

AO

# Applications: Social media guidelines

June, 2020  
Version 1.0

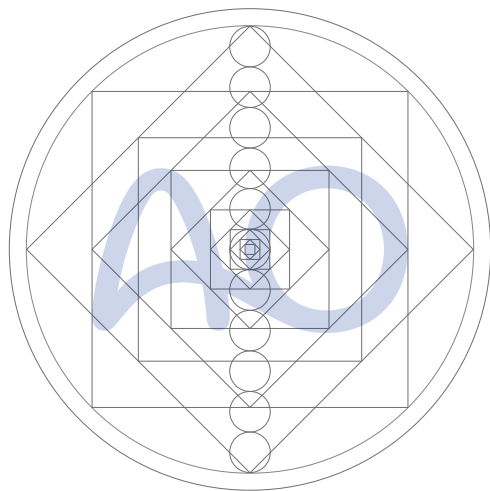
# Concept profile images

## Grid based system:

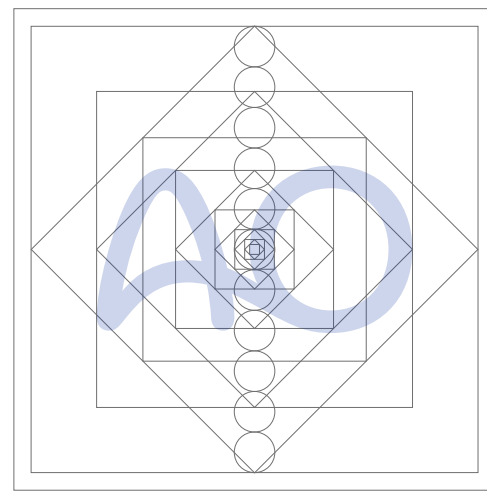
We have created a grid system for the profile picture that ensures a guiding principle. That logo, which is used in social networks, should follow this pattern. Due to the different dimensions of the logo extensions, each logo should be optimized separately on the grid. If the implementation is kept in the grid system, the visual appearance remains organized and consistent.

## AO:

The AO logo is used in its maximum width to be dominant and clear. To maintain consistency and enhance clarity, the blue background must be used. This is also used in other digital platforms such as apps, favicons, website headers - that's why it should be the same on social platforms.



Facebook, Twitter, Instagram



LinkedIn



## Concept profile images

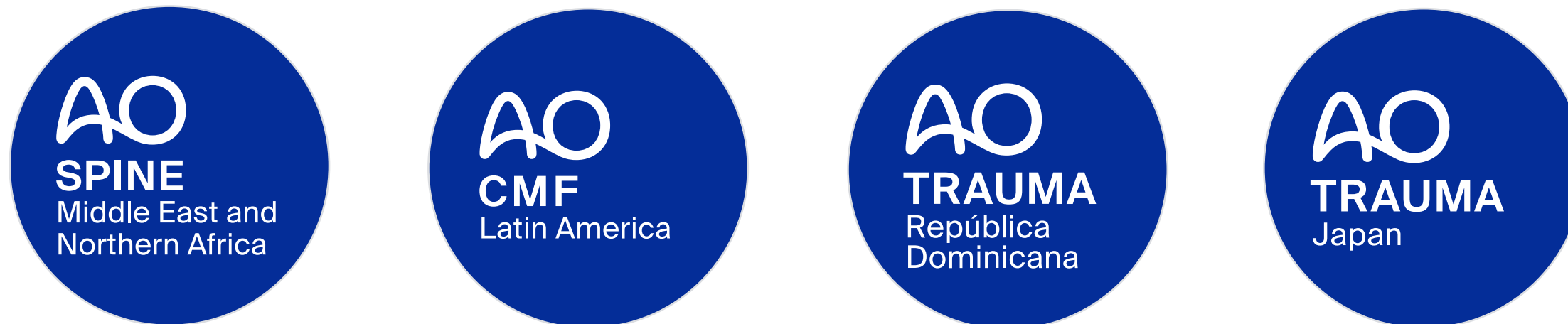
### Clinical Divisions and unit:

Logos are optimally centered in the best possible way.



