

50+ Social Media Designs, Format & Examples 2022

[Social media](#) is taking the world by storm, and it just so happens that big and small businesses can take advantage of promoting their products and services through this new means of marketing.

To create a social media design of your very own, follow the following steps:

- Browse through several social media designs, formats, and examples for your own business.
- Customize Online or Download in your preferred File format and Print As Required

Despite the many new websites and search engines available on the world wide web, particular platforms cater to various audiences. Knowing which one to use becomes an advantage for you and your company. Start your online presence with the 50 social media [graphic templates](#) below.

1. Facebook Post Social Media Design

For a [Facebook influencer](#), updating their following schedule matters to their online viewers. Creating an engaging post lets you know how many people watch your content.



2. Instagram Story Social Media Design

Your followers can participate in the [online contests](#) you hold through your Instagram story. Make your design engaging and pleasing, making your followers feel enthusiastic about joining.



3. Instagram Post Social Media Design

Businesses like bakeries and patisseries, and even school projects host [bake sales](#). Promote the sale through an Instagram post with products you offer during the period.



4. Facebook Cover Social Media Design

It's necessary to promote your business' activities through any means possible. [Facebook covers](#) provide a space to indicate your future ventures, so remember to include an eye-catching title.



5. Offline Twitch Banner Social Media Example

Gamers often stream through social media accounts, and a Twitch banner indicates your status that helps viewers know if you're there. It's also satisfying if your design resonates with your content.



[source](#)

6. YouTube Thumbnail Social Media Design

You can make use of [YouTube thumbnails](#) to market, for example, art tips and ideas for your clients. At the same time, you can use art pieces as thumbnails to promote your product or service.



7. YouTube Channel Art Social Media Design

Inspire the people visiting your account by creating a [YouTube Channel Art](#) design that incorporates crisp and vibrant colors.



8. Whatsapp Posts Social Media Design

[Simple workshops](#) bring about skills from individuals when done correctly. Market your service through a Whatsapp post that makes use of fun designs and colors.



9. Pinterest Pin Social Media Design

Inviting individuals to helpful learning activities help grow the company and others. Create a simple yet powerful message through a [Pinterest pin](#) post and encourage more people to join your projects.



10. Snapchat Geofilters Social Media Design

More and more people find interest in creating Snapchat geofilters to enhance their marketing strategy videos through social media. Use creative designs like pawprints to promote [pet products](#) or services.



11. Twitter Post Social Media Design

Client appreciation is necessary for any type of business by saying thank you. Give a quick shout to all loyal customers through a [Twitter post](#) and show them you care.



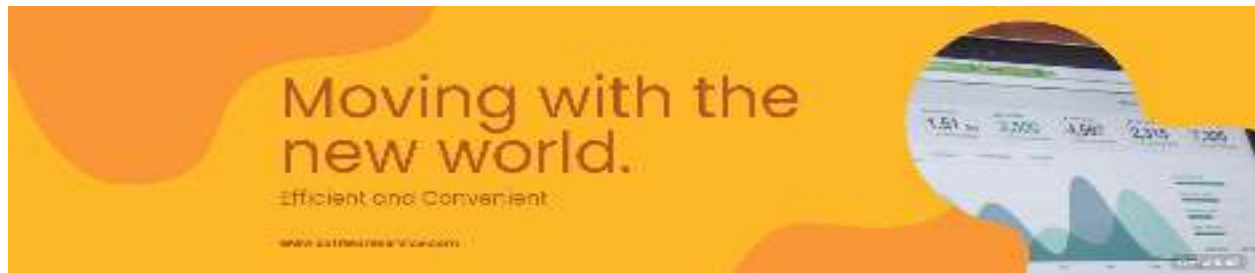
12. Blog Header Social Media Design

An eye-catching [blog header](#) will pull in traffic to your blog and increase people's engagement with it.



