

# CONTENT DESIGN SOCIAL TEMPLATES

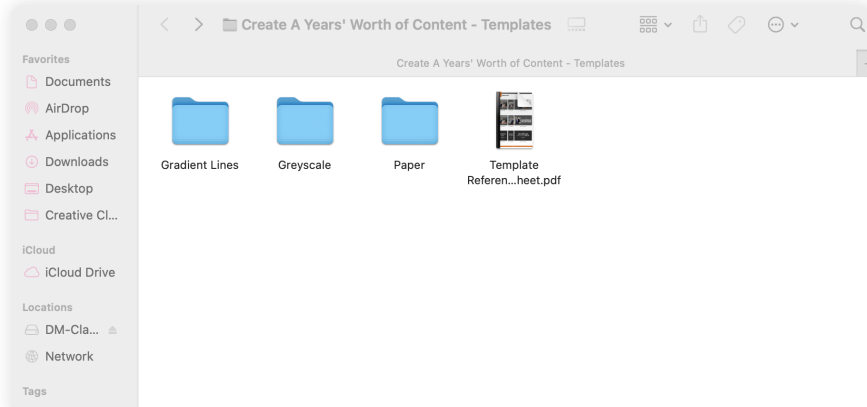
It's labor-intensive to create content that delivers extraordinary value to your customers. It's another thing to make sure that you have that content delivered to your consumers through social channels.

Delivering content through social media is not a simple task. Each platform (LinkedIn, Instagram, Facebook, etc) all have different requirements when it comes to creating visual assets for their platform. Shaina Weisinger and Repurpose House have taken the time to create those assets for you!

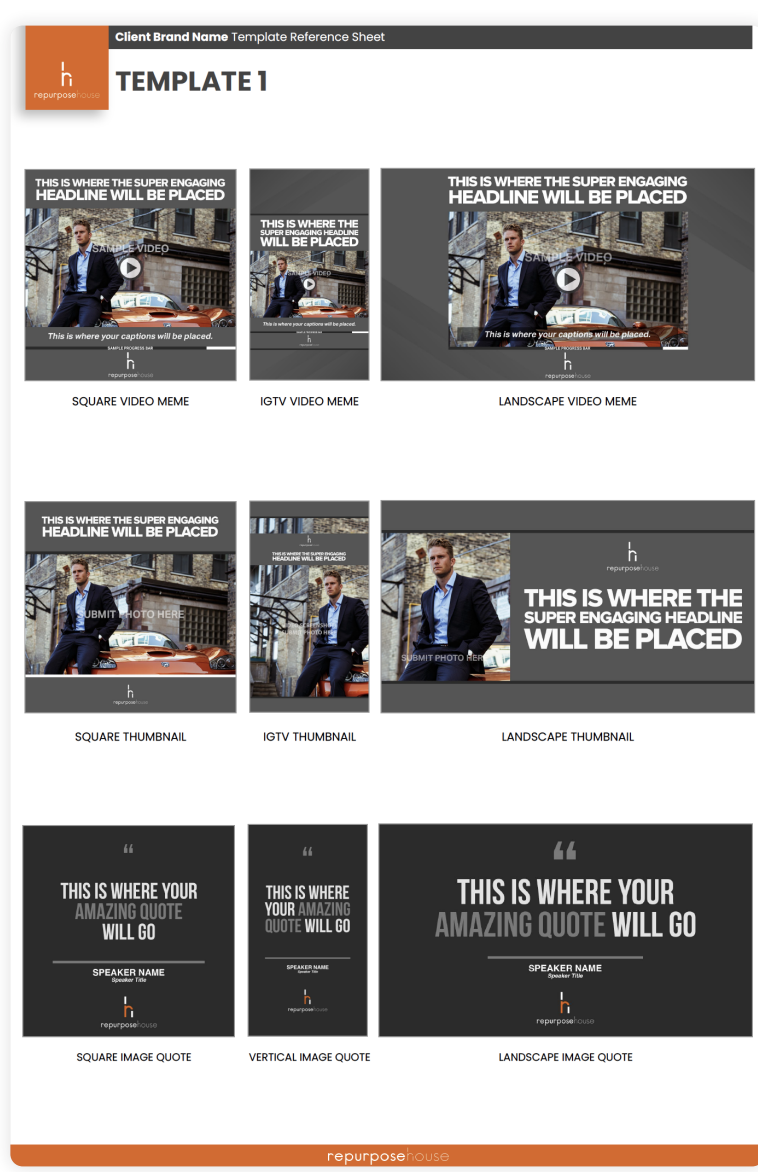
These templates are designed to be used by your design team, outsourcer, or (if you're proficient in Photoshop) yourself — to get your well-crafted content delivered to your prospects, customers, and followers.

