### SOCIAL MEDIA PAGE DESIGN LAYOUT CHECKLIST

<table>
<thead>
<tr>
<th>Guideline</th>
<th>Application</th>
<th>Yes</th>
<th>No</th>
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</thead>
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| **Showcase your business’ branding, products, and community.**           | • 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.**                           | • 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.**              | • 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.**                               | • 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.**                             | • 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.** | • 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.**                  | • 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.** | • 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.**                              | • 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/