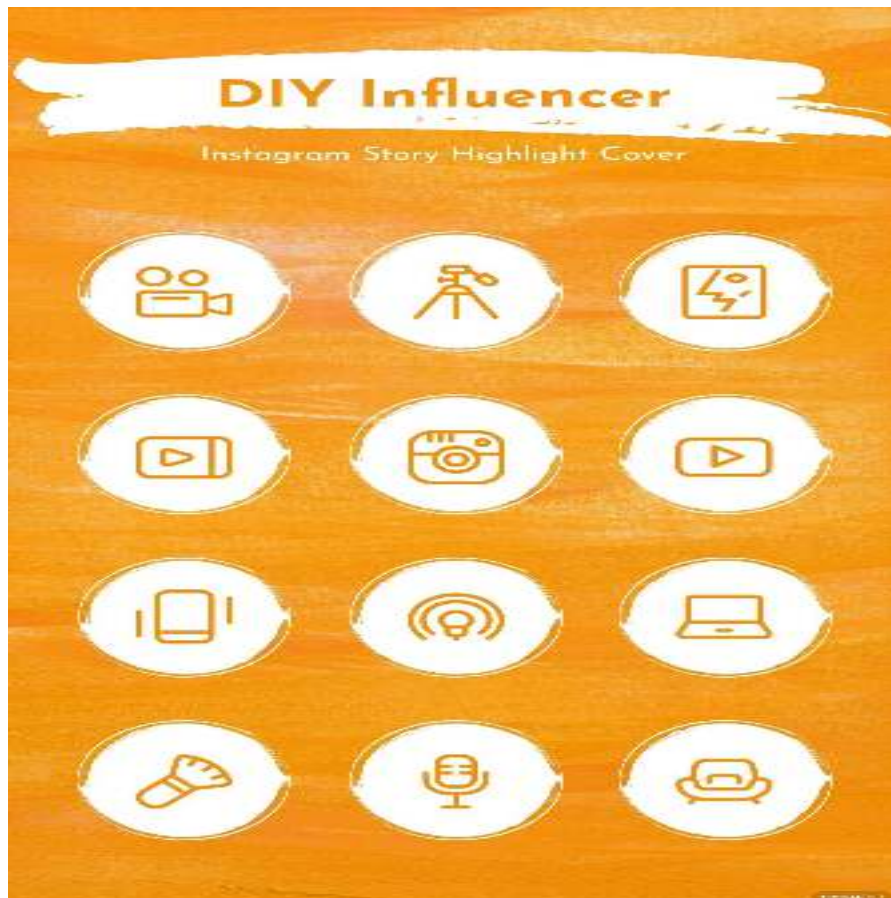
13. LinkedIn Banner Social Media Design

A [LinkedIn banner](#) that is professional and relevant to your business brings in potential customers or candidates and increases your presence on the site.



14. Instagram Story Highlight Cover Social Media Design

For businesses operating on Instagram, having a [story highlight cover](#) gives your account a more organized and clean look by incorporating a mix of colors and icons.



15. Soundcloud Banner Social Media Design

A Soundcloud account caters to producing music, and a decorative yet [simplistic banner](#) does the trick to showcase your discography.



16. Facebook Event Cover Social Media Design

Make your Facebook events more appealing to audiences by creating an [event cover](#) that showcases what the event is all about. Incorporate elements and photos that contribute to the message.



17. Instagram Ads Social Media Design

At present, many businesses take to social media to advertise their products and services. An engaging [Instagram ad campaign](#) with powerful words and typography often does the trick.



18. Instagram Ad Animation Social Media Example

Instagram does not necessarily have to be static. Giving your products a slight nudge of movements highlights them and can increase your [fashion boutique's](#) sales.



source

19. Tumblr Post Social Media Design

[Tumblr posts](#) are unique on their own as you can select what kind of media post you're uploading. For photos, ensure that the colors are vibrant and utilize the size capabilities of the platform.



20. Etsy Banner Social Media Design

The unique idea about Etsy is that most of the items are hand-made or personalized by its sellers. [Etsy banners](#) allow customers to see what crafts each store gives its customers.



21. Facebook Shop Ad Social Media Design

The idea of Facebook shops revolves around selling products and services. To reach a broader audience, use [shop ads](#) to market your business and utilize best-selling items on your ad.



