Social Media

Design System

Comprehensive templates and guidelines for creating consistent, engaging social media content across all platforms

Version
2025.1

Last Updated
January 2025

PLATFORMS

Platform Specifications

Facebook

Feed: 1200×630px

Story: 1080×1920px

Cover: 820×312px

Video: 1280×720px

Instagram

Feed: 1080×1080px

Story: 1080×1920px

Reels: 1080×1920px

Carousel: 1080×1080px

LinkedIn

Feed: 1200×627px

Story: 1080×1920px

Cover: 1584×396px

Video: 1920×1080px

TikTok

Feed: 1080×1920px

Story: 1080×1920px

Live: 1080×1920px

Ads: 1080×1920px

Twitter/X

Feed: 1200×675px

Header: 1500×500px

Card: 1200×628px

Video: 1280×720px

YouTube

Thumbnail: 1280×720px

Banner: 2560×1440px

Video: 1920×1080px

Shorts: 1080×1920px

WhatsApp

Status: 1080×1920px

Profile: 500×500px

Image: 1600×1200px

Video: 640×360px

Discord

Profile: 512×512px

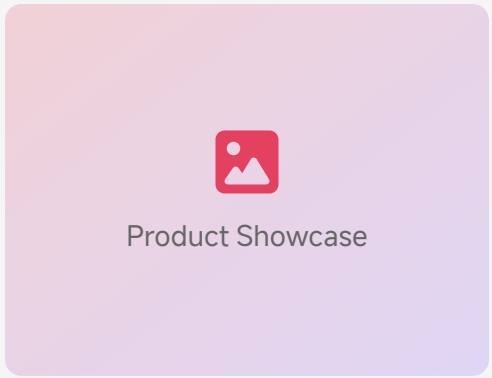
Banner: 1920×480px

Server: 512×512px

Emoji: 128×128px

INSTAGRAM

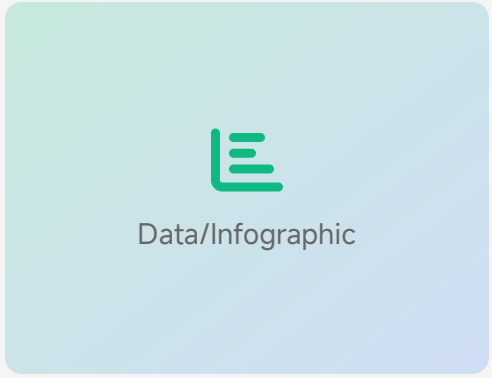
Feed Post Templates



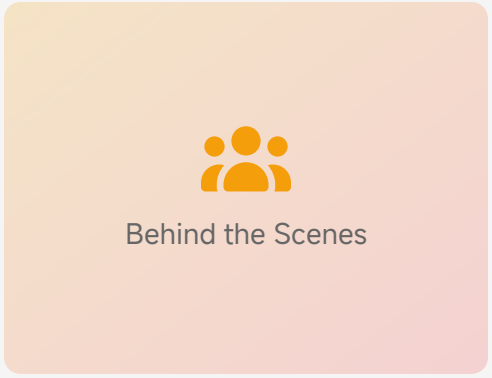
Product Feature
1080×1080px



Quote Post
1080×1080px



Educational
1080×1080px



Community
1080×1080px

Design Principles

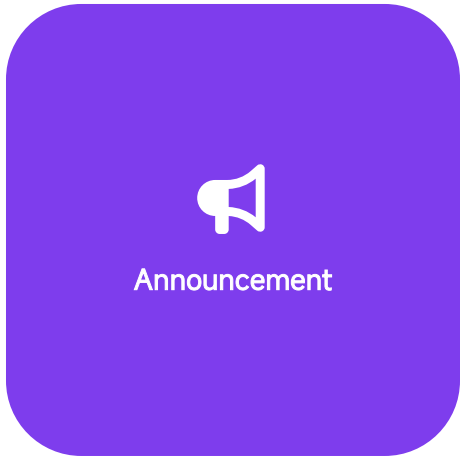
- **Visual Hierarchy**
  Clear focal point, balanced composition, eye-catching colors
- **Brand Consistency**
  Use brand colors, fonts, and visual elements consistently
- **Mobile-First**
  Design for small screens, readable text, clear CTAs
- **Engagement Focus**
  Include questions, prompts, and interactive elements

Best Practices:

- Use high-quality images
- Keep text minimal (20% rule)
- Include brand watermark
- Test on mobile before posting

STORIES

Story Templates (1080×1920)



New product/feature launch



Interactive engagement



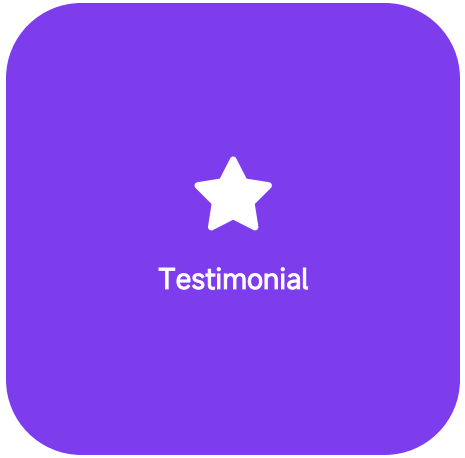
Answer follower questions



Discounts and offers



Event/product launch



Customer reviews



Jump on trends



Drive traffic to site



Quick tips/hacks



Behind the scenes

LINKEDIN

Professional Content Templates

Content Types

Company Update

Share milestones, achievements, and company news with a professional tone

Thought Leadership

Industry insights, trends analysis, expert opinions

Job Posting

Open positions with clear requirements and company culture highlights

Data/Report

Share research findings, market data, and industry reports

Design Guidelines

- **Professional Imagery**
  Use high-quality, professional photos
- **Clean Layout**
  Minimal design, lots of white space
- **Brand Colors**
  Subtle use of brand colors
- **Readable Fonts**
  Clear, professional typography

