

☑ *Social Media Page Design Layout Checklist*

Use this checklist to help ensure you are creating an optimal social media page for your business. Ask yourself the questions in the Application column to determine if you are achieving the associated guidance listed in the Guideline column. Then, select Yes or No to indicate your answer. (NOTE: each question will not necessarily apply to your situation).

Guideline	Application	Yes	No
Showcase your business' branding, products, and community.	<ul style="list-style-type: none"> • Is the design consistent with my branding? • Does it reflect the services/products I provide? • Does it serve as a strong call to action (if for a promotion or social media campaign)? • Am I consistently updating images to keep things fresh and interesting? 	<input type="checkbox"/>	<input type="checkbox"/>
Use the correct image sizes and resolution.	<ul style="list-style-type: none"> • Do my images comply with recommended file sizes for social media platforms? • Are my images high-resolution reflecting clear, crisp quality? 	<input type="checkbox"/>	<input type="checkbox"/>
Create your design in Red, Green, Blue (RGB) color mode.	<ul style="list-style-type: none"> • Have I created my design in RGB mode? • Did I reserve Cyan, Magenta, Yellow, and Key/Black (CMYK) color mode best for printed marketing material only? 	<input type="checkbox"/>	<input type="checkbox"/>
Make your designs visually consistent.	<ul style="list-style-type: none"> • Are my designs visually cohesive across all platforms? • Do they reflect the same 'look and feel' for each platform? 	<input type="checkbox"/>	<input type="checkbox"/>
Devote more space to images than to text.	<ul style="list-style-type: none"> • Does my design reflect understanding that the brain processes images much faster than text? • Have I included images of people, when appropriate? 	<input type="checkbox"/>	<input type="checkbox"/>
Watch how placement of the profile picture/logo interacts with the cover shot/photo.	<ul style="list-style-type: none"> • Does my profile picture overlap the cover shot/photo? • Is my cover shot/photo image oriented towards the right of the page? 	<input type="checkbox"/>	<input type="checkbox"/>
Ensure your design abides by each platform's rules.	<ul style="list-style-type: none"> • Did I read and do I understand each social media platform's guidelines? • Is my design compliant with each platform's rules? 	<input type="checkbox"/>	<input type="checkbox"/>
Keep it simple, especially when design is for a promotion or social media campaign.	<ul style="list-style-type: none"> • For featured promotional campaigns, is my imagery compelling with short copy? • Does it generate a simple call to action? 	<input type="checkbox"/>	<input type="checkbox"/>
Keep it creative and visually engaging.	<ul style="list-style-type: none"> • Does my design urge my target audience to get engaged with my business? • Does it generate desire to share my page's content? 	<input type="checkbox"/>	<input type="checkbox"/>