### Divisional regions and country chapters:

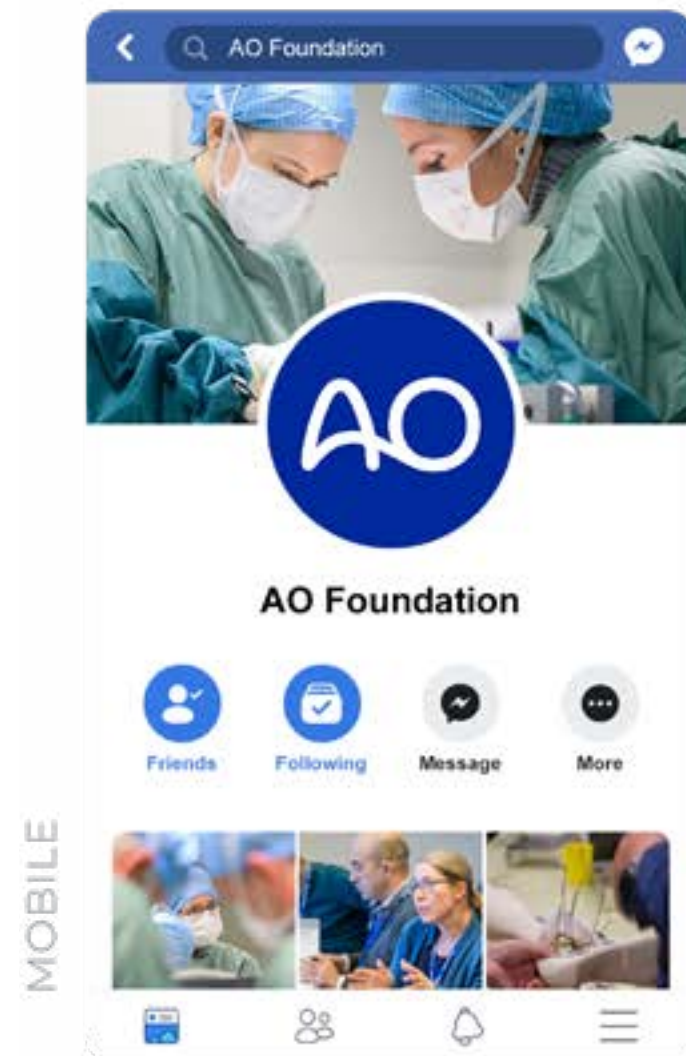
Also the regional logos orient itself by the grid system. Each of the regions or country chapters should be fitted depending on its length (single-line or double-line).



# Concept Facebook cover image

Header size desktop: 2400 x 888 px  
Header size mobile: 2400 x 1350 px

It is important, that the focus of the header photo is in the center. Depending on what device people use, the sides of the photo get cut off.





## Concept Facebook page cover

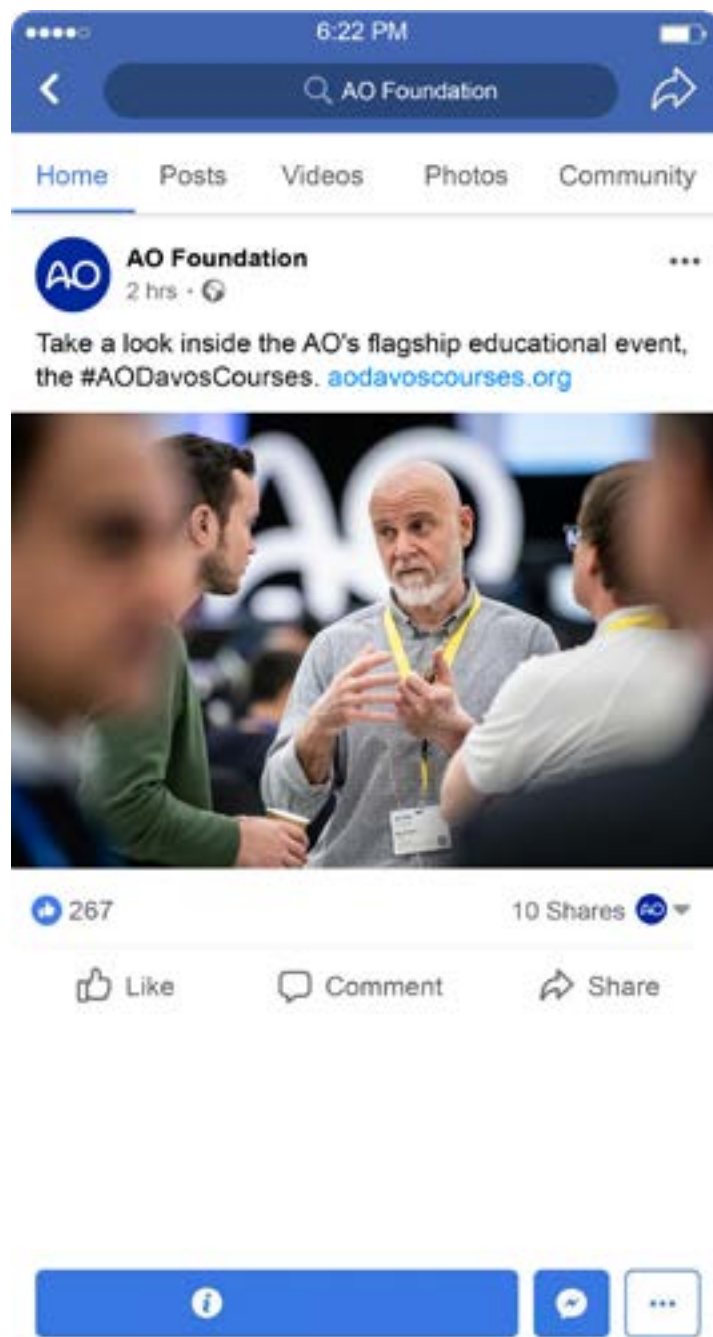
It is important that the main message of the image is in the center. The safe zone is the part of the image that will show on both desktop and mobile.



