

# SOCIAL MEDIA

## Image Sizes & Formats

# 2024



Instagram

INSTAGRAM  
PROFILE PAGE

INSTAGRAM  
NEWSFEED

INSTAGRAM  
STORIES, REELS  
AND STORES ADS



Facebook

FACEBOOK  
PROFILE PAGE

FACEBOOK  
NEWSFEED

FACEBOOK  
STORIES IMAGE

FACEBOOK  
STORIES VIDEO

FACEBOOK REELS



Twitter

X PROFILE PAGE

X NEWSFEED  
(FORMERLY TWEETS)

X ADS



LinkedIn

LINKEDIN  
PROFILE PAGE

LINKEDIN FOR  
BUSINESS/  
COMPANY PAGE

LINKEDIN  
NEWSFEED

LINKEDIN ADS



Pinterest

PINTEREST  
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PINTEREST  
NEWSFEED

PINTEREST ADS



Google Ads

DISPLAY AD IMAGE

DISPLAY ADS

# Social Media Guide

**Micheal Media**

A red circular graphic with a gradient, appearing as a stylized arrow or a partial circle, located to the right of the 'Micheal Media' text.

## **Social Media Guide:**

Ultimate Guide to Social Media Marketing Eric Butow, Jenn Herman, Stephanie Liu, Amanda Robinson, Mike Allton, 2020-08-18 Create Focused Social Media Campaigns Tailored to Your Business Ultimate Guide to Social Media Marketing takes readers through a 360 degree perspective of social media marketing in businesses from strategy to tactics from organic to paid from B2B to B2C encompassing all of the current networks Topics include Why businesses need to embrace social media marketing Understanding today s social networks from big ones like Facebook and YouTube to emerging platforms Learning how to craft your business s social media strategy using today s formats How to leverage images and video in your social media outreach Leveraging chat bots paid social media and influencer marketing Building your business social marketing team Measure your social media outreach progress and improve your performance over time

**Introduction to Social Media Marketing** Todd Kelsey, 2017-06-21 Easily understand the most important tools and skills in social media marketing You ll be exposed to Facebook pages and ads work with Twitter and LinkedIn save time with Hootsuite and learn social media monitoring If you are completely new to social media marketing and you want to learn the basics this guide will introduce you to the content quickly Introduction to Social Media Marketing has a particular focus on ROI return on investment to help you think critically about the value social media could bring a business or organization You ll explore the question of whether or not it s worth it to invest time and money in each social media channel What You ll Learn Understand basic functions for most social media tools including how to get up and running See the benefits of social media tools and which one you should use for specific purposes Calculate the real ROI expected from using specific tools Utilize social media monitoring and analytics Who This Book Is For Those who need to get up to speed on a broad range of social media tools and techniques for business or personal use This book is also suitable as a student reference *The Complete Social Media Community Manager's Guide* Marty Weintraub, Lauren Litwinka, 2013-01-04 A unique approach to today s hottest new job in social media Today s social community managers use social media platforms and act as brand evangelists and community advocates From creating viral content to crisis communication to leveraging community content social managers manage online social communities and deal with what comes Luckily *The Complete Social Media Community Manager's Guide* Essential Tools and Tactics for Business Success is the perfect resource for how to do this increasingly high profile and crucial job The book features proven tactics and techniques for effective management and includes more than 40 field tested tools and templates If you re a social community manager learn how to grow a community and achieve the results you need Topics include a detailed guide to today s social media platforms how to organize and successfully share content using metrics and reporting and more Helps social media community managers develop cultivate and convert their social media communities Does a deep dive into today s crucial social media platforms Provides a complete toolkit of over 40 field tested tools and templates on everything from how to craft a plan to developing an editorial calendar tracking results and

more Explains how you can organize and successfully share content among your target community and how to leverage that content to further amplify your message The Complete Social Media Community Manager s Guide Essential Tools and Tactics for Business Success is a must have resource for one of the hottest new careers in today s social world [Social Media Guide - The Top 100 Tips For A Strong Social Media Presence](#) , Social Media Guide The Top 100 Tips For A Strong Social Media Presence [Maximize Your Social](#) Neal Schaffer,2013-09-23 Create and maintain a successful social media strategy for your business Today a large number of companies still don t have a strategic approach to social media Others fail to calculate how effective they are at social media one of the critical components of implementing any social media strategy When companies start spending time and money on their social media efforts they need to create an internal plan that everyone can understand Maximize Your Social offers a clear vision of what businesses need to do to create and execute upon their social media for business road map Explains the evolution of social media and the absolute necessity for creating a social media strategy Outlines preparation for mechanics of and maintenance of a successful social media strategy Author Neal Schaffer was named a Forbes Top 30 Social Media Power Influencer is the creator of the AdAge Top 100 Global Marketing Blog Windmill Networking and a global social media speaker Maximize Your Social will guide you to mastery of social media marketing strategies saving you from spending a chunk of your budget on a social media consultant Follow Neal Schaffer s advice and you ll be able to do it yourself and do it right **The Ultimate Guide to Social Media Marketing** Micheal Media,2021-02-12 55% OFF for Bookstores NOW at 26 97 instead of 36 97 LAST DAYS Do you want to get more customers to buy your products Social media is valuable for any business of any size or industry because all your customers and potential customers are already on their smartphones scrolling through the feeds The more strategic you are with your social media strategy the easier it will be for you to turn followers into buyers of your products or service The goal of marketing has always been to push target audience members into making a conscious choice to purchase a product subscribe to a service or to even change their perspective on a certain issue or topic The point is that marketers need to know how people think and feel on each known site in order to craft a message that they will respond positively when exposed to This is where Instagram comes into play as it is one of the easiest platforms to overlook underestimate and disregard as marketing tool Today social media is used for a business to market anything It is possible to go to any social media platform and interact with others by talking about your business and what you sell or promote You can let others know everything you want to do while encouraging people to see that your business is one they can trust This guide includes information on all major social media sites available and what to do with them Facebook is the best option to utilize for your marketing plans however to be well informed read about various other social media platforms These include Twitter Instagram and many others that target specific groups of people Each section in this guide will help you understand what makes each social media platform special You will be able to decide which ones you need to target and then learn how to reach people through each of those platforms

