

THE
ULTIMATE
SOCIAL MEDIA
TEMPLATE GUIDE

Presented by



SHORTSTACK

FACEBOOK TEMPLATE



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FACEBOOK POST TIPS

The screenshot shows a Facebook post from a company. At the top, it says 'Company Name' and 'Date and Location'. The main text of the post is 'TIP: Here's a great little tip that relates to our business. Want to learn more? [\[link goes here\]](#)'. Below the text are buttons for 'Like', 'Comment', and 'Share', and a notification that '25 people like this.'. There is a text input field for comments. Below that, a comment from 'Johnny Appleseed' is visible, saying 'Thanks for the great tip! I will definitely share this with others. You guys rock!' with '10 Likes'. A reply from 'Company Name' says 'Thanks, Johnny! We appreciate the love!' with '1 Like'. At the bottom, there are buttons for 'View more comments', '9,023 people saw this post', and 'Boost Post'.

- 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.)

The screenshot shows a Facebook post from a company. At the top, it says 'Company Name' and 'Date and Location'. The main text of the post is 'Happy Friday! Comment on this photo for a chance to win a cool prize! To read the Official Rules, and submit an additional entry [\[link goes here\]](#)'. Below the text are buttons for 'Like', 'Comment', and 'Share', and a notification that '25 people like this.'. There is a text input field for comments. Below that, a comment from 'Annie Oakley' is visible, saying 'great pic!' with '10 Likes'. At the bottom, there are buttons for 'View more comments', '9,023 people saw this post', and 'Boost Post'. A large teal image is placed in the center of the post.

- 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

The diagram illustrates a Twitter profile layout on a grid background. It is divided into several sections:

- Navigation Menu (Left Sidebar):** A vertical list of links: Tweets, Following, Followers, Favorites, and Lists, each with a right-pointing chevron.
- Photos and videos (Left Sidebar):** A section titled "Photos and videos" with a right-pointing chevron. It contains a grid of six orange placeholder boxes. The top-left box is labeled "THUMB 90x90px".
- Who to follow (Left Sidebar):** A section titled "Who to follow" with "Refresh" and "View all" options. It features a profile card for "Company Name @companyname" with a "Follow" button. Below this, the text "SIDEBAR 330px wide" is displayed.
- Profile Header (Right):** A large green rectangular area. It contains a "PROFILE PIC" (73x73px with a 4px border) and a "HEADER IMAGE" (520x260px). A dimension line above the profile pic indicates a width of 220px. Below the header image, it states "Maximum upload size: 1252x626px".
- Profile Stats (Right):** A row of three statistics: "1,111 TWEETS", "898 FOLLOWING", and "888 FOLLOWERS". An "Edit Profile" button is located to the right of these stats.
- Tweets (Right):** A section titled "Tweets" containing a tweet from "Company Name @ShortStackLab" (2h). The tweet includes a "PROFILE THUMB" (48x48px) and interaction options: "Expand", "Reply", "Delete", "Favorite", "Buffer", and "More".

At the bottom of the overall layout, the text "OVERALL BACKGROUND SIZE 2560x1600px" is centered.

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TWEET TIPS



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.

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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.

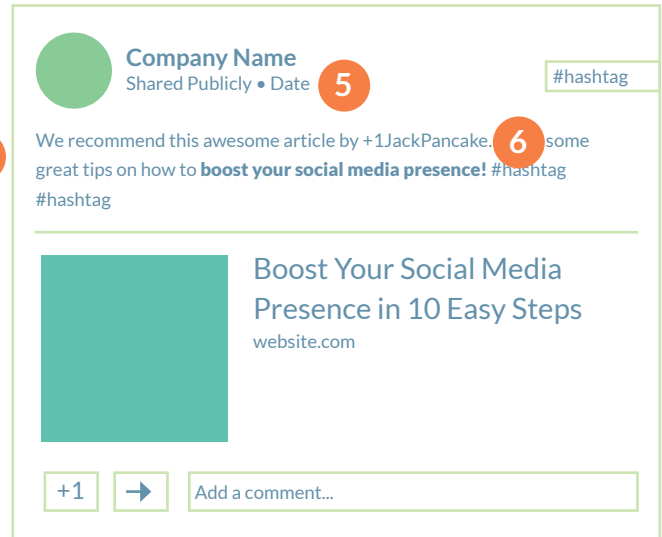
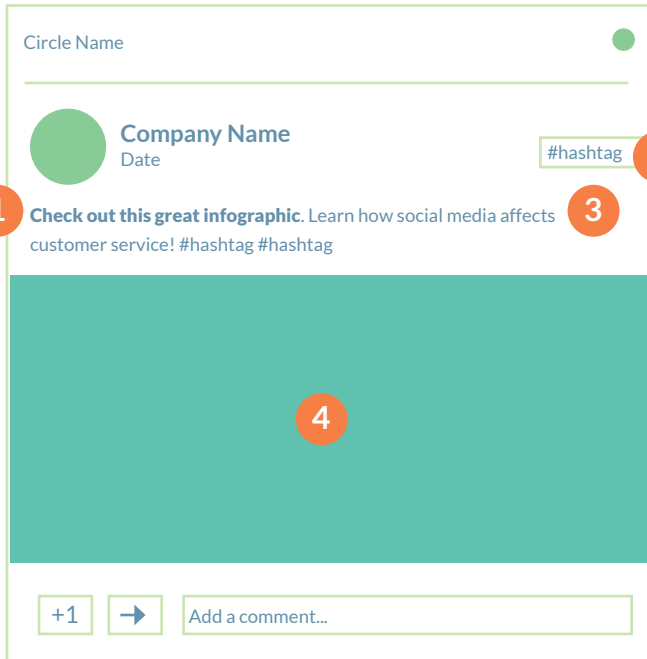
About Posts Photos YouTube

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

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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

The image shows a wireframe of a LinkedIn company profile page. At the top, there is a header bar with a profile picture placeholder, the company name, navigation tabs (HOME, PRODUCTS, INSIGHTS), a profile picture label (PROFILE PIC) with dimensions (100x60px), follower count (255 followers), and buttons for 'Following' and 'Edit'. Below the header is a 'Share an update' input field. The main content area is divided into two columns. The left column features a large teal banner image (646x220px) and a 'Recent Updates' section containing 'POST IMAGES' (350px wide, height varies) and 'SHARED LINK THUMBS' (180x110px). The right column contains a 'How You're Connected' section with four orange thumbnails (60x60px) and a 'See all >' link, followed by a 'Careers' section with one orange thumbnail and a 'Learn more >' link. A 'SIDEBAR' label with '320px wide' is positioned at the bottom right of the main content area.

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

HOME PRODUCTS INSIGHTS 100x60px

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

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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.

