

The Ultimate Social Media Marketing Cheat Sheet

by

Marketing FORCE



Profiles, Groups and Paid Ad Dimensions

- *Say goodbye* to ugly social media profiles with stretched, pixelated images that just don't reflect your brand!
- *Say goodbye* to trying to pull together dimensions to create all the creative collaterals needed to run your social media.
- **SAY HELLO!** to our ultimate social media marketing cheat sheet!

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SOCIAL MEDIA PRESENCE	PAGE(S)
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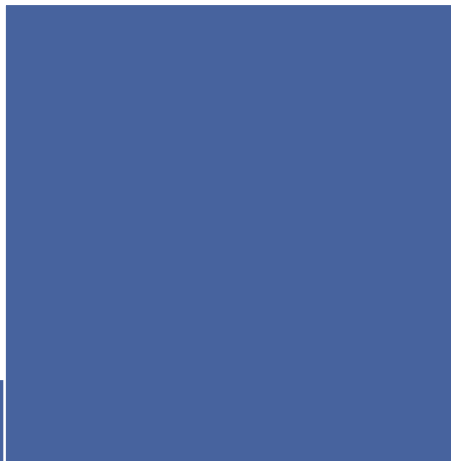
A young woman with long brown hair, wearing a bright yellow dress with white trim, is smiling and looking down at her smartphone. She is standing outdoors on a paved path, with a brick building and greenery in the background. A dark blue rectangular box is overlaid on the image, containing the word "facebook" in white lowercase letters.

facebook

851px

FACEBOOK COMPANY & GROUP PAGES

160px x 160px



160px x 160px

315px

Facebook Paid Ads

- **Headline:** 25 Characters
- **Ad copy:** 90 Characters
- **CTA button:** Shop now, book now, learn more, sign up, download, watch more, contact us etc...
- **Imagery:** You can share a video, single image or multiple image in your ad
- **Image dimensions:**
 - Sponsored post 470 x 246
 - Sidebar Sponsored ad 254 x 133
- **Web URL**