**TO GET YOUR TEMPLATES CLICK THIS LINK!!!**

1 Once you have downloaded your Template folder you'll notice there are three different folders and a Reference Sheet.



2 Let's first take a look at the Reference Sheet.



3 This reference sheet shows you a list of each type of template that is available for your use. There are three different templates that you can use.

**Template 1: Has a greyscale background.**

This background is designed to be used with whatever your brand colors are and they will still stand out.

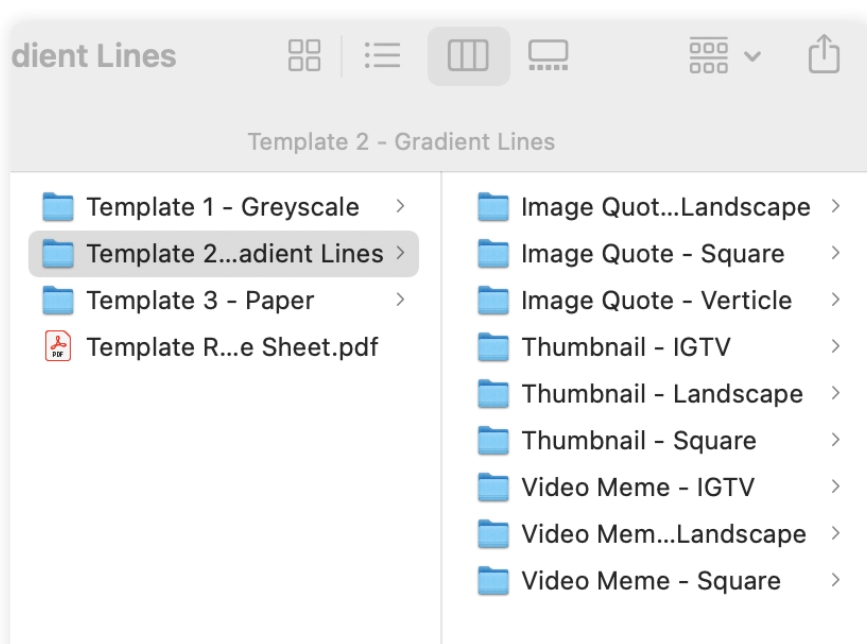
**Template 2: Has Gradient Lines.**

The gradient lines in these templates are also in a grayscale, however, you have the ability to change those lines to match your brand colors.