# Concept Facebook post

Either you can insert a link and Facebook will automatically grab a thumbnail from the page the link goes to (option one). This is usually in a landscape format. If you upload a photo only, it makes sense to upload it in a portrait format to use up most of the screen (option two).

## Option one



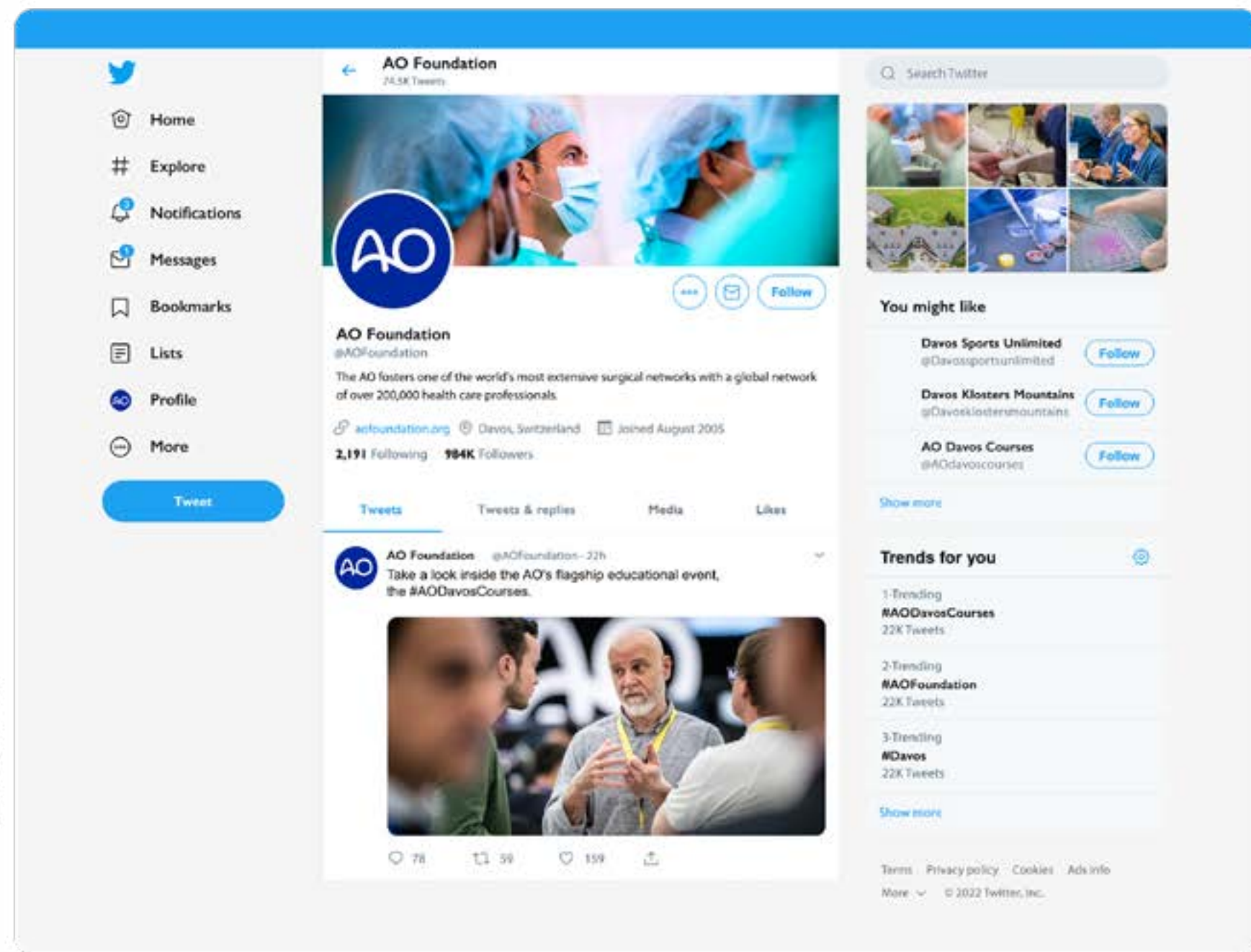
## Option two





# Concept Twitter cover image

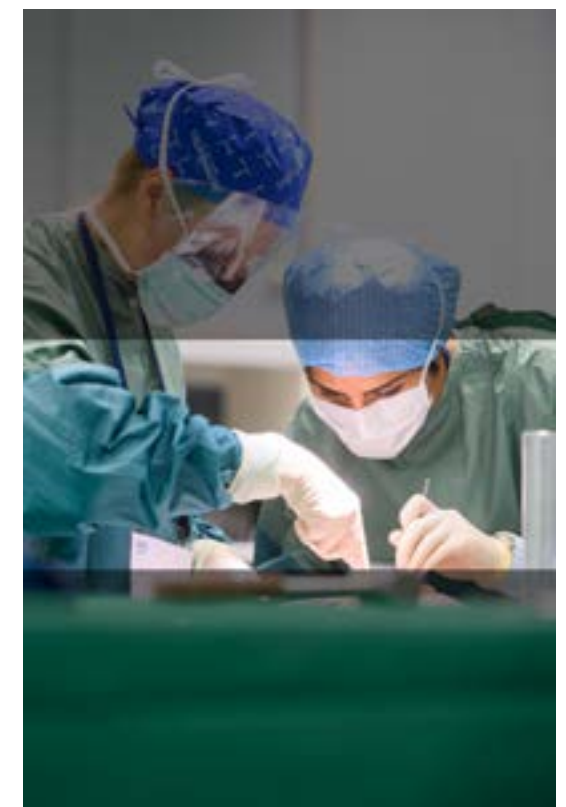
Header size desktop: 2392 x 796 px  
Header size mobile: 1440 x 442 px



# Concept Twitter post

Unlike with Facebook, Twitter only has one format for posts and does not automatically grab an image from a link so it is important to always have an image prepared that matches with the content of your post. This is a very narrow landscape photo, so it makes most sense to use a wide landscape format photo.

