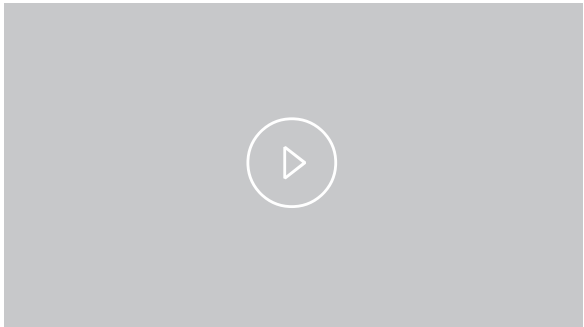
- 1. Topics** – Share breaking news/trends in your industry, sneak peeks about new products and features.
- 2. Calls to action** – Lead people to resources such as eBooks, blog posts, videos, etc.
- 3. Links** – When you paste a link, edit the text that is automatically pulled over so it's clean and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

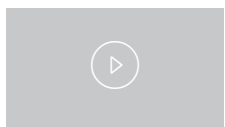


Video Title
1,200 views 2 months ago
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras volutpat mauris turpis, eu tempor at. Sed et lorem ligula.

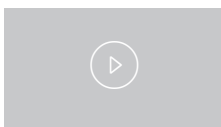
Featured Channels

Popular Channels

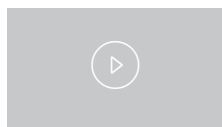
Uploads




Video Title
1,200 views • 2 months ago




Video Title
1,200 views • 2 months ago



Video Title
1,200 views • 2 months ago

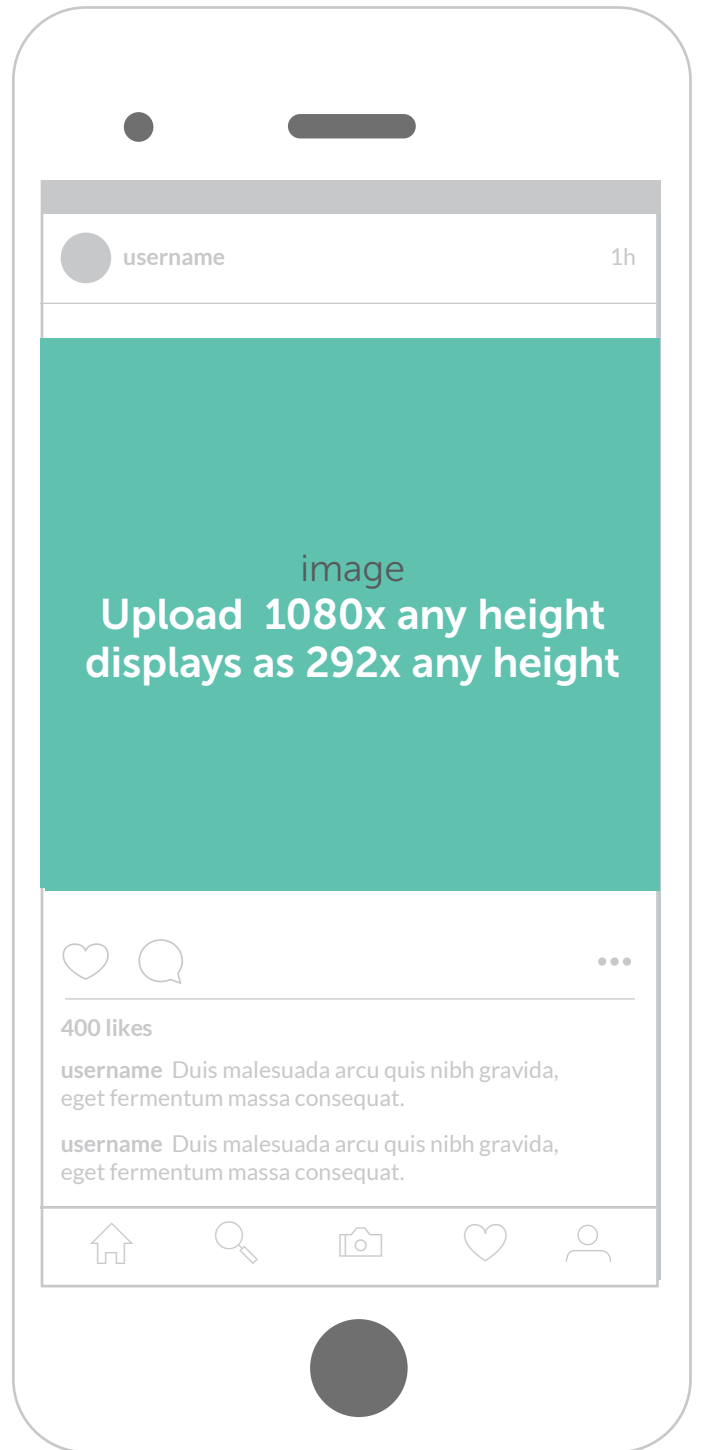
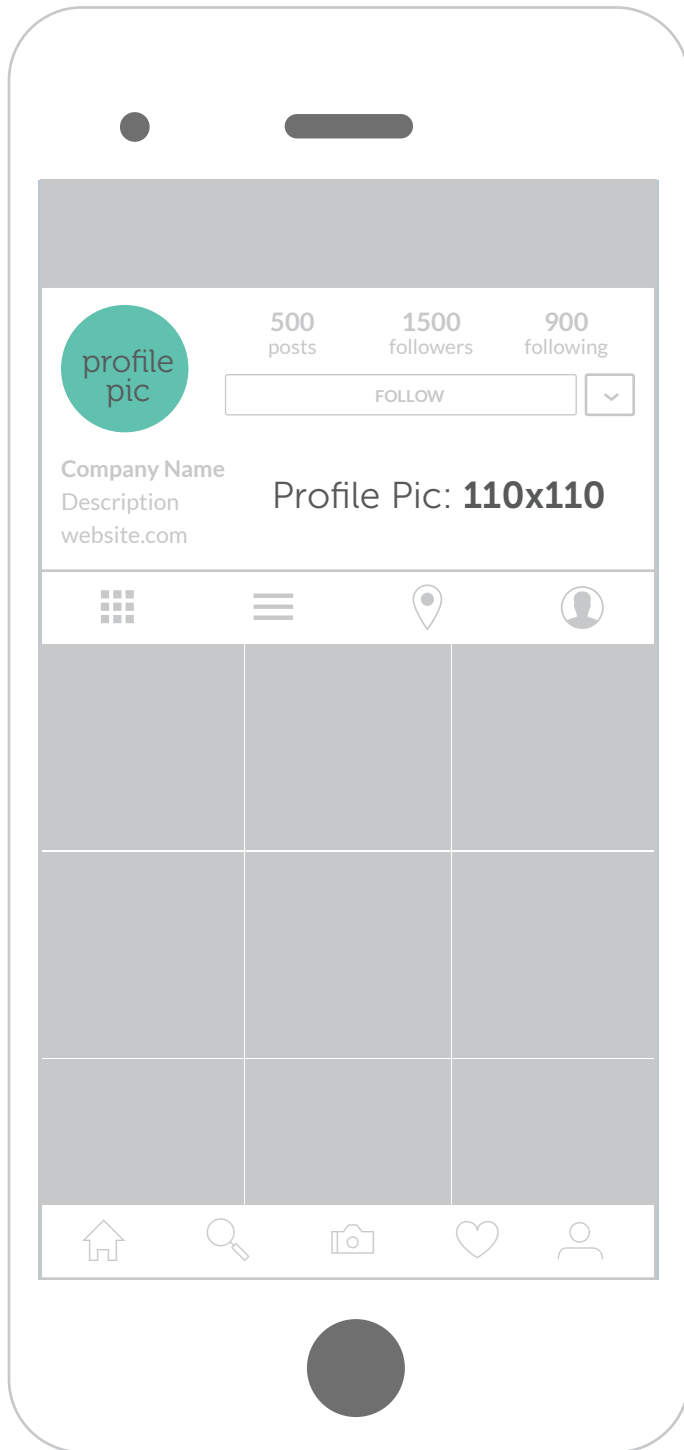