IMPORTANT – NO MORE THAN 20% OF YOUR IMAGE CAN BE TEXT



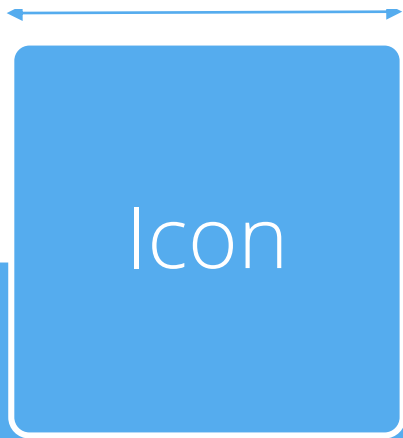


Spam from Hogwarts

1500px

TWITTER COMPANY PAGES

400px

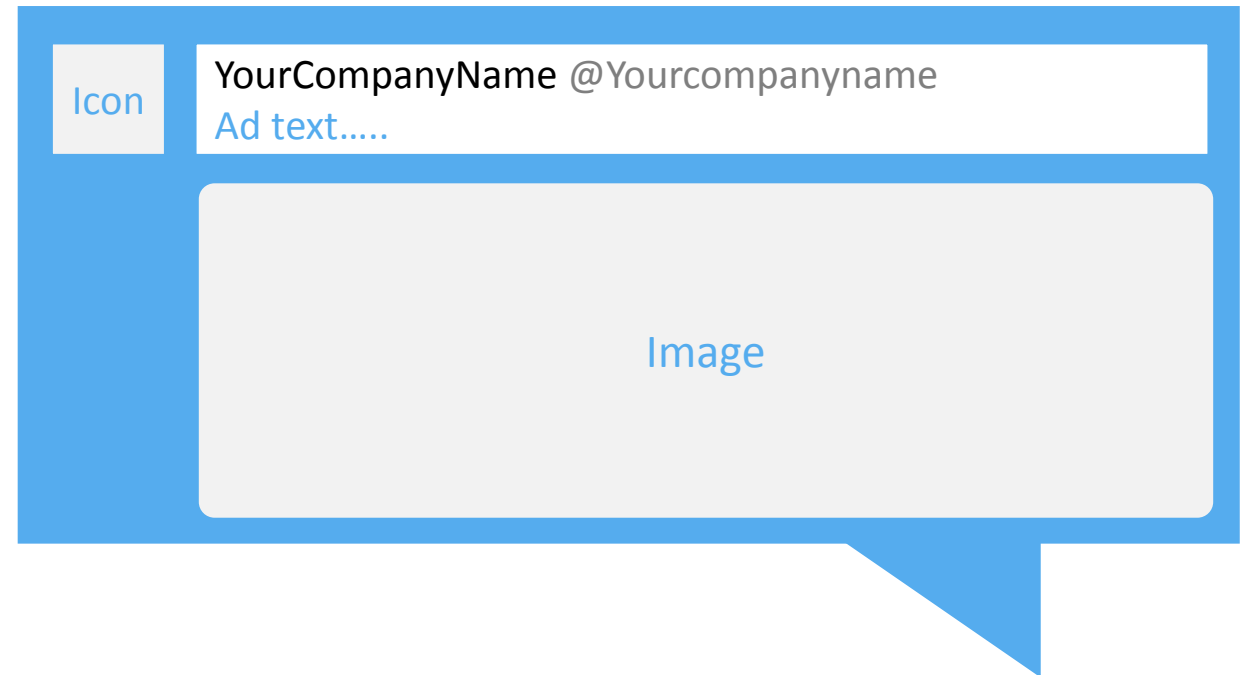


400px

500px

Twitter Paid Ads

- **Headline:** 70 Characters
- **Ad copy/tweet content:** 140 Characters
- **CTA button:** Read more, shop now, view now, visit now, learn more, apply here, schedule now, sign up now, register now, subscribe – and a bunch more
- **Image dimensions:** 800px x 320px
- **Web URL**