**Photo size: 1200 X 670 px**



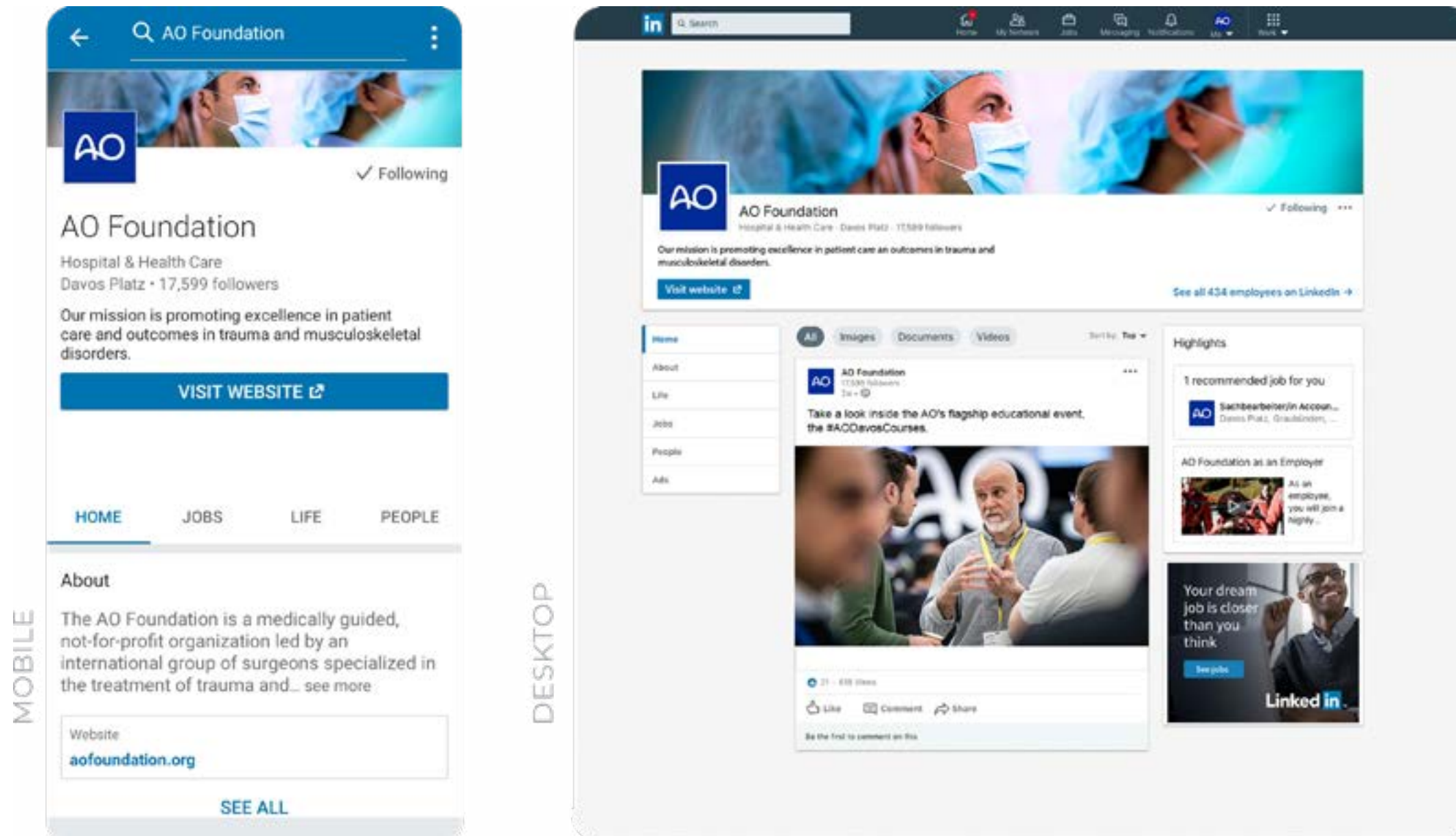


# Concept LinkedIn cover image

Header size desktop: 2256 x 388 px

Header size mobile: 1440 x 268 px

A detailshot works best. The best photos for this would be a simple shot with dept of field.



## Concept LinkedIn cover image

Since LinkedIn has a long and narrow header, it is important that main message of the image is captured within the safe zone.



## Concept LinkedIn post

Just like Facebook, there are two options of posting on LinkedIn. Either you can insert a link and LinkedIn will automatically grab a thumbnail from the page the link goes to (option one). This is usually in a landscape format. If you upload a photo only, it makes sense to upload it in a portrait format to use up most of the screen (option two).

