

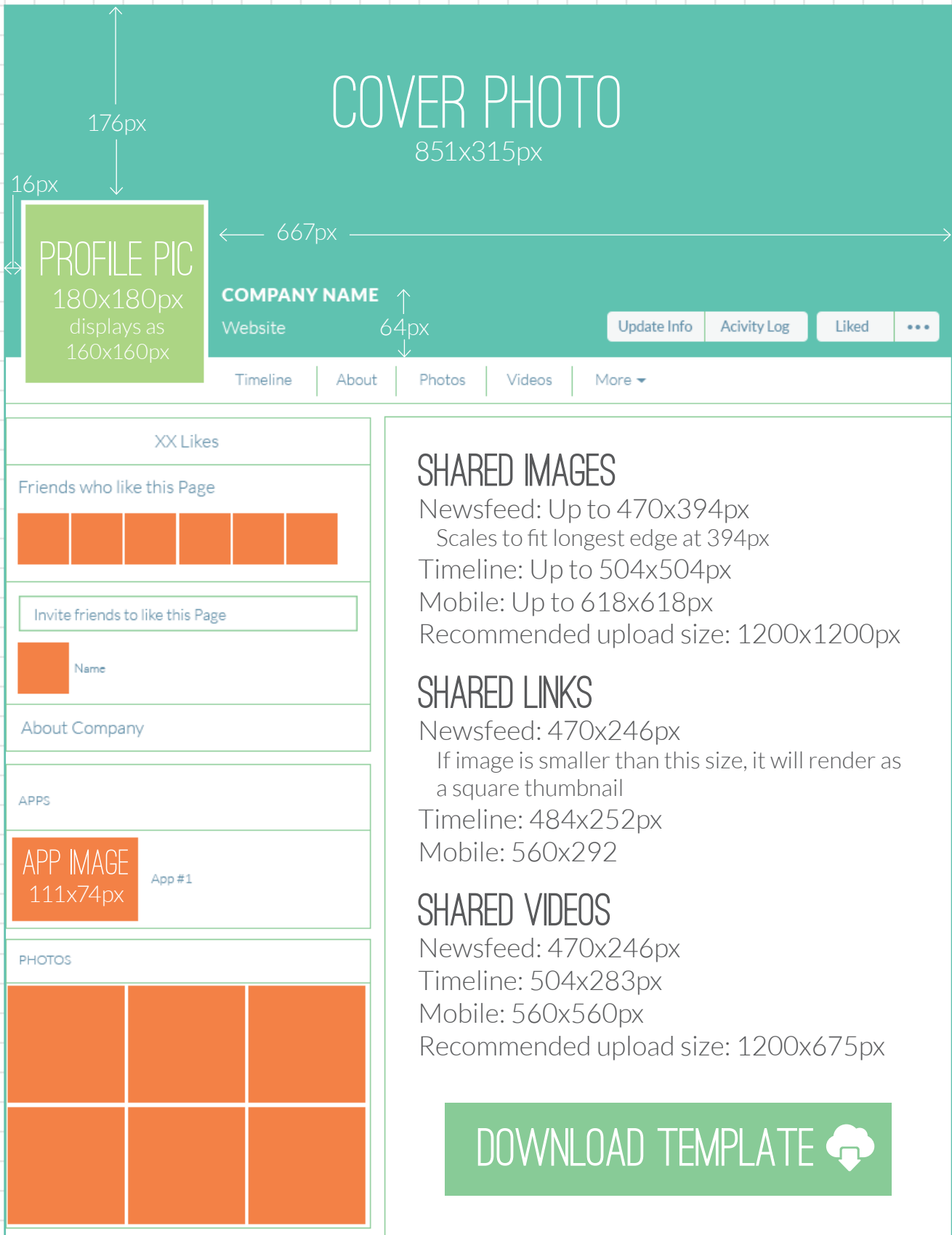
THE
ULTIMATE
SOCIAL MEDIA
TEMPLATE GUIDE

Presented by



SHORTSTACK

FACEBOOK TEMPLATE



FACEBOOK POST TIPS

1 TIP: Here's a great little tip that relates to our business. Want to learn more? [\[link goes here\]](#) **2**

Like • Comment • Share

25 people like this.

Write a comment...

