

SBA LEARNING CENTER

U.S. Small Business Administration

SOCIAL MEDIA PAGE DESIGN LAYOUT CHECKLIST

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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? 		
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? 		
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? 		
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? 		
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? 		
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? 		
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? 		
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? 		
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? 		

Source: <https://99designs.com/blog/tips/5-tips-for-creating-a-social-media-page-design/>