### Option one



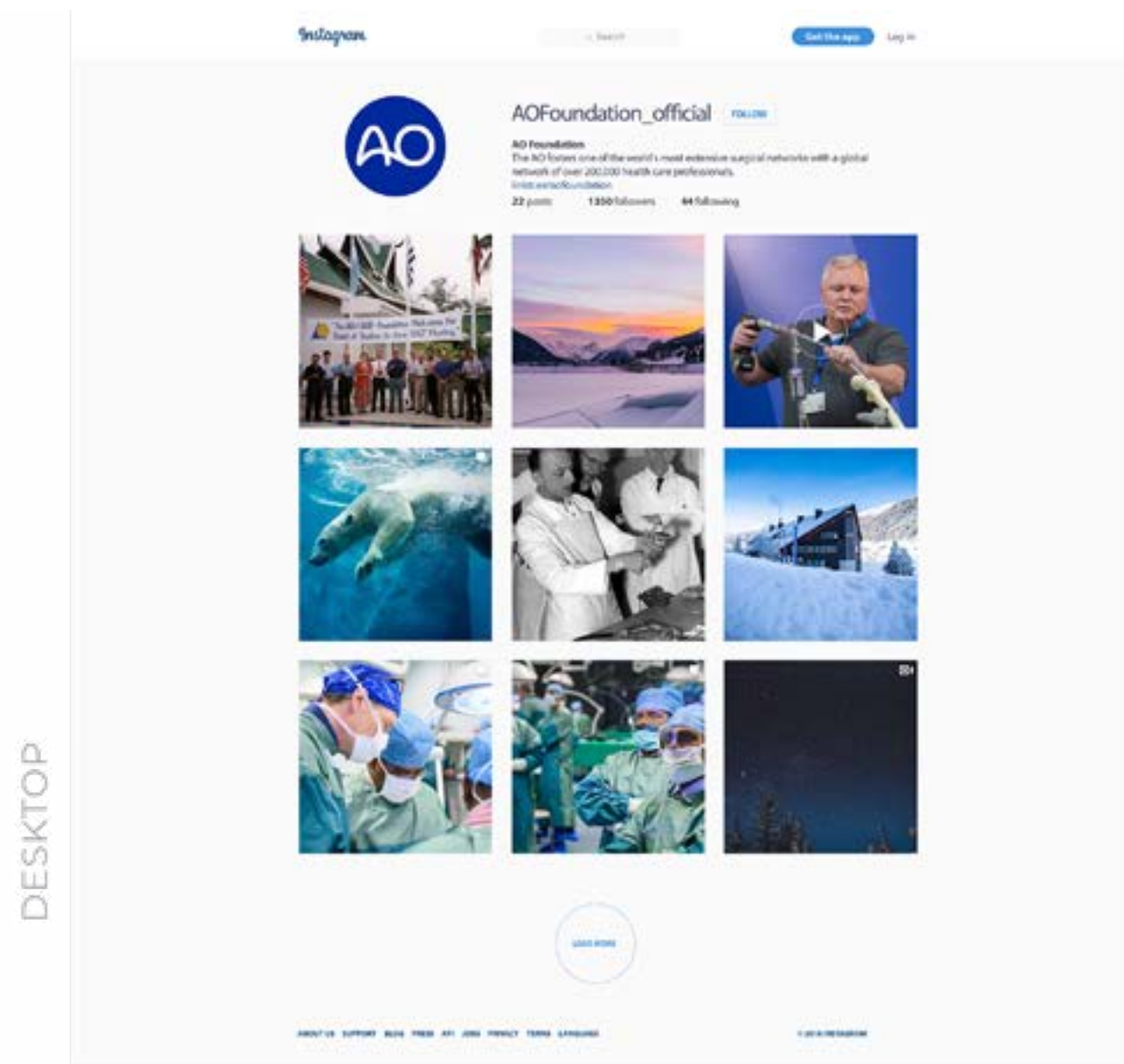