LinkedIn

LinkedIn



LINKEDIN INDIVIDUAL PROFILE PAGE

1400px

200px

200px

Icon

Your Name

Your title and company name

Your location and industry

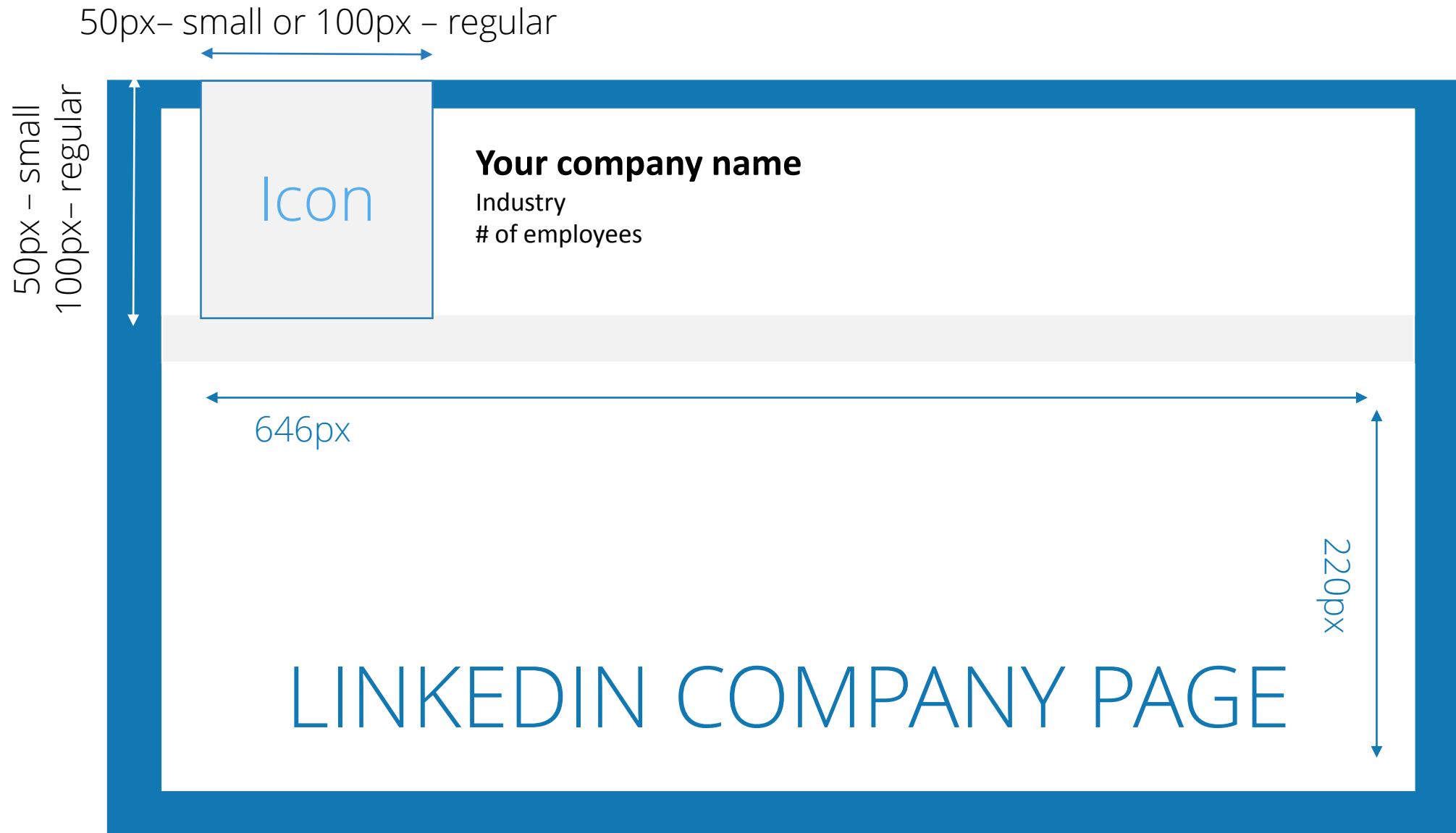
Current: company name

Previous: company name

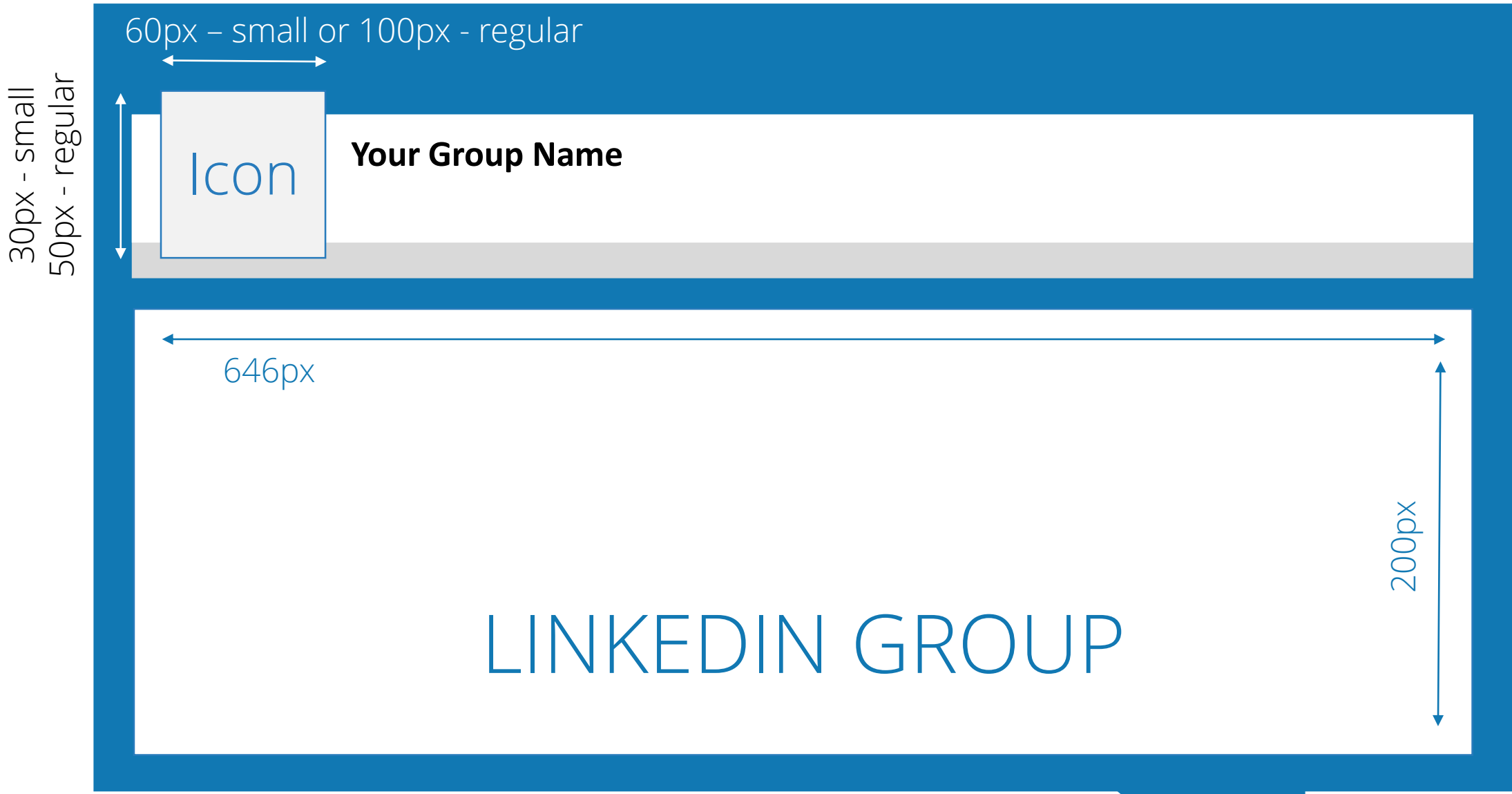