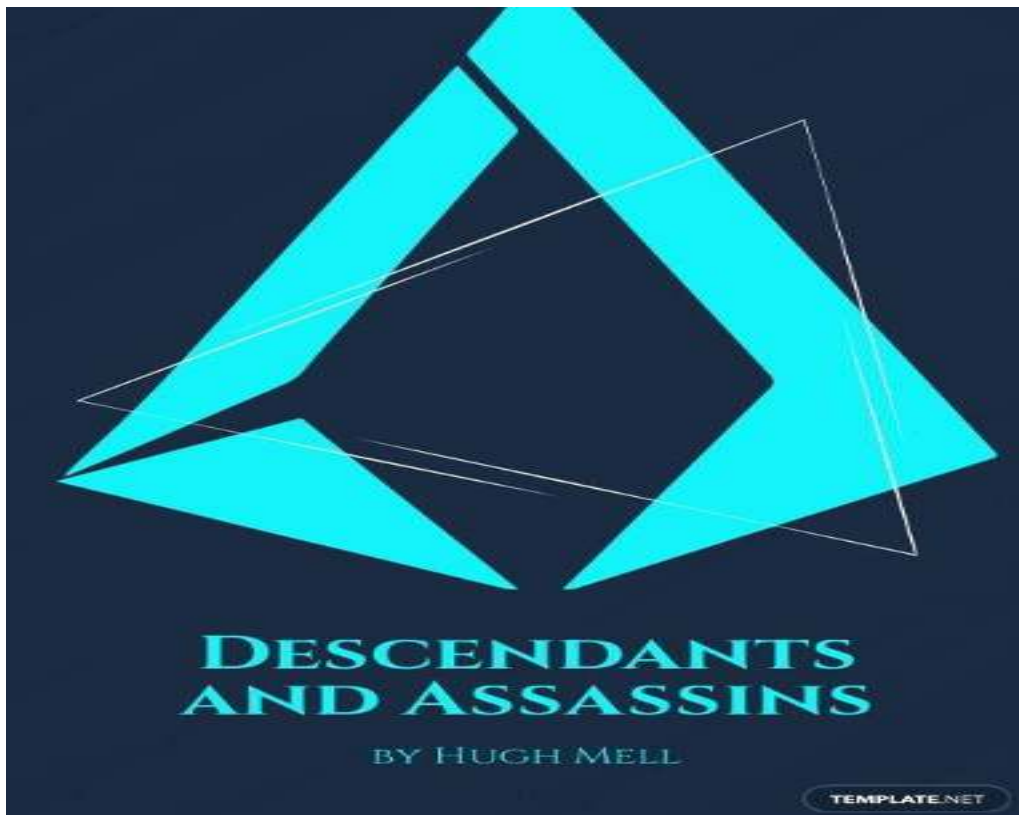
22. Twitter Header Social Media Design

The advantage of using Twitter is that you can change an [account's header](#) to cater to particular celebrations or events.



23. Wattpad Cover Social Media Design

Wattpad is taking book-lovers by storm. For starting writers, use creative [Wattpad covers](#) that give a glimpse or be mysterious.



24. LinkedIn Post Social Media Design

LinkedIn is one of the best places to create [promotional posts](#) for professionals. Remember that the design you use for your post sees what your audience thinks of your business.



25. Whatsapp Story Social Media Design

Whatsapp is a social app that allows you to speak with various people to advertise or give shoutouts. Use your [social story](#) to show what's happening and utilize multiple elements of design.



26. 4th of July Facebook Cover Social Media Example

Show your patriotism by using a [4th of July](#) cover on your Facebook page or shop.



source

27. Blog Post Social Media Design

Bring news of discounted deals for your audience by creating a [blog post](#). Aside from showcasing the product or service of your offer, include deduction percentages on your photos.



28. Twitter Banner Social Media Design

Twitter accounts are one of the most popular and most social media platforms out there. Why not commemorate the New Year with a welcoming [celebratory banner](#).



29. Fitness and Gym YouTube Banner Social Media Example

[Fitness instructors](#) greatly benefit from creating content videos. Create a visually attractive banner to get more subscribers and viewers on your channel.



30. IGTV Cover Social Media Design

IGTV creates longer content for your account. Make use of a creative and engaging [IGTV cover](#) to broadcast your media post for a more professional shot.



31. Facebook Carousel Ad Social Media Design

Produce a colorful and meaningful [carousel ad](#) design to engage your Facebook audience in buying your product or service.



www.cohenartshop.com

32. Twitch Banner Social Media Design

Twitch is a community of content creators that have diverse personalities. [Banner designs](#) must relate to each creator's content and character to make them unique.



33. Tumblr Banner Social Media Design

Similar to other social media platforms, Tumblr also makes use of [personalized banners](#) to engage their market. Show familiar designs or symbols for your banner.

