

Design Checklist for Social Media





You don't need to be a graphic designer to create eye-catching images for your social media page!

Social Path provides you with some tips & Best Practice advice for social media platforms

Checklist

- Use bright and bold colours
- Be consistent
- Determine your font & create your own corporate identity
- Be real & authentic use real photos of real people

Make note of the following sizes for each platform

			
Landscape: 1200px x 630px	Landscape: 1080px x 566px	Landscape: 1200px x 630px	Landscape: 1200px x 630px
Portrait: 630px x 1200px	Portrait: 1080px x 1350px	Portrait: 630px x 1200px	Portrait: 630px x 1200px
Square: 1200px x 1200px	Square: 1080px x 1080px	Square: N/A	Square: N/A
Stories: 1080px x 1920px	Stories: 1080px x 1920px	Stories: N/A	Stories: N/A

- Save as JPEG for static posts and MP4 for videos