3 Johnny Appleseed Thanks for the great tip! I will definitely share this with others. You guys rock!
Like • Reply • 10 Likes

Company Name Thanks, Johnny! We appreciate the love!
Like • Reply • 1 Likes

View more comments

9,023 people saw this post Boost Post

4 Happy Friday! Comment on this photo for a chance to win a cool prize! To read the Official Rules, and submit an additional entry [\[link goes here\]](#) **5**

Like • Comment • Share

25 people like this.

Write a comment...

Annie Oakley great pic!
Like • Reply • 10 Likes

View more comments

9,023 people saw this post Boost Post

7

- 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 now host contests and promotions right on their Timelines by asking fans to Like or Comment. (Use a third-party provider to pick a winner, aggregate and export data.)
- 6. Include images** – Posts with images are more likely to be shared.
- 7. Make images mobile friendly** – Since most users access Facebook via mobile, choose simple, clear images that are easy to see from a phone/tablet.



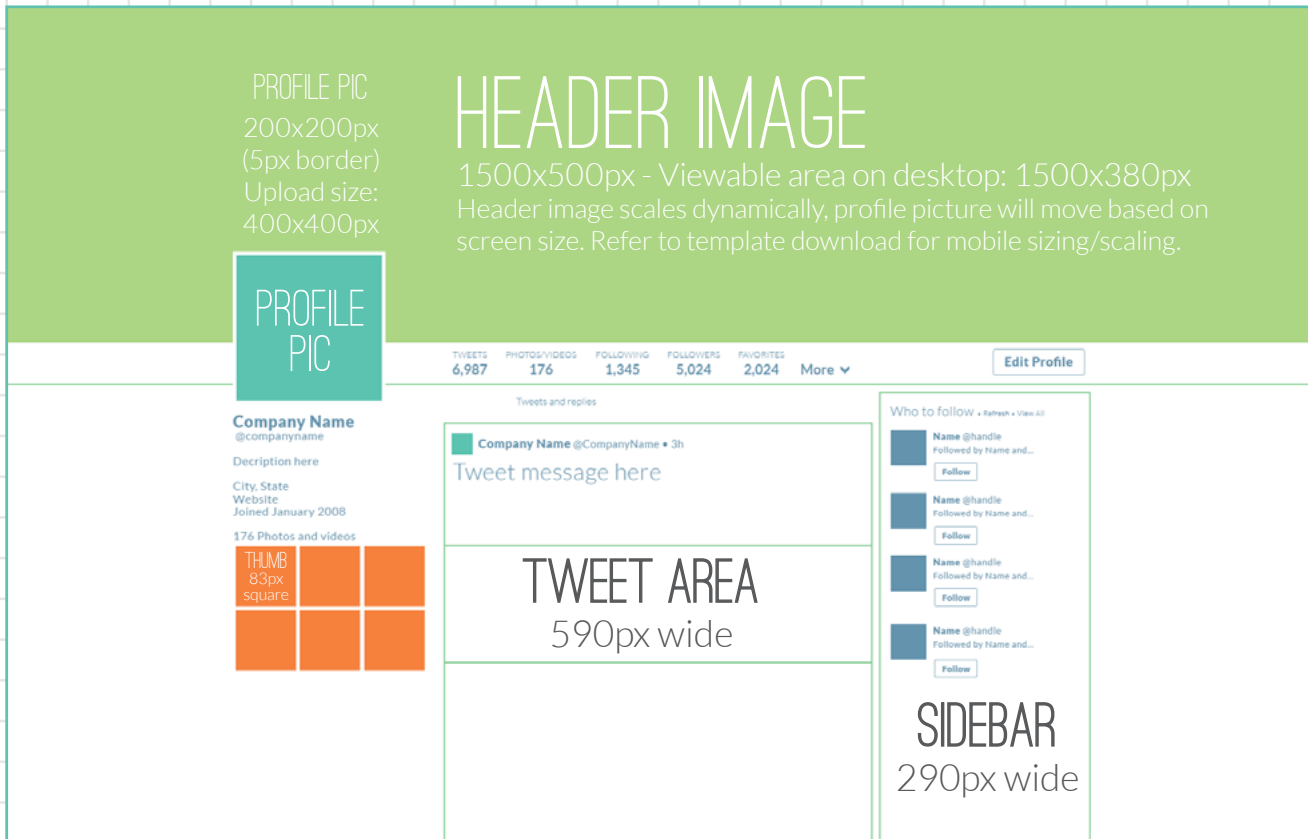
TWITTER TEMPLATE

PROFILE PIC
200x200px
(5px border)
Upload size:
400x400px



HEADER IMAGE

1500x500px - Viewable area on desktop: 1500x380px
Header image scales dynamically, profile picture will move based on screen size. Refer to template download for mobile sizing/scaling.