Let's Save the Planet

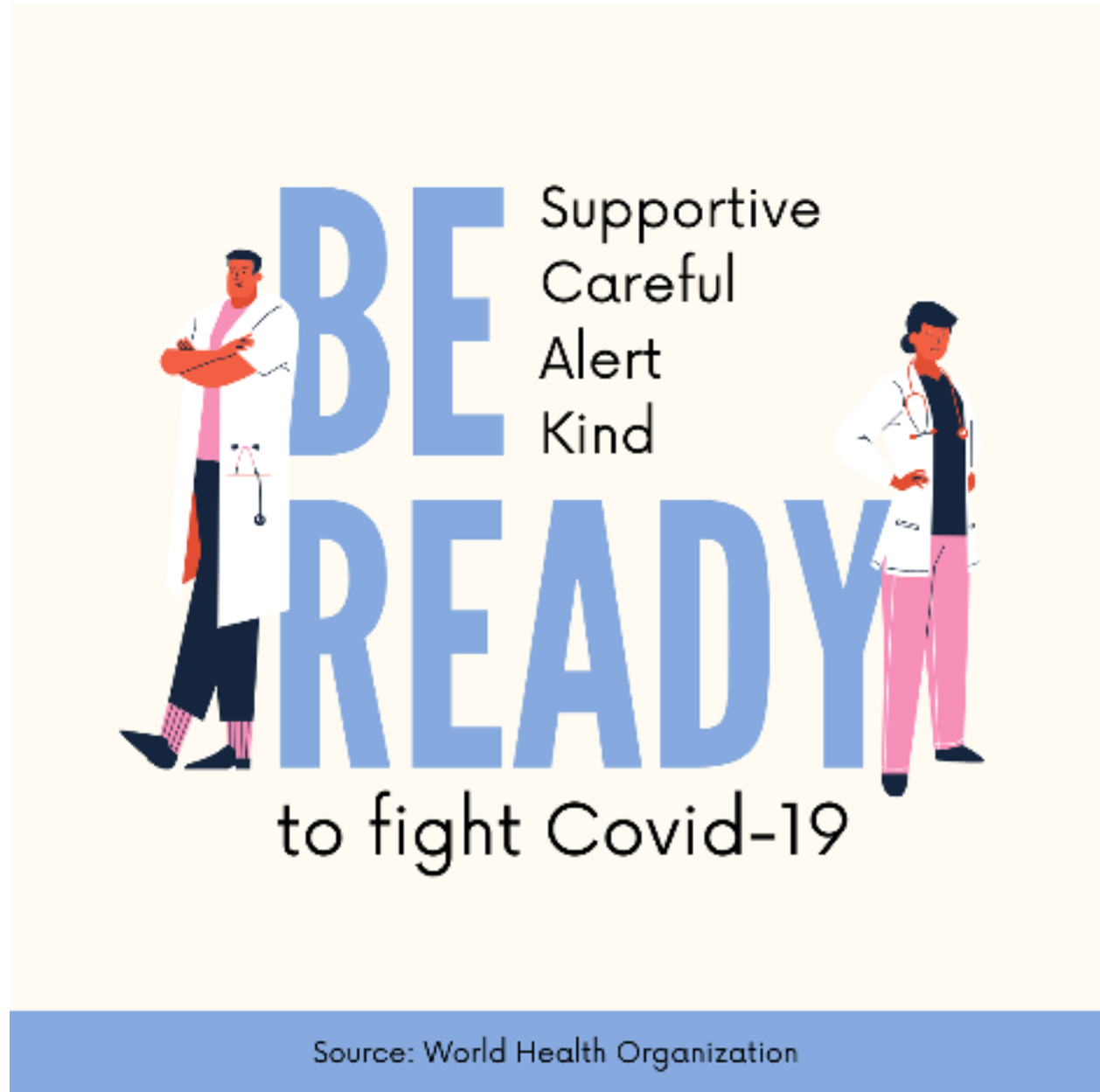
**HAPPY
EARTH DAY**

April 22, 2032



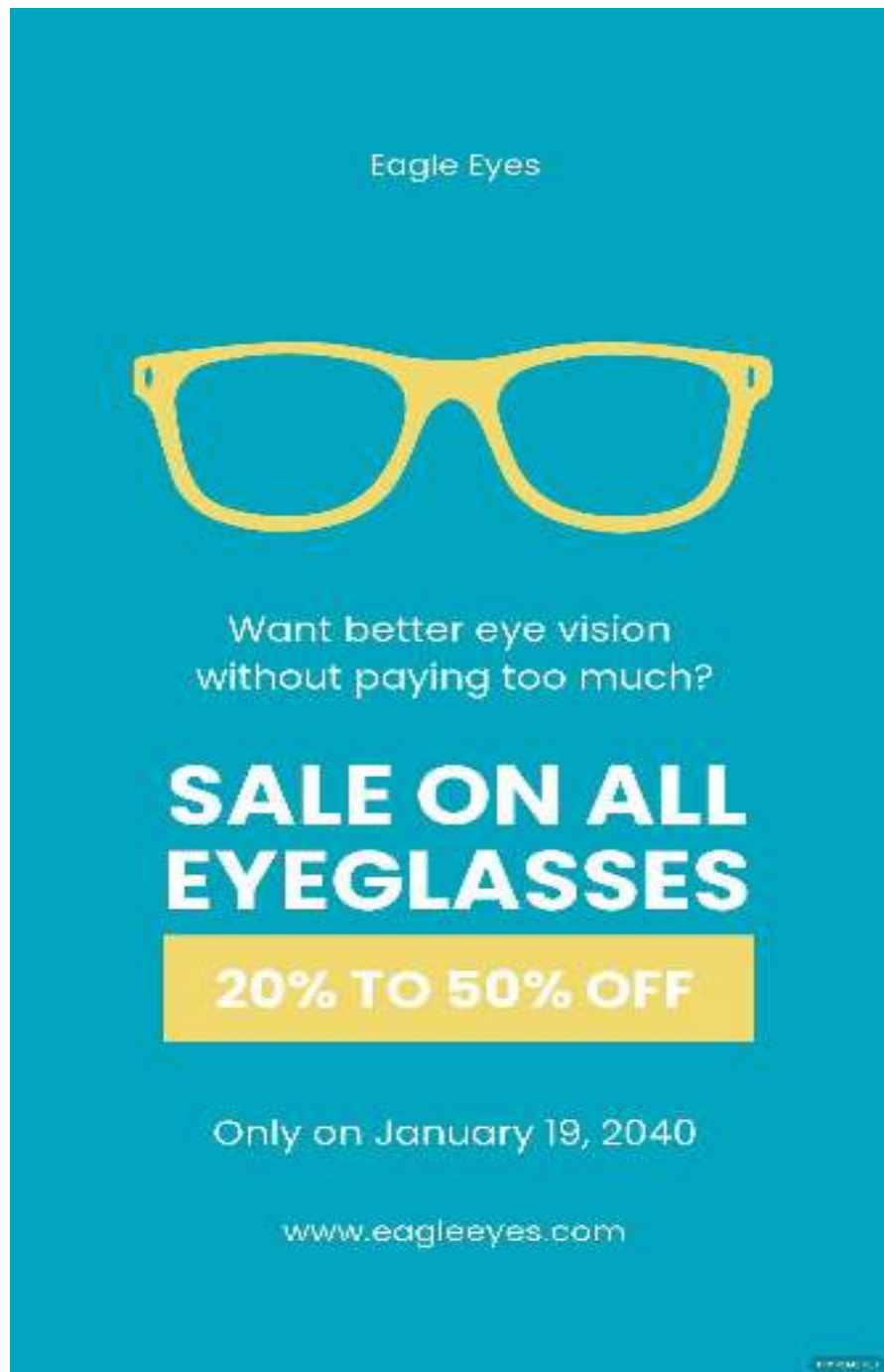
34. Fight COVID-19 Instagram Post Social Media Example

Spread the word to your followers, viewers, and audiences to help stop and fight the spread of the [COVID-19 virus](#).



35. Facebook Story Social Media Design

[Facebook stories](#) tell your followers what you are currently doing, and using colorful and engaging designs attracts more viewers.



36. Black Friday Twitter Post Social Media Example

Businesses give the best deals to consumers during [Black Friday](#) sales. Post your deals on Twitter to inform a larger audience.



[source](#)

37. LinkedIn Background Image Social Media Design

[LinkedIn background images](#) must be appropriate to the business you are promoting. It's also necessary to keep designs attractive yet professional for your profile.



38. Twitch Offline Banner Social Media Design

Similar to a Twitch banner, an [offline banner](#) includes other accounts letting your viewers know where to find you.



