



SOCIAL MEDIA LOOKBOOK

2017 TRENDS



INTRODUCTION

Social media is constantly evolving and the most recent shift has been toward visual content. A beautiful cover photo, polished branding, and even striking post images can make all the difference in taking your social media presence from dull to dynamite.

To help you achieve this visual trend, we have highlighted the most important aspects of Facebook, Twitter, LinkedIn, and Google+ and provided some pointers on how to make them POP! Use these design and best practice tips to refine your social efforts and get the attention you deserve.





Facebook is a powerful social network that gives brands a chance to offer fun, visual, and entertaining content. It allows you to build lasting relationships with your customers and expand your circle of influence by connecting with others who share similar interests.

While you may be tempted to use Facebook as a free promotions tool, be conscious of posting too many updates that are self-serving. Instead, the majority of content you share should be engaging and helpful to your followers.

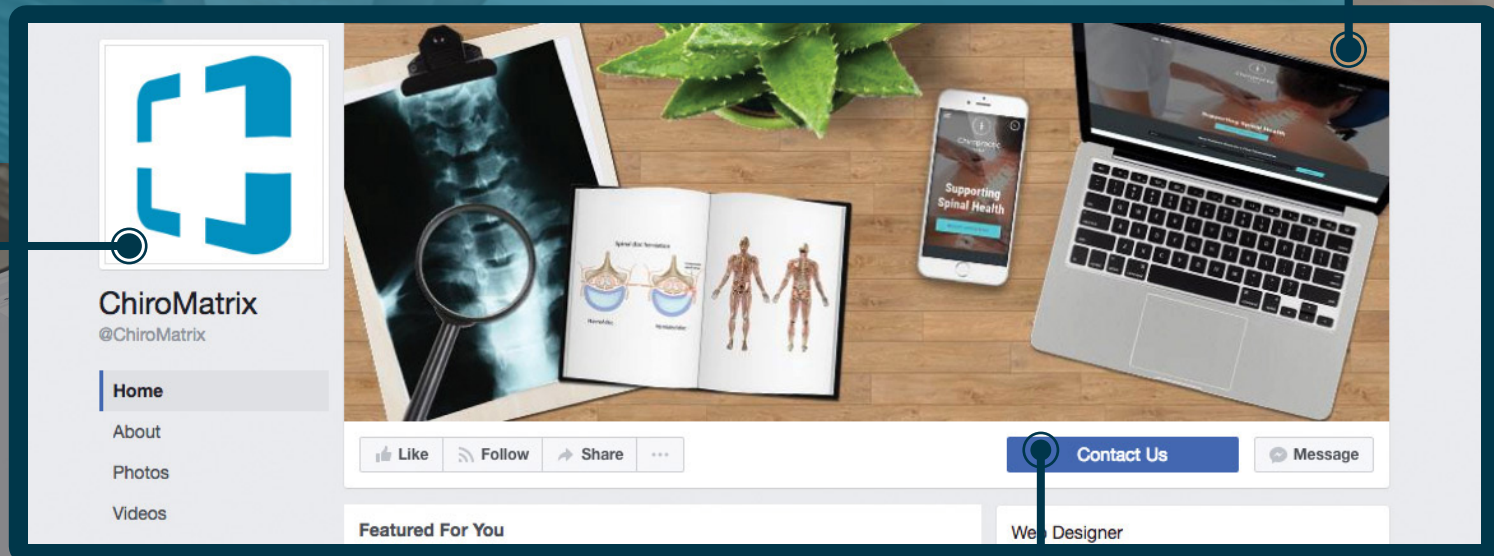
Follow the 80/20 rule. 80% of your posts should be content your followers will find interesting. Only 20% should be self-promotion.

FACEBOOK COVER PHOTO

The cover photo is found at the top of your profile page and is the first thing visitors see. This banner space gives you a chance to be creative and should be updated as needed. Since it is a large area, there is room to include brand messaging, current promotions, and even product images. Regardless if you use an artsy photo or designed graphic, the cover photo sets the tone for your overall profile and its visuals should be strong and clear.

Cover photo

Profile photo



Make it easy for people to take action with a button. Choose the message and where you'd like to send people when they click it.

FACEBOOK POSTS

All of your page updates appear on your timeline as well as on the newsfeeds of your followers. Including an image in your updates follows Facebook best practices by driving engagement and increasing click-throughs. Vary your visuals from a single striking image to several images, which will automatically be arranged into a pleasing collage-style layout. Post on a regular basis so your followers are encouraged to check your page often.