DOWNLOAD TEMPLATE 



TWEET TIPS

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 >](#)



GOOGLE+ TEMPLATE

COVER IMAGE
Recommended Size: 1080x608px
Minimum Size: 480x270px

PROFILE INFO AREA
← 250px →

If your photo extends into the info area, it will be blurred out. Make sure there are no important elements in that portion of your image.

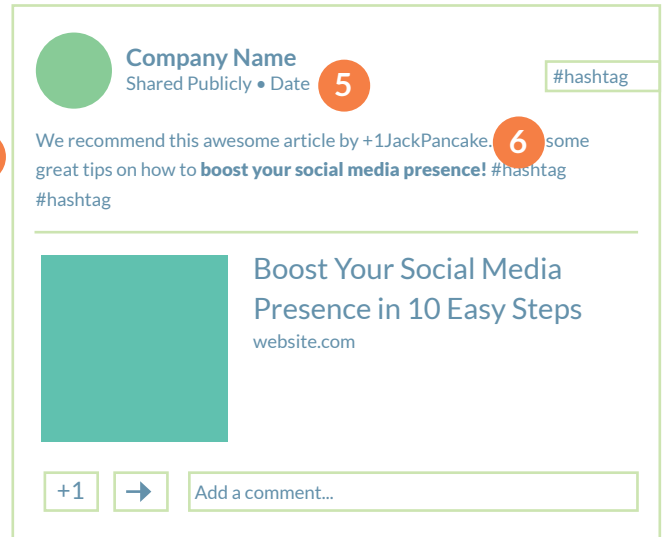
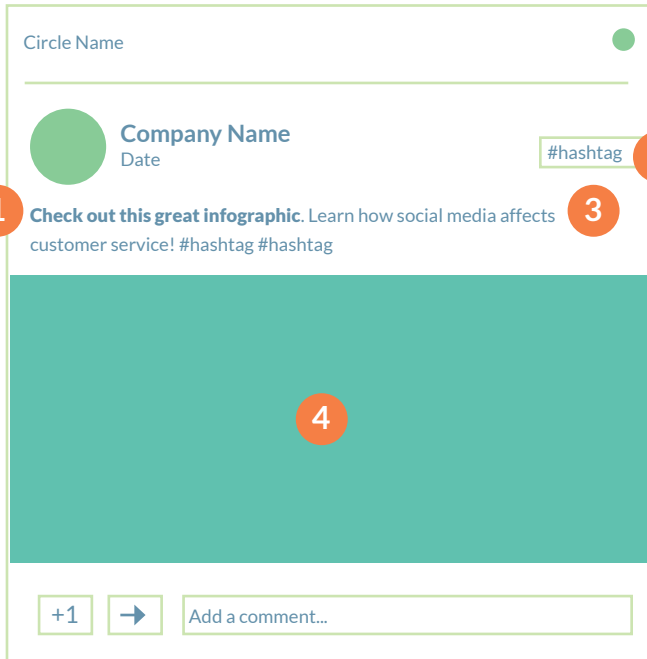
About Posts Photos YouTube

PROFILE PIC	POST IMAGES	SHARED LINK THUMBNAIL
250x250px displays as 120x120px	426px wide height will vary based on image	120px wide maximum height of 120px

DOWNLOAD TEMPLATE 



GOOGLE+ POST TIPS



- 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!



LINKEDIN TEMPLATE

Company Name PROFILE PIC 100x60px 255 followers **Following** **Edit**

HOME PRODUCTS INSIGHTS

Share an update

Share with your followers to drive engagement.

Analytics • Page Insights • What's New

BANNER IMAGE
646x220px

Recent Updates

POST IMAGES
350px wide
height varies

SHARED LINK THUMBS
180x110px

How You're Connected

THUMBNAILS
60x60px [See all >](#)

Careers

Interested in Company?
Learn about our company and culture. [Learn more >](#)

SIDEBAR
320px wide

DOWNLOAD TEMPLATE 



LINKEDIN UPDATE TIPS


1 **Company** We released this new feature today! Click here to see how it will enhance your experience! www.company.com/new-feature **2**



4b

Like (16) • Comment • Share • 12h ago

Company Read this amazing article about doing better business



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.