39. Reddit Banner Social Media Design

[Reddit banners](#) are compact and have limited spacing. Create a format that can accommodate your ideas while keeping them clean and readable.



40. Facebook Ad Social Media Design

Browsing through your Facebook newsfeed, you notice the [variety of ads](#) present. Utilize this platform to showcase your best-selling products and services.



41. Valentine's Day Instagram Post Social Media Example

Celebrate [Valentine's Day](#) with a romantic and heartfelt post on your social media page. Hearts, hearts, and more hearts.



[source](#)

42. Facebook Shops Cover Social Media Design

As a seller on Facebook, your [shop cover](#) must feature your service or product. Ensure you incorporate photos and a mix and match of colors and design to enhance your shop.



43. Twitch Panel Social Media Design

Panels allow creators to become more organized on the Twitch channels. Unique and [creative panels](#) give your space a boost over others.



44. YouTube End Screen Social Media Design

On the [end screen](#) of videos, the viewers can select other content from the channel. Interactive designs enhance the quality of your videos and give viewers a glimpse of what's next.



45. Instagram Banner Social Media Design

[Instagram banners](#) give a glimpse of what content is in a particular post. An attractive and unique piece provides audiences anticipation of the following information.



46. LinkedIn Sponsored Content Social Media Design

[Sponsoring events](#) on LinkedIn targets specific audiences. Use this knowledge to visualize a design to use to target your intended audience.



47. Twitter Ad Social Media Design

[Twitter ads](#) are as concise and direct as they get. Due to a limited number of characters and file restrictions, it is best to convey messages on point.

Need a cab but all occupied?



Book your ride at
www.motorfast.com

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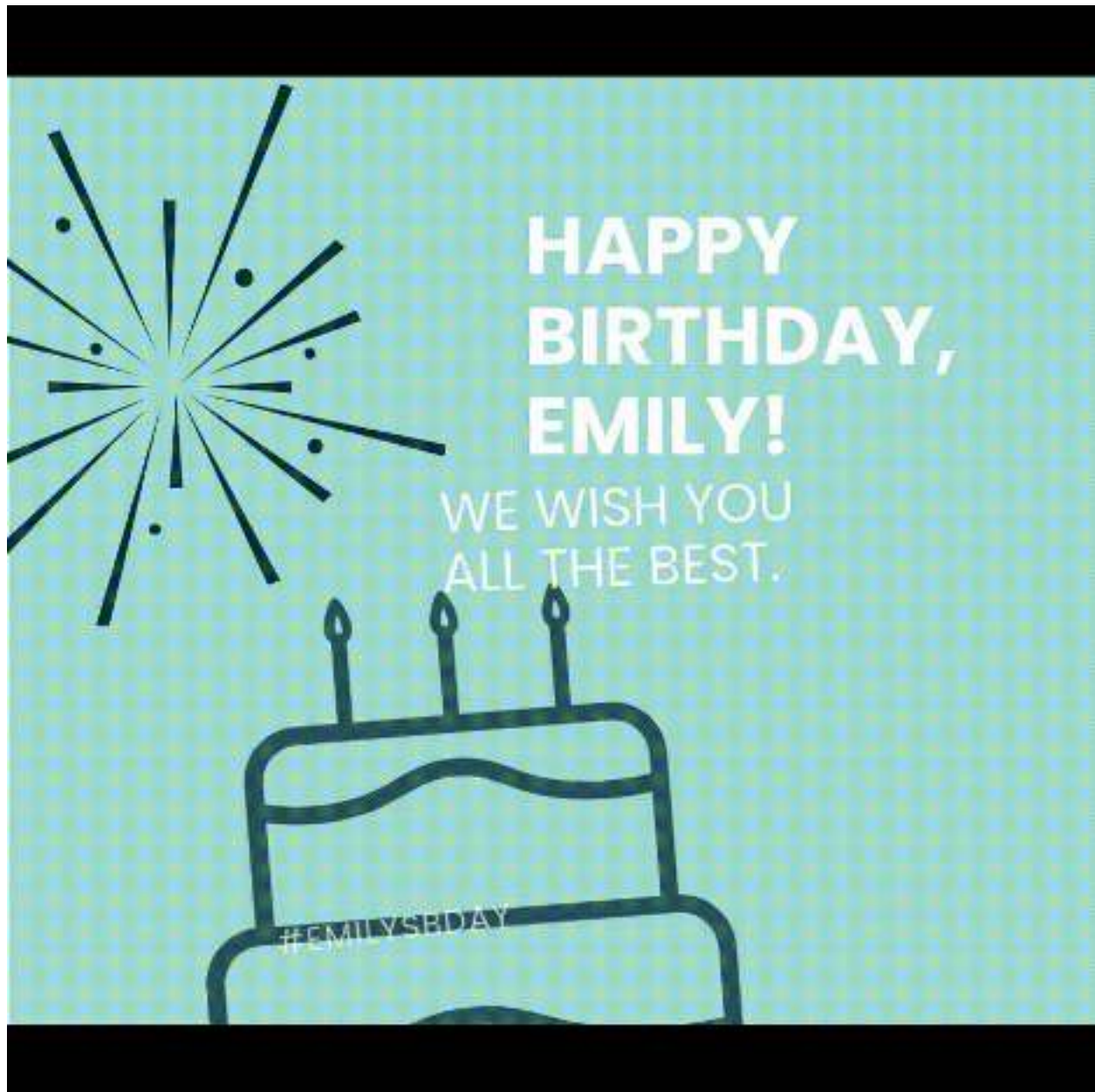
48. Fiverr Banner Social Media Design