Video Title
1,200 views • 2 months ago



Video Title
1,200 views • 2 months ago

 **DOWNLOAD TEMPLATE**

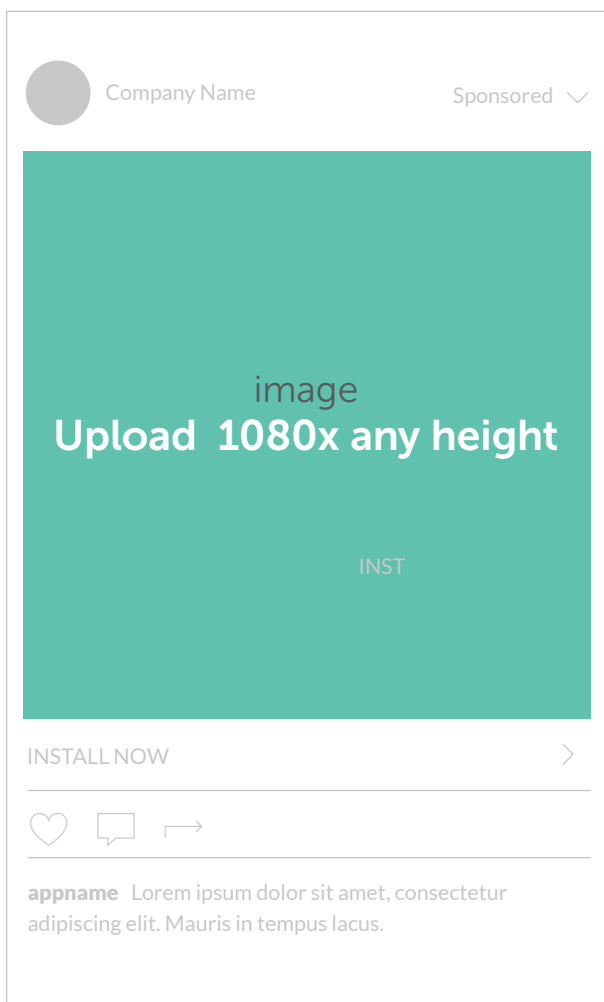


APP ENGAGEMENT/INSTALL

Image Upload: **1080x1080** (*Engagement images should contain minimal text. Install images may not include more than 20% text.*)

Minimum Resolution: **600x315**

Caption: **125 characters recommended, max 2,200**



APP ENGAGEMENT/INSTALL CAROUSEL

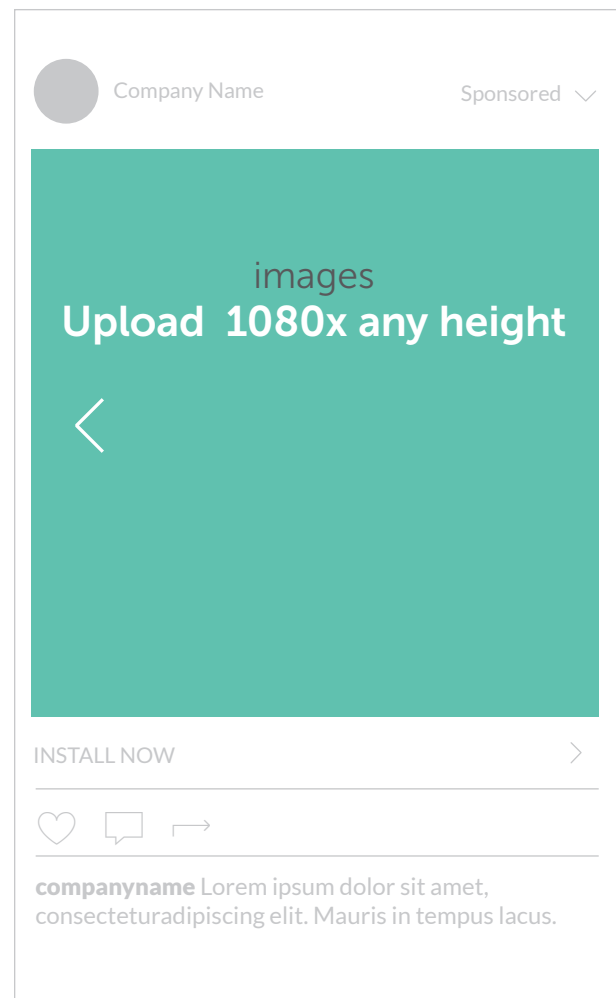
Image Upload: **1080x1080** (*Engagement images should contain minimal text. Install images may not include more than 20% text.*)