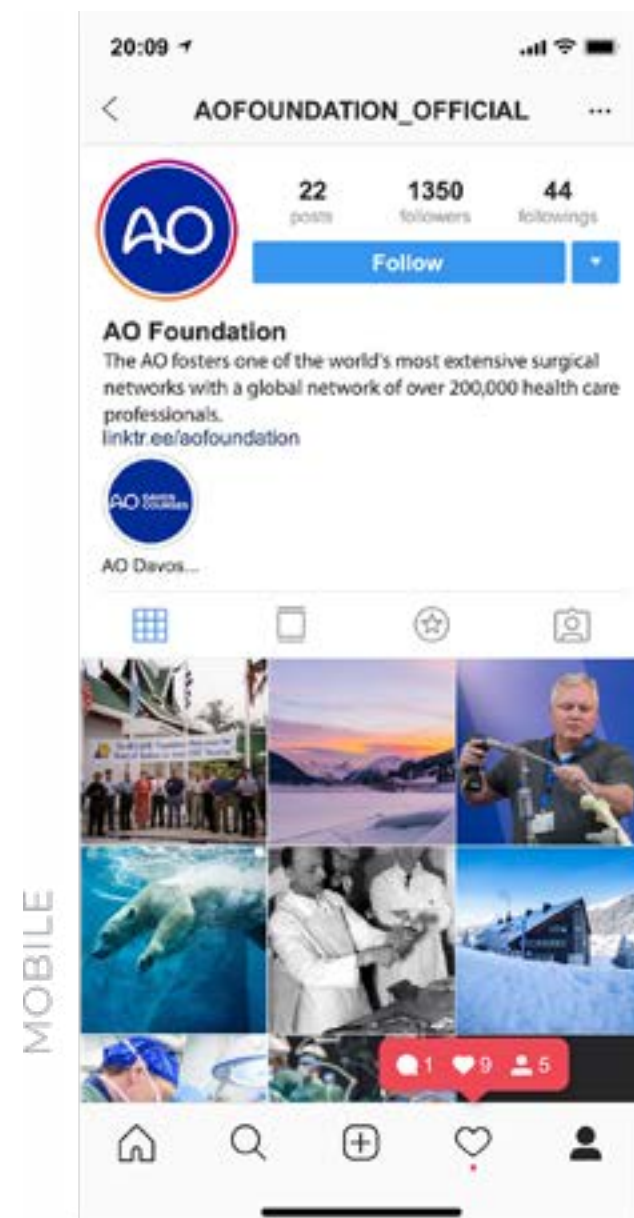
### Option two