Fiverr is an online marketplace to sell products and services. Having unique [design banners](#) allows you to stand out from the rest.



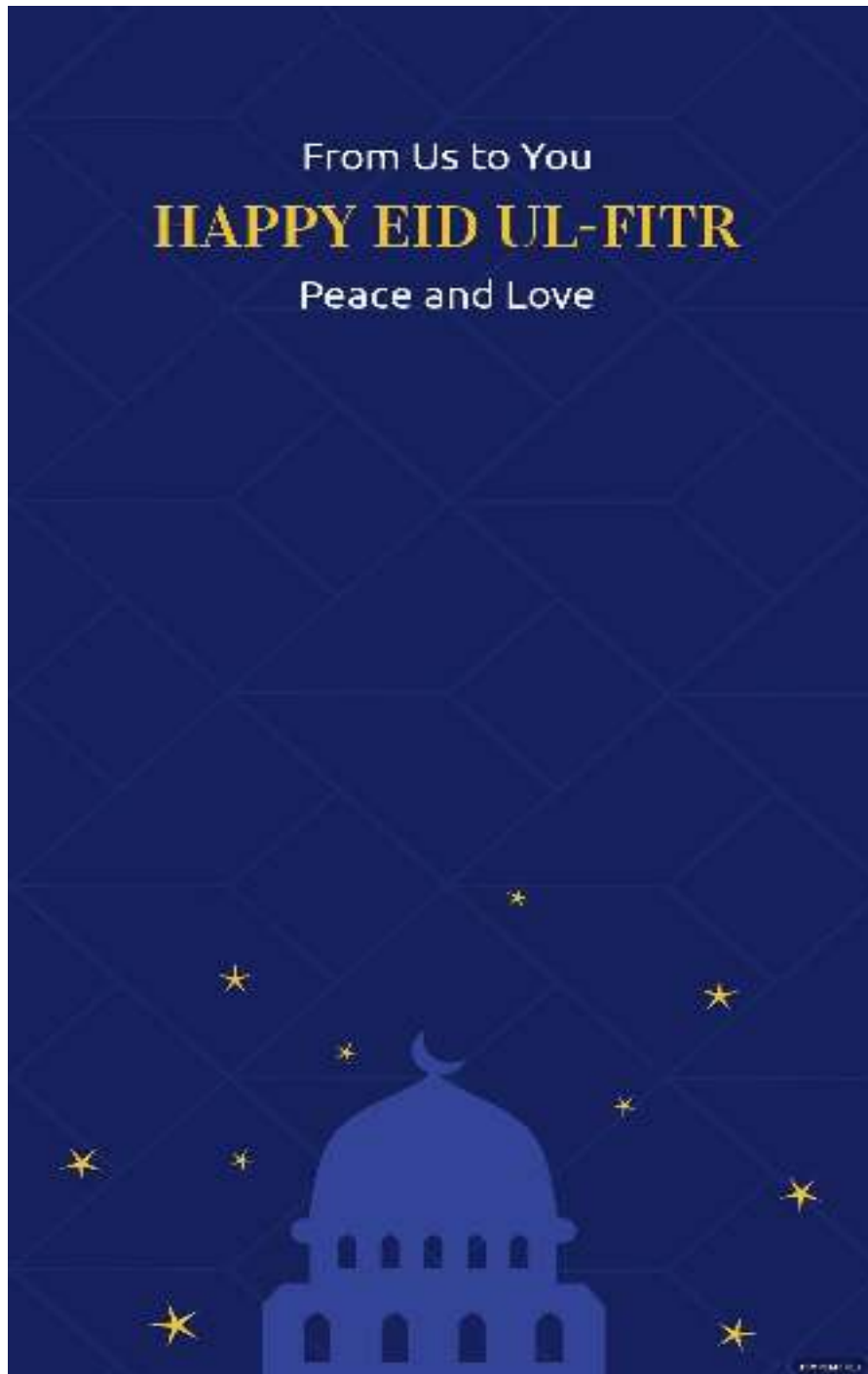
49. Animated Social Media Design

Greetings can be more meaningful and memorable if you make use of [animated media](#) on your social platforms.



50. Eid Ul-Fitr Snapchat Geofilter Design

Celebrate sacred and special holidays like [Eid Ul-Fitr](#) with the Muslim community by making use of inspiring filter designs.



SOCIAL MEDIA FORMAT

Social media formats vary from one platform to another. For some, it is heavily on photos, others on videos and music, while others focus on lengthy articles. Various formats exist to cater to the community using the platform. Make sure to know which formats to use on different social media sites.

1. Written blogs, articles, or guides

The advantage of using lengthy text content is it showcases the company's expertise and knowledge to build the brand's credibility. In creating this type of content, watch out for current trends. It gives you an idea of what audiences want to learn, and the best platforms to use these are on Facebook and LinkedIn.

2. Images

Using visual formats for content increases engagement and brand awareness and keeps your audience on their toes. Using images makes content easily digestible and engaging than reading long articles. Pictures are one of the easiest social media formats you can produce, and these work well on social platforms like Instagram and Pinterest.

3. Videos

In the age of high-tech mobile phones, recording videos becomes an effortless and convenient process. Plus, the form of media becomes extra engaging compared to frozen images. Creating unique and appealing how-to videos, tours, unboxing videos, and product reviews can help increase traffic on your website and increase transactions. YouTube is the ideal platform for videos; however, Facebook and Instagram are also viable options.

4. Video Stories

Stories are either images or videos accessible to your audience within 24 hours. Stories are available for platforms like Instagram, Facebook, and Snapchat. Having stories keep clients informed of events and activities relating to your business.

5. Infographics