Minimum Resolution: **600x600**

Minimum number of images: **3**

Maximum number of images: **5**

Caption: **125 characters recommended, max 2,200**

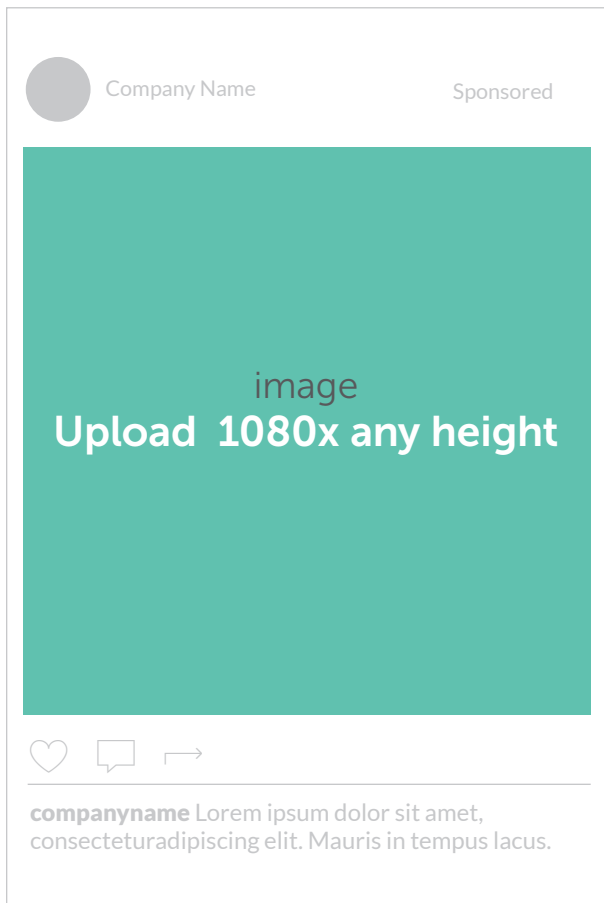


BRAND AWARENESS PHOTO

Image Upload: **1080x1080** (*images should contain minimal text*)

Minimum Resolution: **600x315**

Caption: **125 characters recommended, max 2,200**



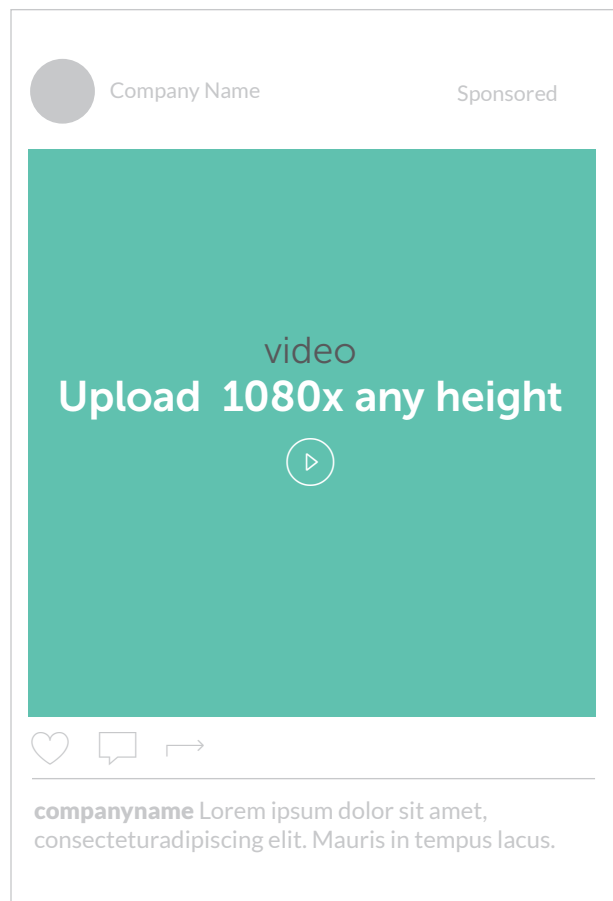
BRAND AWARENESS VIDEO

Video Upload: **H.264 video compression, high profile preferred, square pixels, fixed frame rate, progressive scan**

