



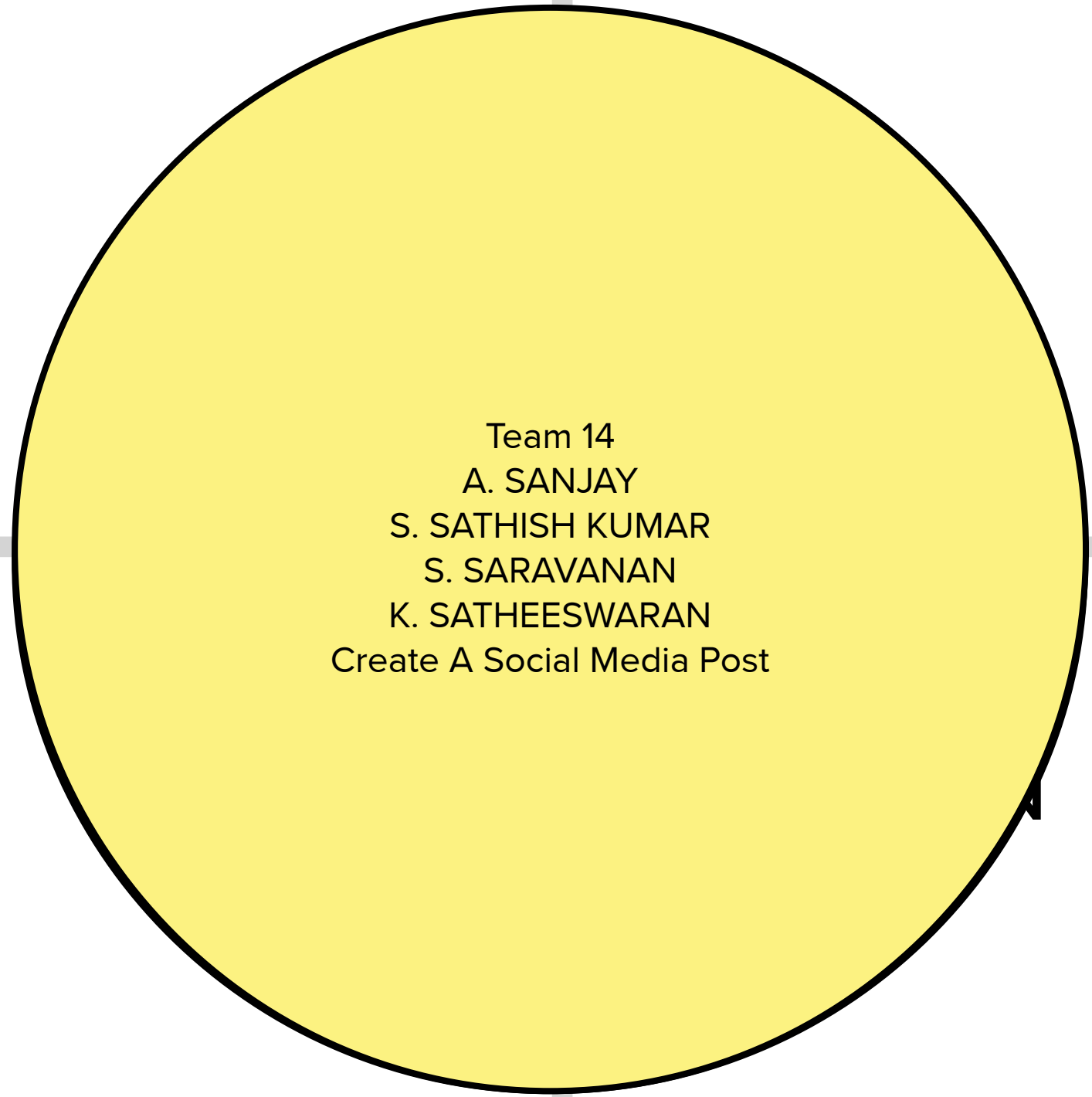
Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



If you find yourself short on ideas, explore our template library to help you get started.

The good news is you don't have to hire a designer or spend hundreds of dollars on software to get great visuals--there are some awesome free graphic design apps out there you can use to create incredible social media graphics

Adobe Express comes loaded with thousands of professionally designed social media graphics like the examples below, along with free images, icons

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Whether you're a business trying to reach out to your target audience or just an individual sharing your vibe, Adobe Express can help

Adobe Express can help you create amazing social media images for any platform.

I've been writing about and using these kinds of tools for almost a decade, so I'm very familiar with what's good. And what isn't.

communities engage differently with content and post formats. The better you know your audience and know the way they are engaging on each social platform, the better you can address them

Each social network offers different options for presenting your content. Social platforms not only differ in the number of characters, image formats and sizes they provide for your posts.

Make sure your images correspond to the images sizes the networks provide. Consider adapting your images to create specific images for Pinterest and Instagram to make sure your message will be presented in the best way to fit these platforms.

Adapt your comment to the number of characters allowed on each platform. Take a look at the number of characters displayed in the preview to make your meaning come through.

Share your posts to your social media profiles and pages with different comments for your message that will hit the language use of the respective community and focusses on their topics and interests.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example