**Template 3: Has a paper-style background.**

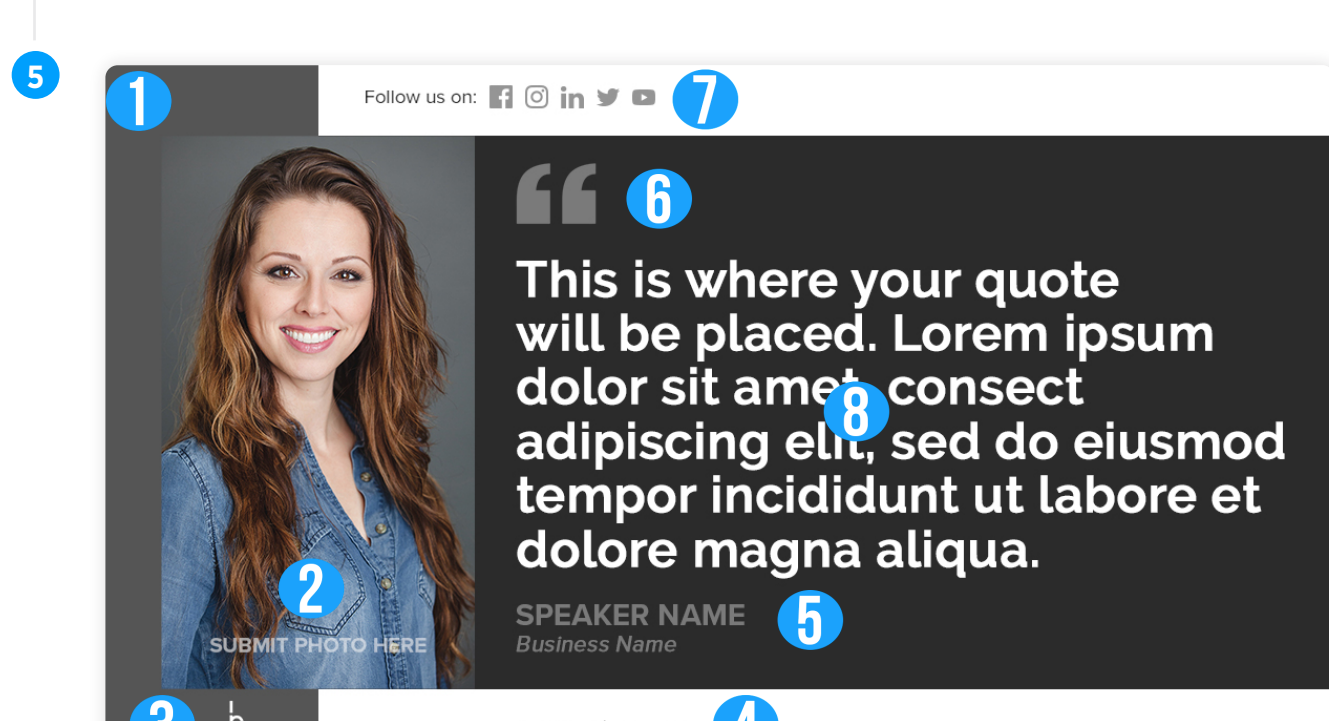
For this template, you won't need to worry about the background because it's designed to work with whatever your brand colors are.

From there, each template is broken down by social post type (Image Quote, Thumbnail - IGTV, Video Meme - Square, etc.).



4 Now let's break down what is in each folder. Each folder will have either 2 or 3 files that are for your use. If the title of the file has **EXAMPLE** in the file name (e.g., `EXAMPLE...ndscape.jpg`), this is an example that Repurpose House has designed to show you what it could look like. If the title of the file has **BLANK** at the end of the file name (e.g., `Template 2...Blank.jpg`), this is just a blank canvas to create whatever you prefer. The final file will **end in .psd** (e.g., `Template 2...dscape.psd`). This file is an editable photoshop file that will allow your designer, outsourcer, or yourself to quickly create your social asset.

Finally, let's take a look at an example of how you can use this yourself. Below you'll see an example of "Template 2\_Image Quote\_Landscape" that you can use for a quote image on your social channels. Let's break down each section by number.



Coordinate numbers above with the explanations below to breakdown how to use the templates.

1. Anything in grey is designed to be changed out with your branding color. So on the far left of this image, you can change that grayscale bar with your own branding color.
2. Replace this photo of Shaina with whatever photo of the author of the quote.
3. You'll want to place your brand logo down here in the bottom left corner. You'll want to make sure your logo does not blend in if you change the grayscale color to a brand color that is also in your logo.
4. Put your main website at the bottom of the image.
5. "Speaker Name" and "Business Name" are in grayscale here. This is designed to change it out with your own brand colors. This really can help your "Image Quote" stand out.
6. The quote symbol can be replaced with a brand color.
7. When the image was converted to grayscale, the social icons also converted. You are more than welcome to change them back to their brand colors or you can leave them in grayscale. It's 100% your choice.
8. Finally, replace the Lorem Ipsum text with your quote. If you change the default font to match your brand font, **BE SURE** to change the "Speaker Name/Business Name" area (#5) with the updated font as well.

## FINAL TIPS

1. Please use these templates how they best fit your content and social media strategies.
2. For the video templates, it may be best to edit those images in After Effects or another video editing software if you plan on adding the progress bar.
3. Consult your designer/outsourcer for all questions regarding the implementation of these templates with your content.

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