Education: school

Send a message

425px

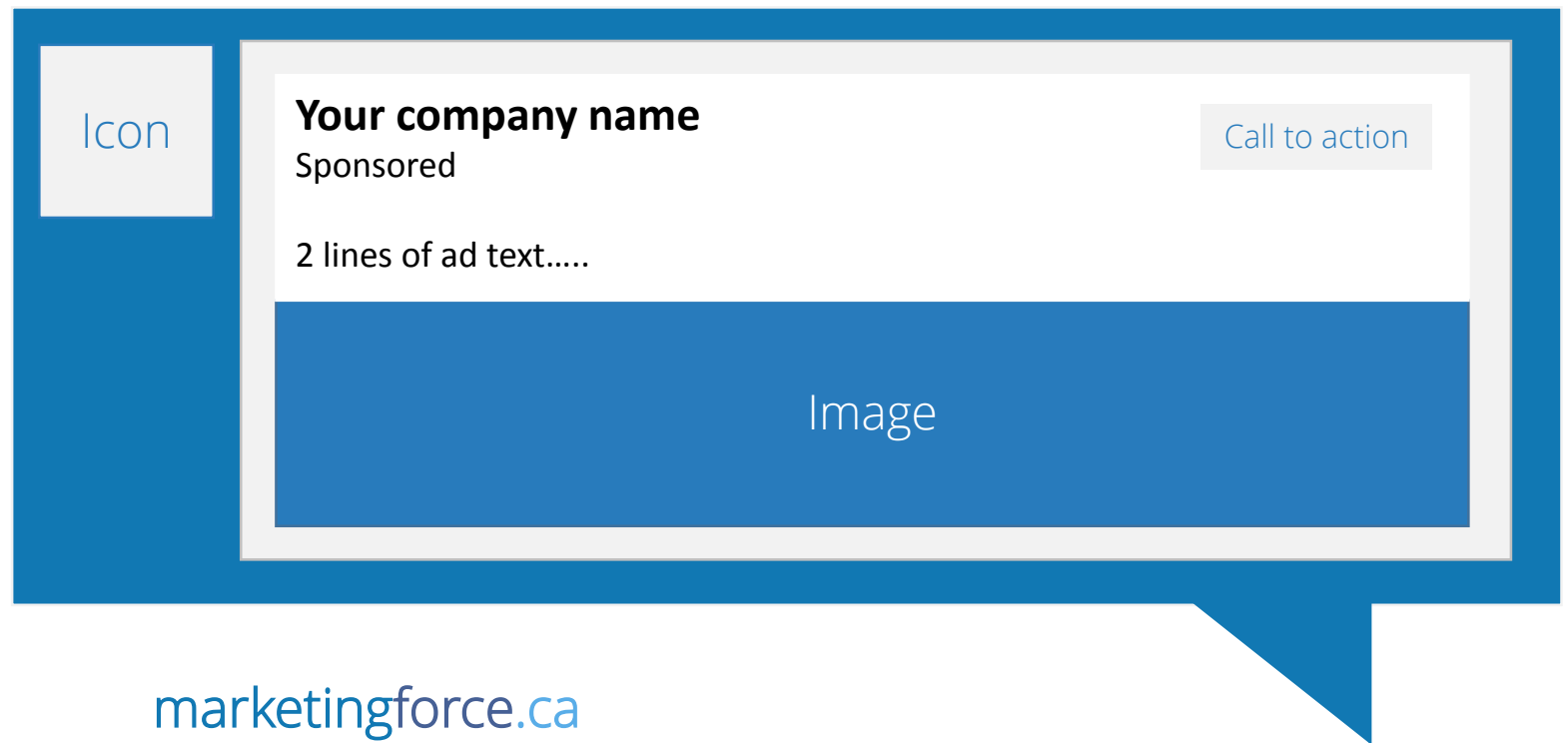






LinkedIn Paid Ads

- **Headline** - up to 25 characters of text
- **Description** - up to 75 characters of text
- **From** - your name or any company
- **Image** - 50x50 pixel image
- **URL**



