



# Social Media Cheat Sheet Bundle

# Facebook

## Best marketing and design practices

As a business owner, you want to promote your business on Facebook in an effective and engaging way. Here are some best practices to keep in mind:

### **Set Clear Goals:**

Before creating any content for your business's Facebook page, make sure you have a set of goals in mind. Whether it's to increase brand awareness, attract new customers, or to increase engagement, make sure you know what you want to achieve.

### **Use Engaging Imagery:**

Use attractive and engaging visuals throughout your posts. This will help to draw people in and make your content more eye-catching.

### **Make the Message Relevant:**

Make sure any content you post is relevant to your brand and audience. It should be something that resonates with your target audience and reflects your brand's message.

### **Keep Your Tone Consistent:**

Use the same tone in all your posts. This will help to create familiarity with your audience and give your brand a distinct identity.

# Facebook

## Posts, Images and Branding Sizes

It's important to get the size right when uploading images to social media platforms. Images that aren't the right size might get cropped in a strange way or appear lower quality than those on other pages. This can make your profile look less professional.

**Profile Picture: 180px x 180px**

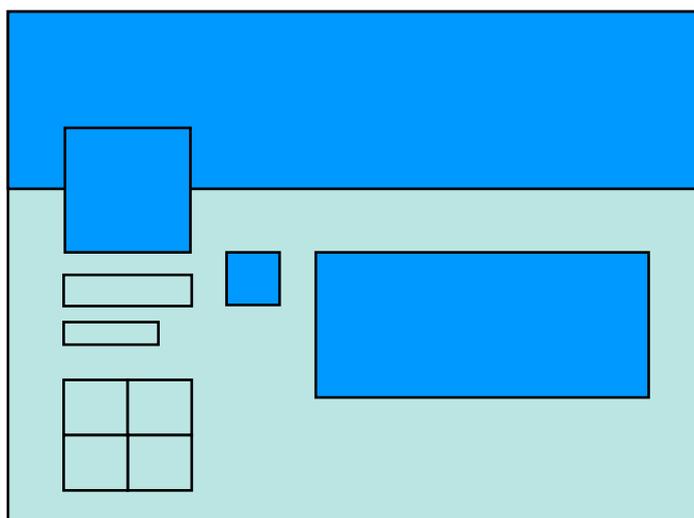
**Business Profile Picture: 180px x 180px**

**Cover Photo: 820px x 312px**

**In-Feed Image: 1200px x 630px**

**In-Feed Link Image: 1200px x 628px**

**Event Header: 1920px x 1080px**



# Instagram

## Best marketing and design practices

Creating and marketing posts on Instagram for promotional purposes can be a great way to reach a wider audience and build your brand. Here are some tips on making your posts more successful and engaging:

### Use relevant hashtags:

Hashtags can help you connect with potential customers who may not be aware of your brand. Use hashtags that are related to your product or industry, as well as more general ones.

### Generate conversations:

Use questions or polls to invite engagement, and respond to comments and messages promptly.

### Create visually-appealing content:

Use high-quality images and videos, and consider adding text and other design elements to create eye-catching posts.

### Advertise:

Invest in sponsored posts to reach a wider audience and increase brand awareness.

### Use Analytics:

Analyze your posts to see which ones got the most engagement and use this information to adjust your approach.

# Instagram

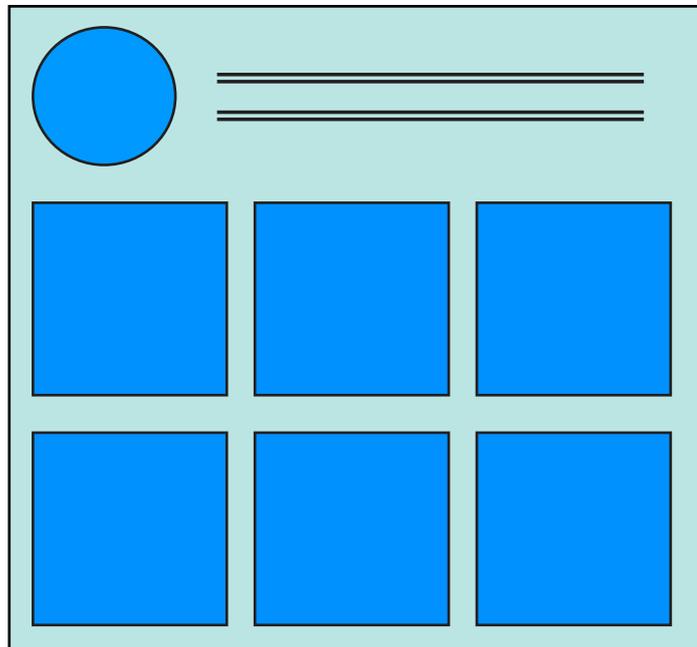
## Posts, Images and Branding Sizes

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**Profile Picture: 150px x 150px (crops round)**

**In-Feed Image: 1080px x 1080px**

**Story Image/Video: 1080px x 1920px**



# Twitter

## Best marketing and design practices

Writing **effective** tweets is a delicate process that takes a combination of creative and analytical skills. When it comes to Twitter, it's important to be concise, think strategically, and above all, be creative.

It's essential to establish a strategy for your Twitter posts and keep it consistent. This means determining how often to post and the type of content you will be sharing. You should also think about who your **target audience** is and how you can use keywords, hashtags, and visuals to capture their attention. Additionally, be sure to monitor your posts and interact with your **followers** to keep them engaged.