Format: **.mp4 container ideally with leading mov atom, no edit lists**

Audio: **Stereo AAC audio compression, 128kbps + preferred**

Caption: **125 characters recommended, max 2,200**



BRAND AWARENESS CAROUSEL

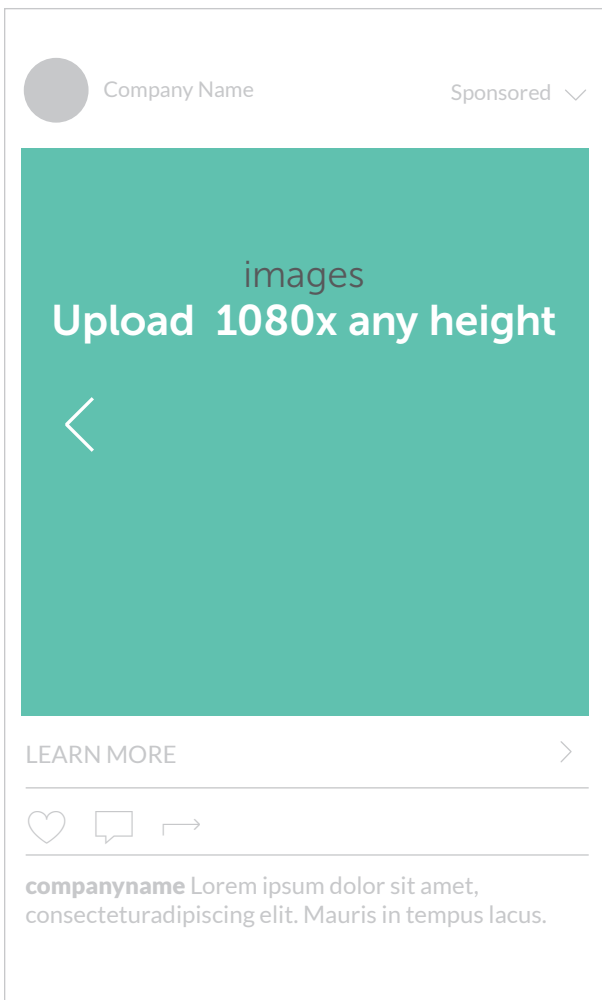
Image Upload: **1080x1080** (*images should contain minimal text*)