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**Social Media Marketing Beginner Guide** Scorpio Digital Press,2025-08-02 Social Media Marketing Strategies to Boost Your Brand Authority and Business Growth Leverage the power of social media to grow your business build trust and become an industry leader Social media marketing is the art of gaining visibility traffic and customer engagement through popular platforms like Facebook Instagram Twitter LinkedIn Pinterest and YouTube Each platform offers unique features but when used strategically they all work together to build brand recognition and drive results This book is your complete guide to understanding how social media works how to use it to your advantage and how to turn followers into loyal customers Whether you re a small business owner entrepreneur freelancer or marketer you ll discover simple actionable steps to strengthen your online presence and establish your authority in your niche Why Social Media Marketing Matters Build trust and credibility by sharing value consistently Position yourself as an expert and thought leader Increase brand visibility and customer loyalty Improve your SEO and online search rankings Connect directly with your target audience Save money with cost effective marketing campaigns Monitor trends and gain real time audience insights Top Platforms Covered Facebook Instagram Twitter X LinkedIn Pinterest YouTube and many more Whether you re just getting started or looking to refine your strategy this book will help you take your social media marketing to the next level Click the BUY BUTTON and unlock the secrets to social media success today

**Social Media Marketing for Beginners** Jeremy Preace,2019-11-15 If you want to promote your business and market your products using social media then keep reading This is the ultimate social media marketing guide for beginners Social media has radically changed how businesses interact with the people who are their customers and potential customers For this reason having a sophisticated social media marketing program is essential for the success of your company There are a ton of benefits of making sure that your social media strategy is integrated with your traditional marketing initiatives To that end it is imperative to hire someone who has the expertise in this area to run it right Like traditional sales there is never a second chance to make a first impression so if your company stumbles out of the gate on Instagram or Facebook there is a massive cohort of the people on social media who will not let you forget it Having a calculated plan and goals set is the cornerstone to success so make sure that you are working towards your goals in a methodical fashion as outlined here This guide will focus on the following Importance of Social Media Marketing Four Phases to Create the Sales Funnel Benefits of Social Media for Local Businesses The main 15 Tools and Plugins Instagram Marketing how to monetizing your Instagram page and more Twitter Marketing Facebook Marketing The information available in Facebook s database is particularly useful for paid advertising Why is that so Reddit And Facebook Ads Strategy Snapchat is your brand compatible Pick Your Audience Google

Platform 3 important factors for local searches LinkedIn how to make your profile more accessible and more Pinterest the features that offers to business owners Setting goals is vital to the success of your company and having tools to measure those goals is also essential When it comes to goals these goals should be all about making a profit while at the same time being attainable for employees Goals should require some work if something is too easy employees will check out and they will also check out if an objective is too hard The way to measure goals is with Key Performance Indicators KPIs These metrics let a business know if they are hitting the mark or if they are swinging and missing Many businesses have used social networking sites to market what they have to offer Social media is another advertising avenue that interests businesses although many either do not believe in or do not know how to use social networking to its full potential They may find it superfluous or even deem it ineffective A short Tweet or a Pinterest link that costs zero dollars to create cannot possibly be more effective than a million dollar TV ad campaign and that is where less social media savvy marketers are wrong If you are not yet using social media to promote your business and market your products then you are definitely missing out on a lot of things Don't miss more time scroll to the top of the page and select the buy now button

**Marketing with Social Media**  
Beth Thomsett-Scott, 2013-12-13 Eschewing mere theory in favor of real world examples editor Thomsett Scott and her contributors offer to the point advice for getting up to speed with the world of social media

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## Decoding **Social Media Guide**: Revealing the Captivating Potential of Verbal Expression

In an era characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its power to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Social Media Guide**," a mesmerizing literary creation penned by a celebrated wordsmith, readers set about an enlightening odyssey, unraveling the intricate significance of language and its enduring effect on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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