When designing your posts, consider using visuals such as **photos, videos, and GIFs** to supplement your message and make it more **eye-catching**. You can also add polls and quizzes to your content to increase engagement. Make sure to pick the right words and use emojis and hashtags sparingly to ensure that your message is clear and easy to read.

Most importantly, pay attention to the analytics of your post. See which posts spark the most engagement and use this to inform your future posts. With the right strategy, you'll be able to maximize your reach and promote your business more effectively on Twitter.

# Twitter

## Posts, Images and Branding Sizes

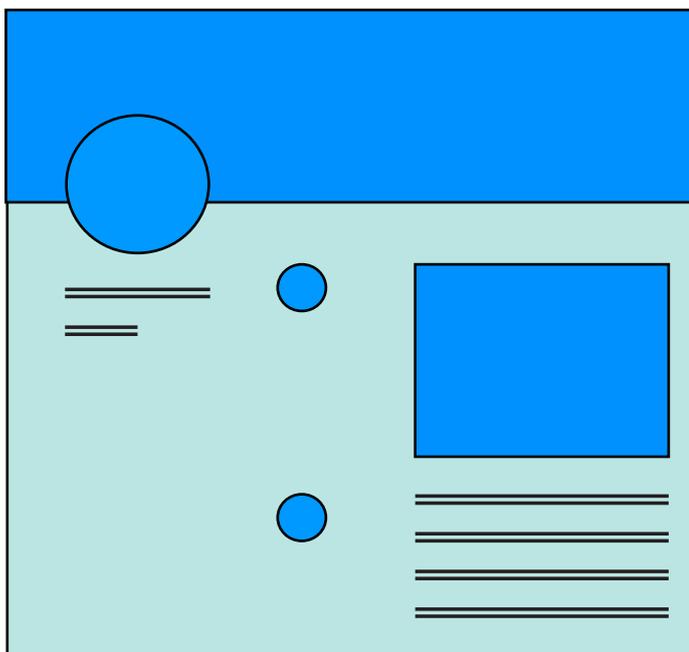
It's important to get the size right when uploading images to social media platforms. Images that aren't the right size might get cropped in a strange way or appear lower quality than those on other pages. This can make your profile look less professional.

**Profile Picture: 400px x 400px**

**Header Image: 1500px x 500px**

**In-Feed Image: 440px x 220px**

**Card: 800px x 320px**



# LinkedIn

## Best marketing and design practices

When it comes to designing and marketing posts specifically for LinkedIn, the best practices are as follows:

- Follow the 80/20 Rule: Your content should be 80% helpful and 20% promotional.
- Leverage Visuals: Visuals are important in LinkedIn posts - use them to make your content look more attractive and engaging.
- Use Hashtags: Hashtags are a great way to make your post more discoverable.
- Measure Your Results: Measure the performance of your post by tracking likes, clicks, and shares.
- Know Your Audience: Understand who your target audience is and tailor the content accordingly.
- Engage with Your Audience: Don't just post and forget - interact with those who comment and share your post.
- Offer Value: Ensure that your content provides value to your audience, such as tips and advice on a particular topic.
- Keep It Short and Sweet: Keep your posts concise and to the point - people don't have time to read long posts.
- Stick to Your Brand's Tone: Ensure that your content reflects the values and tone of your brand.
- Use Calls-to-Action: Use language that encourages people to take a specific action, such as "click here" or "learn more."

By following these best practices, you will be able to create effective and engaging LinkedIn posts that will help you promote your business.

# LinkedIn

## Posts, Images and Branding Sizes

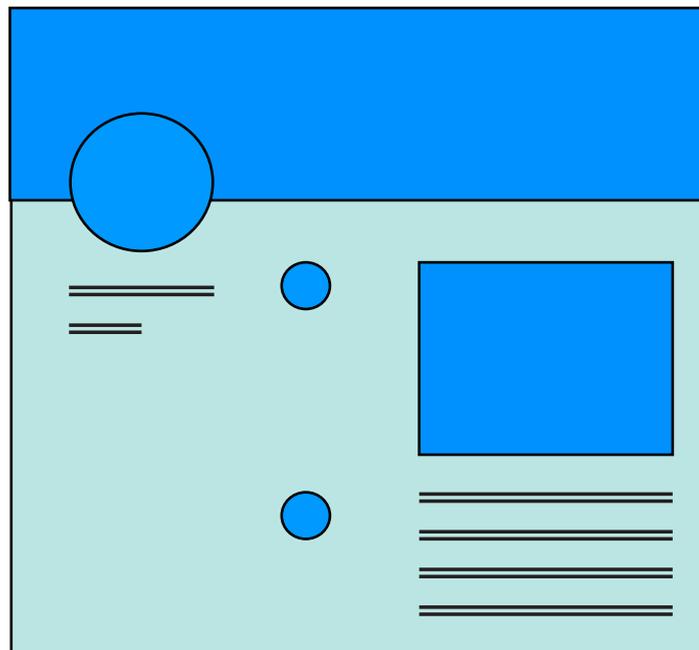
It's important to get the size right when uploading images to social media platforms. Images that aren't the right size might get cropped in a strange way or appear lower quality than those on other pages. This can make your profile look less professional.

Cover Photo: 646px x 220px

Profile Photo: 400px x 400px

Brand Logo: 100px x 60px

Posted Photo: 800px x 800px



We make you  
**Thrive Online**   
Experts in Digital Marketing