Minimum Resolution: **600x600**

Minimum number of images: **3**

Maximum number of images: **5**

Caption: **125 characters recommended, max 2,200**

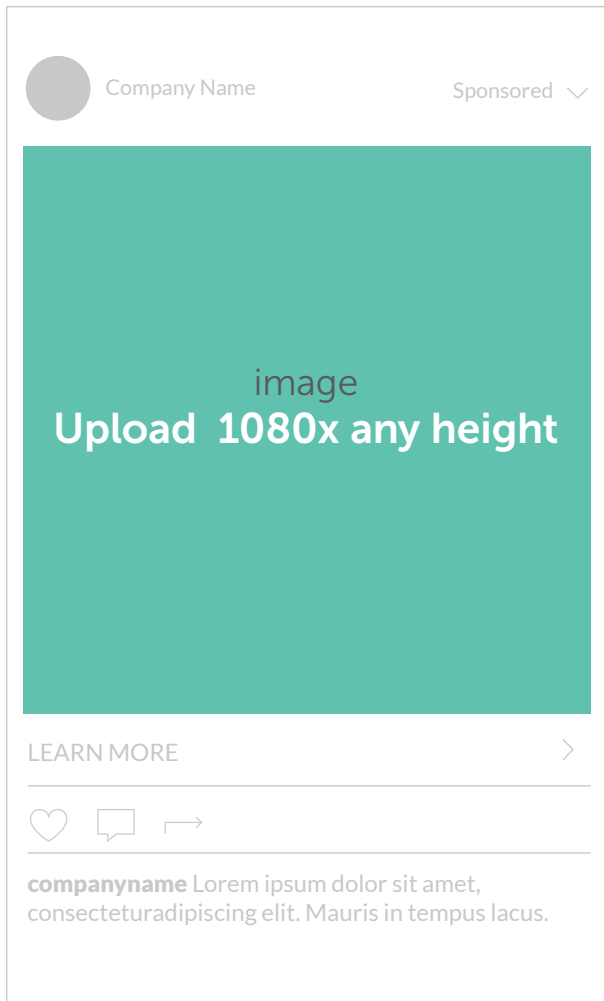


CLICKS TO WEBSITE

Image Upload: **1080x1080** (*images may not contain more than 20% text*)

Minimum Resolution: **600x315**

Caption: **125 characters recommended, max 2,200**



CLICKS TO WEBSITE CAROUSEL

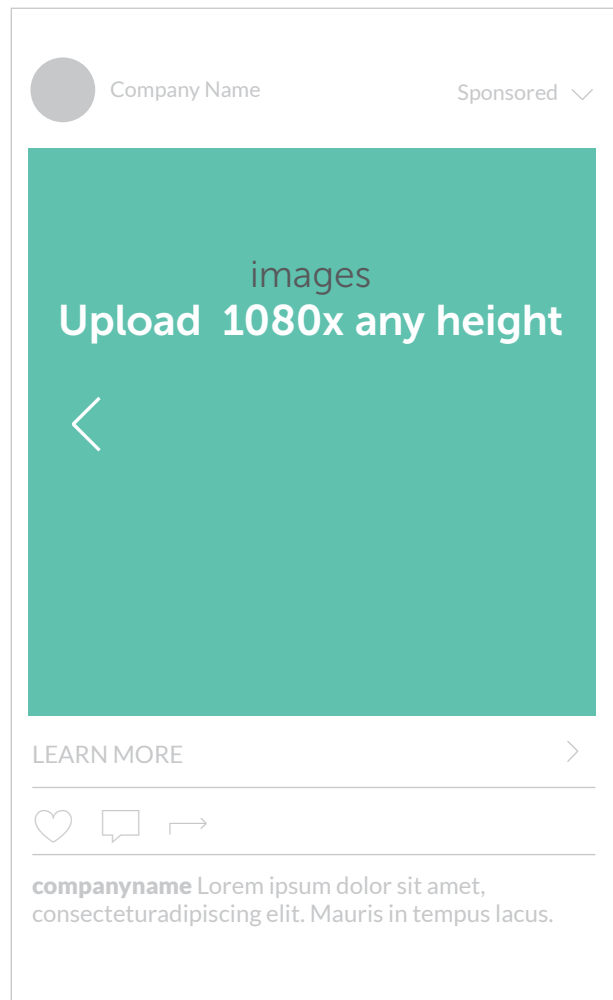
Image Upload: **1080x1080** (*images should contain minimal text*)