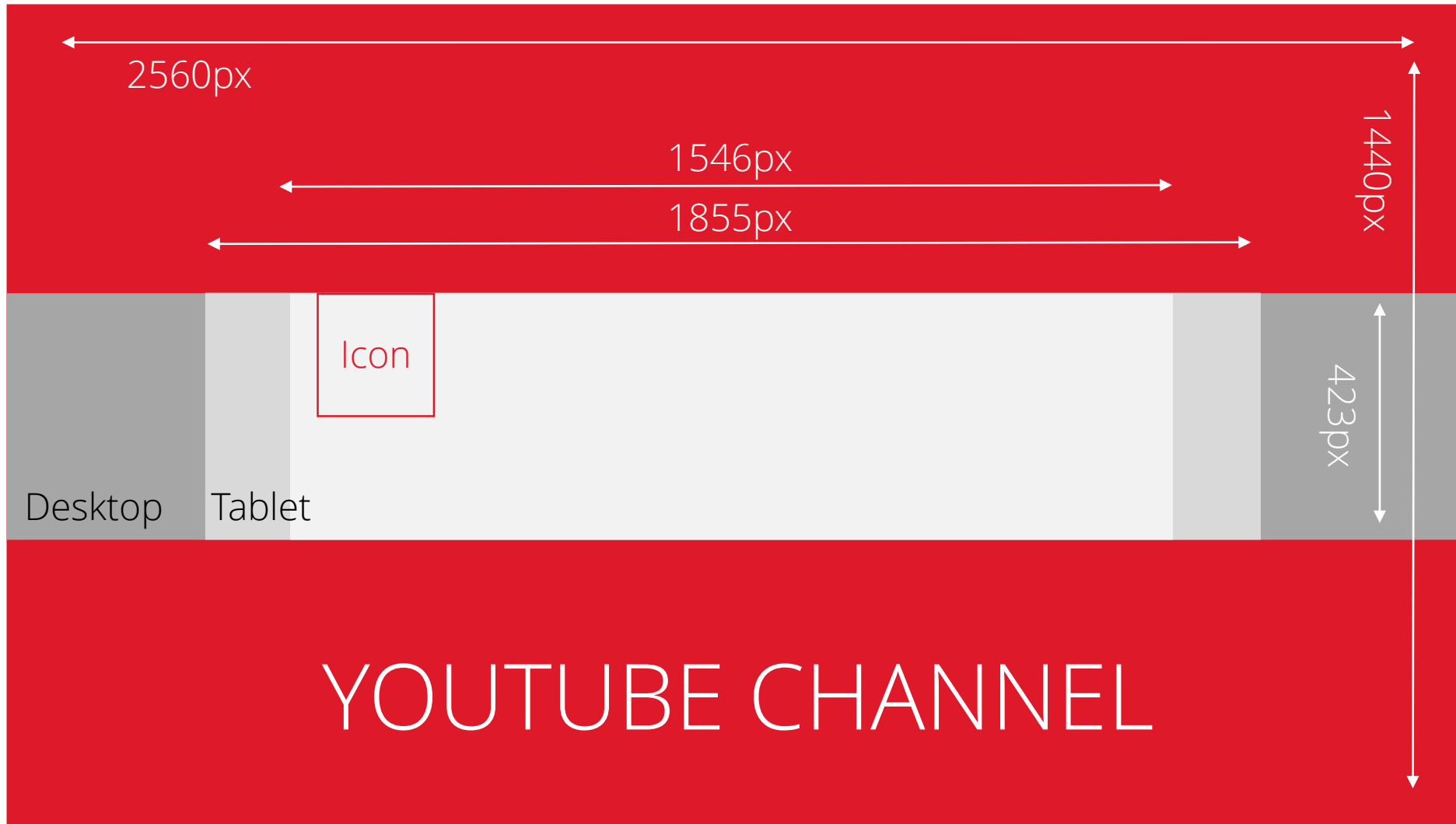
Google+







YouTube





ICON ONLY SITES

Are you smiling?

Icon Only Social Platforms



Pinterest 165px x 165px



Instagram 180px x 180px

We hope you found
this helpful. If you
simply want someone
else to set-up your
social media for you,
think Marketing Force.
www.marketingforce.ca

The End

Marketing FORCE

marketingforce.ca

About the Author

Marketing Force is a boutique marketing and communications company that has specialized in social media marketing since 2008.

What does this mean to you?

We are big enough that we have a [diversely skilled team](#), but not so big that we can't adapt to requests quickly, be reliable and take the time to explain occurrences on your social media in a language you can understand.

Thinking about outsourcing your social media?

Call Marketing Force. Local 416-548-4220, Toll Free 888-766-1221, visit us online at marketingforce.ca or email us at courtney@marketingforce.ca.



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