Best Posting Times

Tuesday-Thursday	8-10 AM, 12-1 PM
Wednesday	Highest engagement
Weekend	Lower engagement

STRATEGY

Weekly Content Calendar

Mon
Motivation

Quote/Story
Inspirational content

IG Feed
9 AM

Tue
Tips

How-To
Educational content

LinkedIn
10 AM

Wed
Wisdom

Industry Insight
Thought leadership

All Platforms
11 AM

Thu
Throwback

#TBT
Nostalgic content

IG Stories
2 PM

Fri
Fun

Behind Scenes
Company culture

TikTok/Reels
3 PM

Sat
Showcase

Product Feature
Highlight offering

IG Feed
10 AM

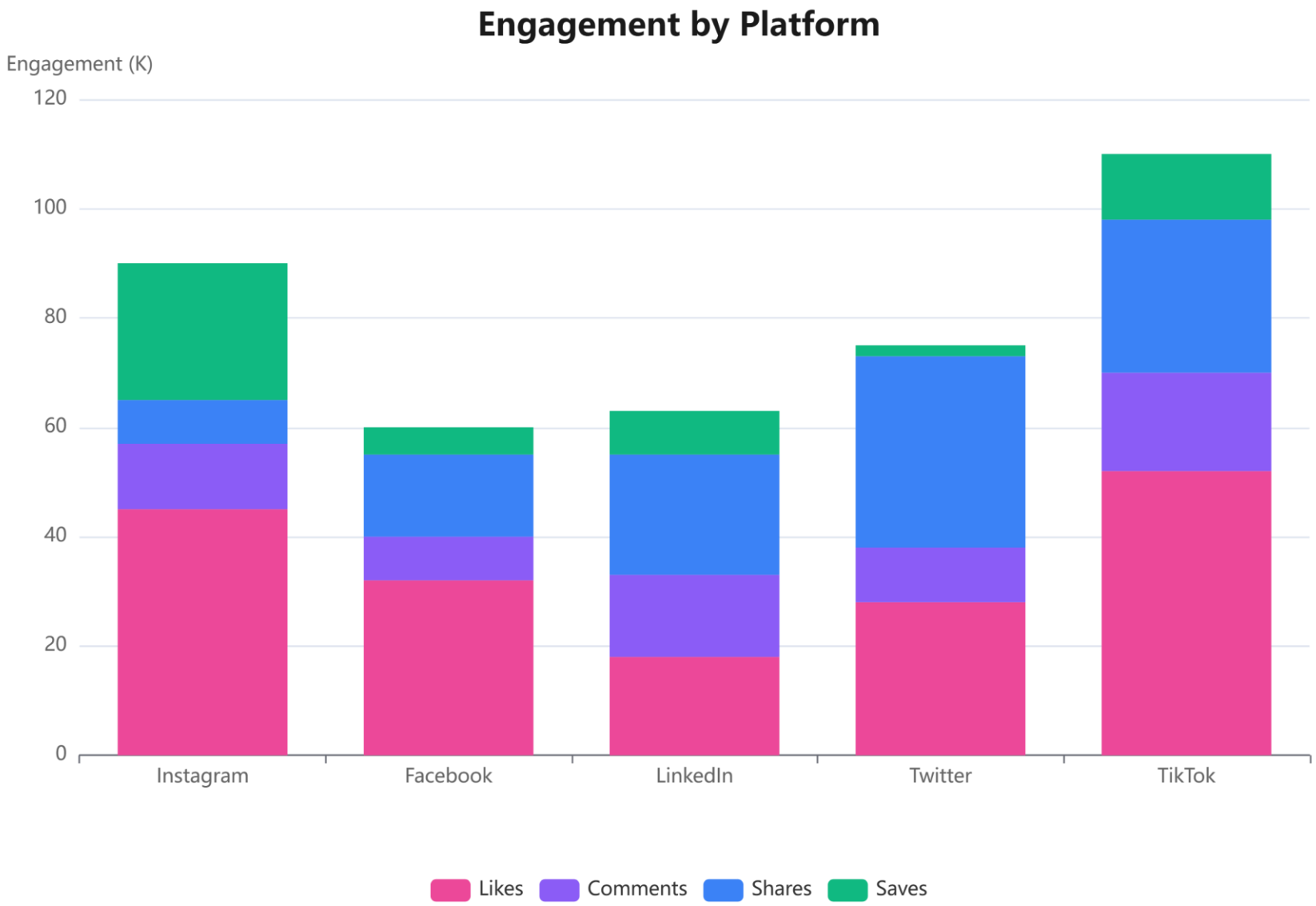
Sun
Story

User Story
Testimonial/UGC

IG Stories
7 PM

ANALYTICS

Key Performance Metrics



Engagement Rate

4.8%

Industry avg: 3.2%

Reach

2.4M

+18% vs last month

Impressions

8.7M

+24% vs last month

Click-Through

2.1%

+0.5% vs last month

Design System

Consistent. Engaging.
Impactful.

Use these templates and guidelines to create social media content that resonates with your audience, builds brand awareness, and drives meaningful engagement across all platforms.

8	50+	∞
Platforms	Templates	Possibilities