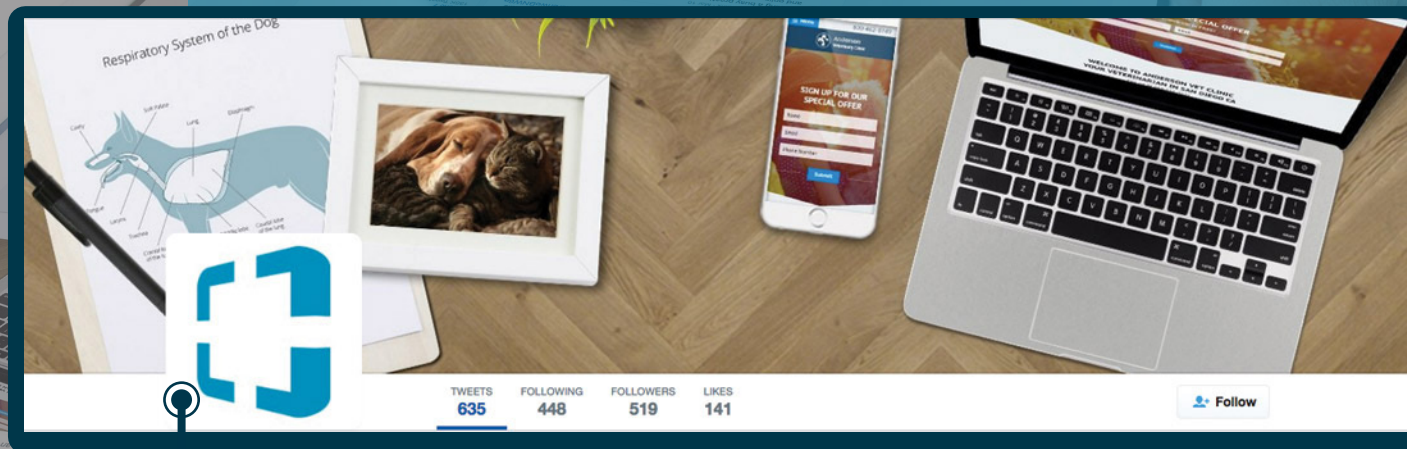
Great branding is essential for your Twitter profile. Since it is so fast-paced, the best way to stay relevant is by posting frequently. Visual content that is fun and to the point will help you get noticed and adding trending hashtags to your posts will help them be seen by a larger audience.

Posts on Twitter are called **tweets** and are limited to **140 characters**.



TWITTER HEADER

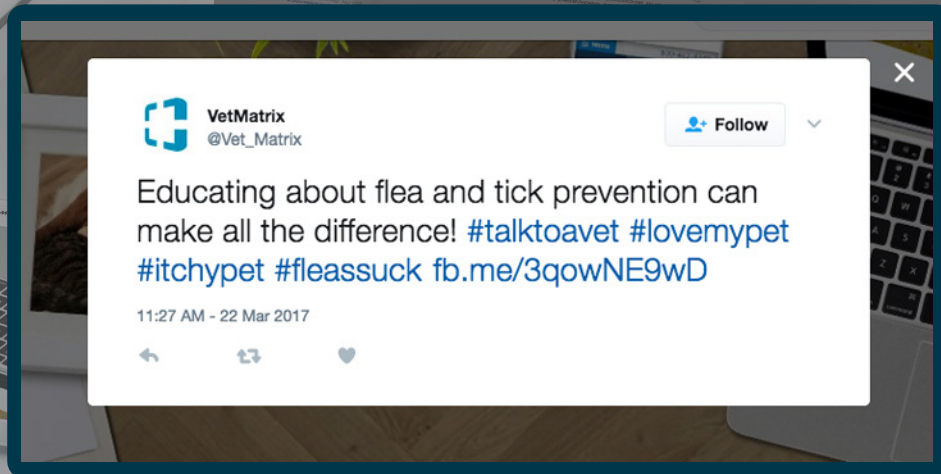
Just like your Facebook cover photo, your Twitter header photo is a great opportunity to be creative and visually express your brand. As the space is much wider than it is tall, expect standard size images to be cropped. And as it's a very large space, make sure your image is high resolution in order to avoid fuzzy pixilation. Creating a graphic, perhaps with a text overlay, to fit these unique dimensions can be a great choice to spotlight the services or products your business offers.