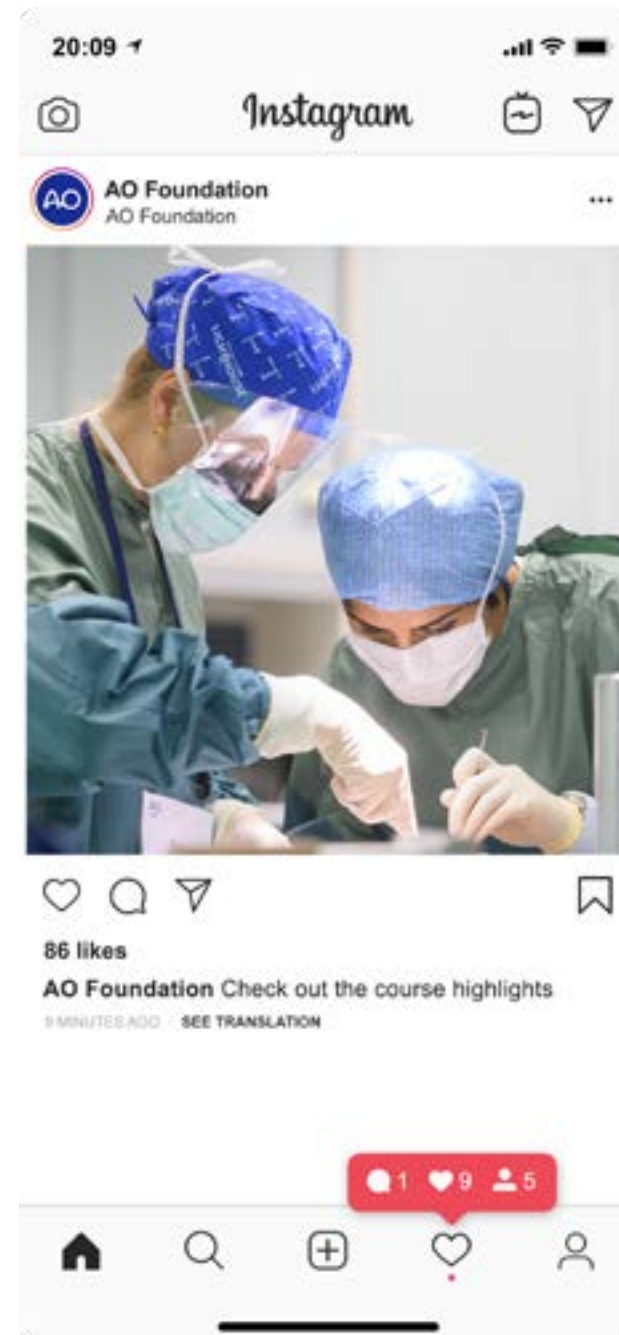
# Concept Instagram page

Contrary to the other social media pages, Instagram is almost only used on mobile.



## Concept Instagram post

Instagram is on a fast pace. A lot of photos get uploaded every minute so naturally, photos get often overlooked. To fill most of the screen, use a 4:5 portrait format on Instagram and try refraining from landscape formats.





# Stories

On both Facebook and Instagram it is possible to make Stories. You can either upload a short video, or a photo which your fans or followers can see for 24 hours, after that it will be gone unless you add it to a highlight.

You can create your own highlight categories which are then shown on your Instagram page.

You can also tag people, which gives the tagged people the opportunity to share the story in their story as well. It is also possible to add text, GIF's, and a lot more. You can share your Instagram story on Facebook at the same time.