Minimum Resolution: **600x600**

Minimum number of images: **3**

Maximum number of images: **5**

Caption: **125 characters recommended, max 2,200**

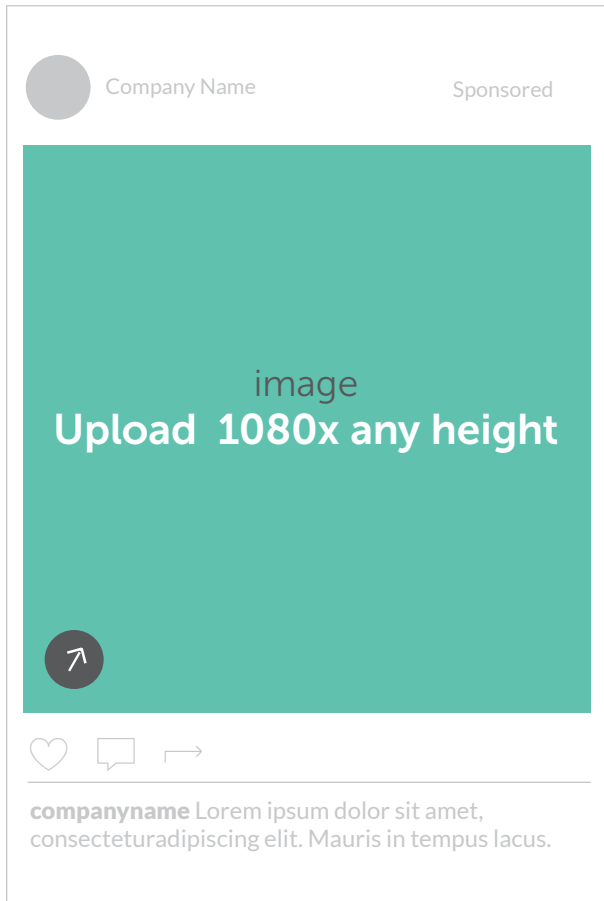


POST ENGAGEMENT PHOTO

Image Upload: **1080x1080** (*images should contain minimal text*)

Minimum Resolution: **600x315**

Caption: **125 characters recommended, max 2,200**



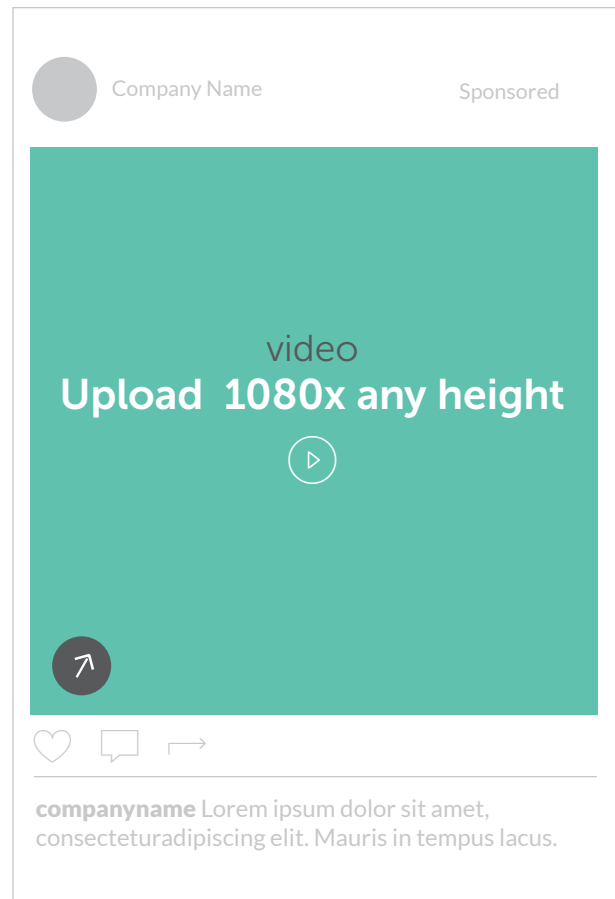
POST ENGAGEMENT VIDEO

Video Upload: **H.264 video compression, high profile preferred, square pixels, fixed frame rate, progressive scan**


Format: **.mp4 container ideally with leading mov atom, no edit lists**

Audio: **Stereo AAC audio compression, 128kbps + preferred**

Caption: **125 characters recommended, max 2,200**



PROFILE

Profile Pic: displays as **60x60** 

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


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 >



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User name
Category


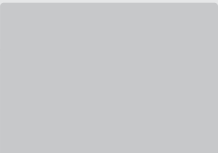


image
236x any height

from website.com
Link Title


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User name
Category



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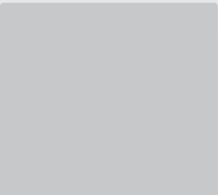
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Category



from website.com
Link Title


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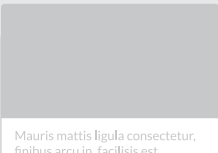
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User name
Category

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