The lower left corner of the header photo will be covered by your profile photo. Plan accordingly.

TWEETING ON TWITTER

It's important that you post on a regular basis or else you run the risk of your tweets getting pushed down your followers' feeds before they are seen. Your tweets can include a link to web content, images or video. Keep your message within the 140 character limit and don't be afraid to use hashtags.



Hashtags are labels that make it easier for users to find content within a specific theme. You'll recognize them by the **#** symbol that is put in front of a word or unspaced phrase.

TWEETING IMAGES

Get your point across with an image that combines informative text. It's short, sweet and communicates efficiently with one glance. Not only is this a great way to grab your followers' attention, it also makes the content more relatable and shareable.





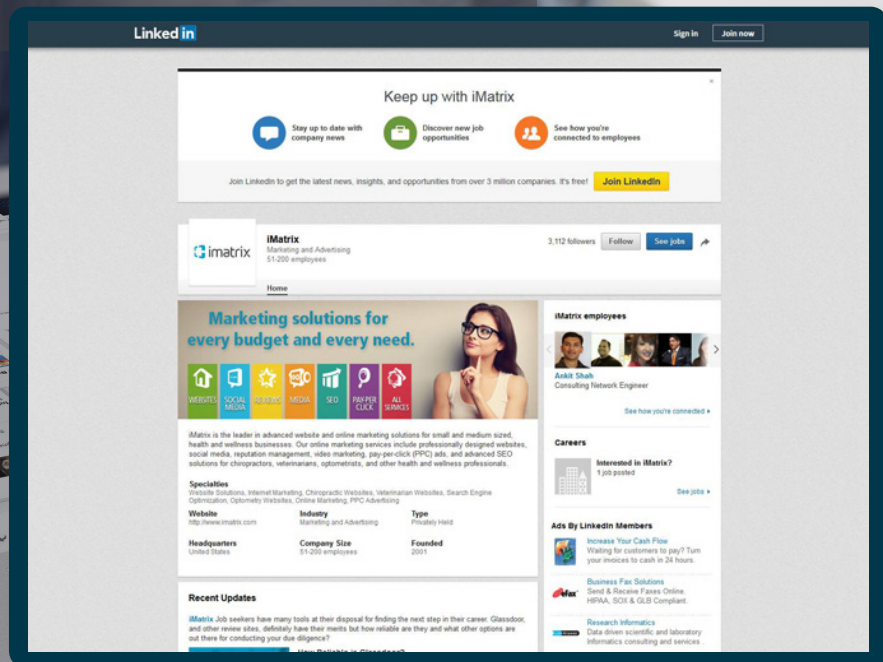
While LinkedIn is best used to reach an audience with a business mind-set, it's much more than just a hiring and networking platform. It includes many features that can benefit businesses trying to connect with a large audience and is key in establishing brand presence and position as an industry expert. LinkedIn conversations tend to be more professional, so visual content is instrumental in adding a light-hearted element.



LINKEDIN COMPANY PAGES

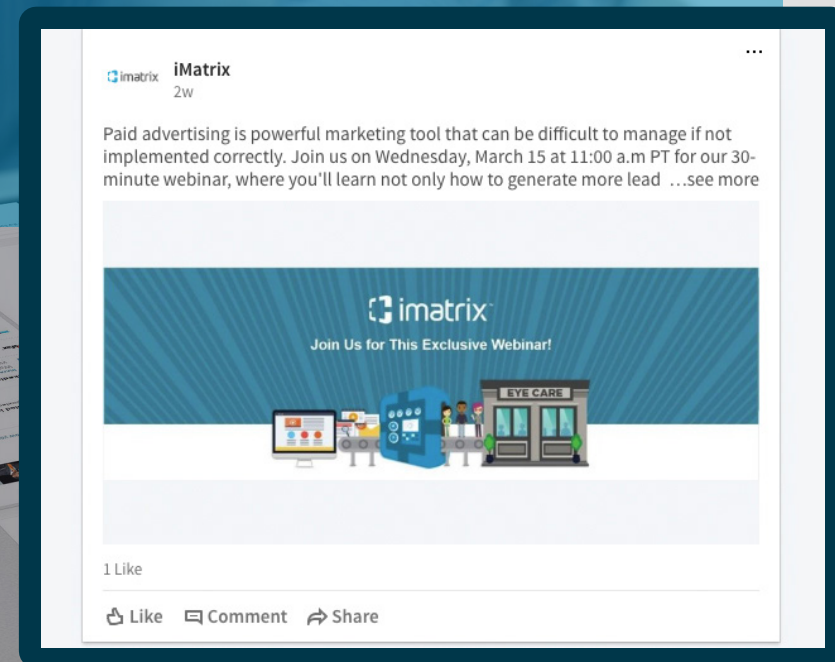
A personal LinkedIn profile is not the same as a company page. This branded page should have carefully picked images and messages that represent your business. Be sure to include a short company description and select up to 20 specialties in the About Us section, which you'll find below the header image.