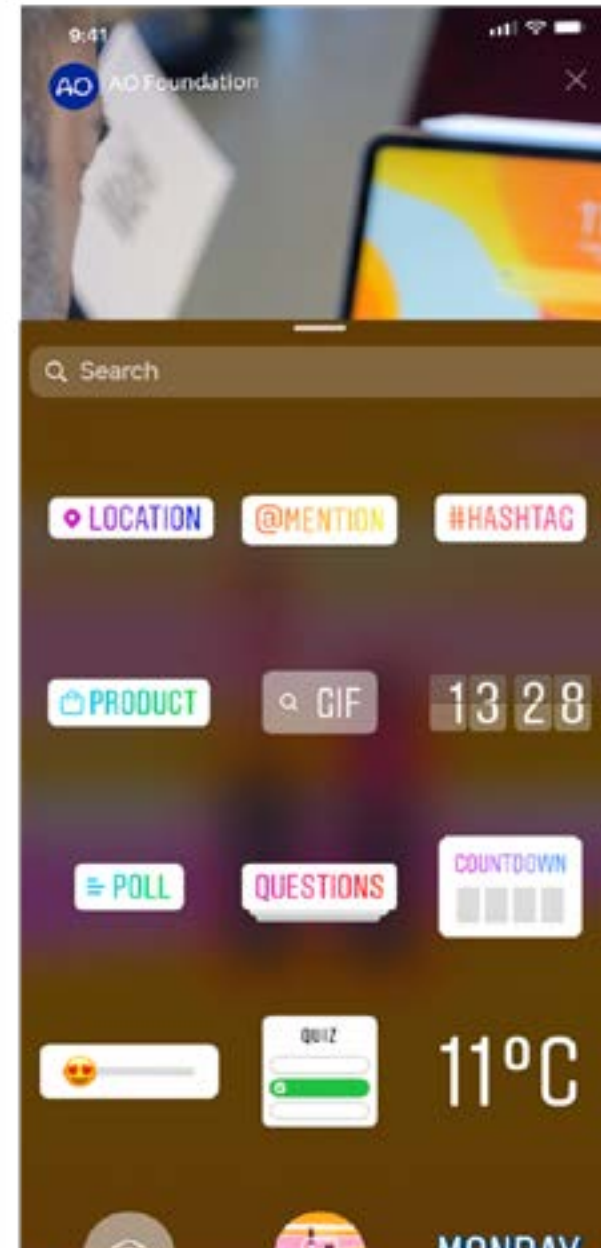
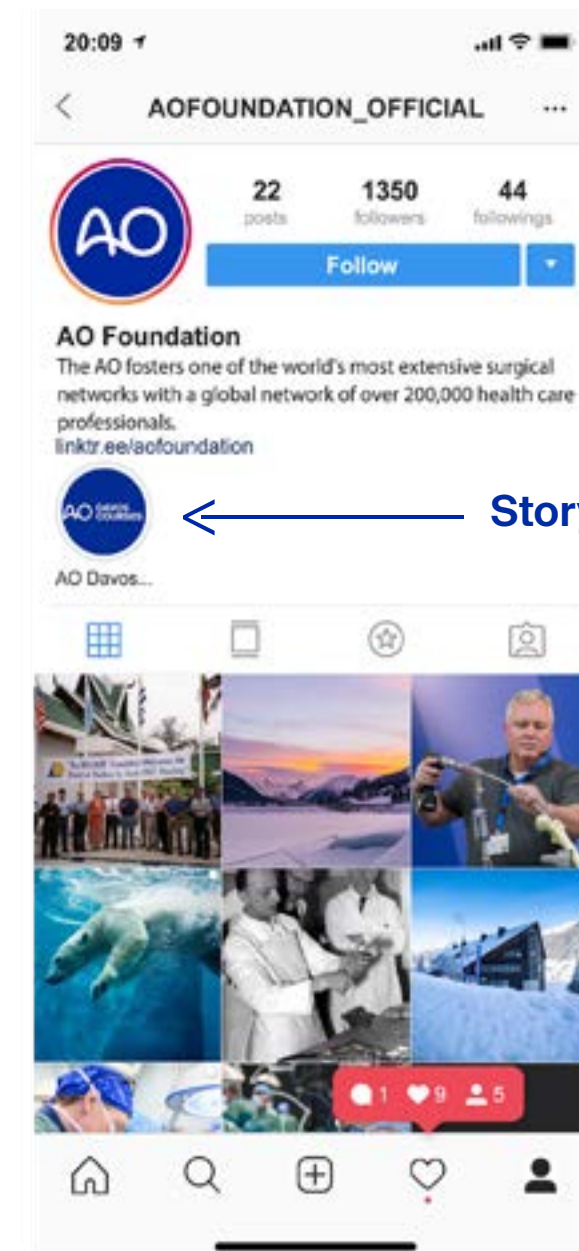


Photo size: 1920 x 1080 px



Story highlight