Another social media format you can find on social media is infographics. These support information through using figures, graphs, and other creative design ideas. Most infographics require an outline or a map for you to fully utilize it, and it's best to communicate with experts on creating it.

6. Audio

There are plenty of ways you can use audio formats to increase the traffic to your account or website. It can be in the form of conversations with popular celebrities or figures, eBook readings, songs and albums, and recorded speeches. One of the most popular formats of audio now is podcasts. The good thing about podcasts is that you can integrate them into your other social media accounts. The best platforms to use audio formats are Spotify and Soundcloud.

FAQs

What is the role of social media?

Social media poses a significance in businesses. For one, it serves as an easier way to communicate with consumers through e-commerce sites. It also allows businesses to gather relevant information relating to sales to help marketing efforts and research.

Why is social media important?

Social media is critical to businesses and organizations because:

- It gives more qualified demographic
- It builds a nurturing community
- It grows the brand's reputation
- It utilizes cost-effective marketing

What are the top ten social media platforms?

- Facebook
- YouTube
- Whatsapp
- Instagram

- TikTok
- Snapchat
- Reddit
- Pinterest
- Twitter
- LinkedIn

What are the types of social media?

- **Social networking** - allows users to connect with people with similar interests. Example sites are Facebook and LinkedIn.
- **Bookmarking sites** - lets users save and organize posts or links for reference. An example site is Pinterest.
- **Social news site** - share content and news to others through external articles. An example of a social news site is Reddit.
- **Media sharing** - shares various types of media like images, videos, and audio. Example sites include YouTube and Instagram.
- **Microblogging** - short-written entries for quick updates and links to external references. An example of a microblogging site is Twitter.
- **Online forums** - allows users to engage in conversations through communicating in community messages and forums.

What is the most popular social media?

The most popular social media site at present is Facebook with over 2.7 billion users.