In late 2016, LinkedIn introduced a new company page design. This change is being slowly rolled out and should be available to all users soon.



LINKEDIN POSTS

Consistent posting on LinkedIn is necessary in order to build a strong base of followers. While a mix of fun and emotional content works on Twitter and Facebook, LinkedIn updates should maintain a professional tone. Text-only posts tend to get lost among image and video posts, so use those sparingly. Keep your post text short, use visual content to grab attention, and a link to web content for users to read more.





This social platform is hugely beneficial for search engine optimization, because it's owned and operated by Google. This means it's important to maintain accurate business information and include relevant keywords within each post to reinforce your ranking in Google Maps and keyword searches. While Google+ is not as prominent as other social networks, its close connection to the search engine giant makes it a very important player.



GOOGLE+ COVER PHOTO

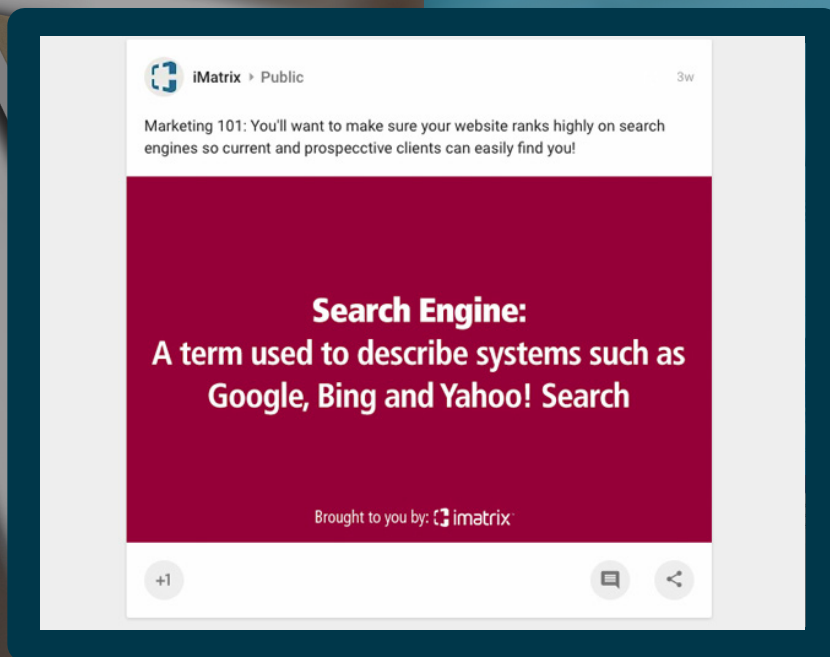
The cover photo found at the top of your Google+ page also serves as the place information about your business can be found. Your verified company name, tagline, logo and more share the space along the bottom of your cover photo, so choose an image that does not overwhelm these smaller elements.



A check mark next to your name means it's been verified by Google as the official page of a business.

GOOGLE+ POSTS

The most popular posts on Google+ are graphics and photos that provide new knowledge to followers. Be it a behind-the-scenes look or an insider tip, think about how you can repurpose your visual content efforts to educate and teach others about your area of expertise. While you may be tempted to post promotional images of products, sales-type content is not received well, so those types of photos should be used sparingly.





THAT'S A WRAP!

The right visuals can make all the difference on your social media profiles. Take the time to create cover photos that fit the unique needs of each profile and posts that are as visual as they are shareable. Experiment with different types of visual content and do not be afraid to change the look of your profiles with new cover images. Remember, social media is constantly evolving and to be competitive, you must evolve as well.

Questions?

If your social content needs a boost or if you have any questions about how iMatrix can help you reach your social media goals, please reach out today!



1.800.462.8749



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Sources:

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