

Keep your Brand Aligned Through all Social Channels

B2B Social Media Cover Cheat Sheet



Okto Tip: Discovering and sharing interesting content is a key part of any social media strategy.

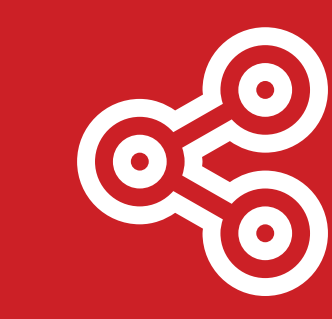
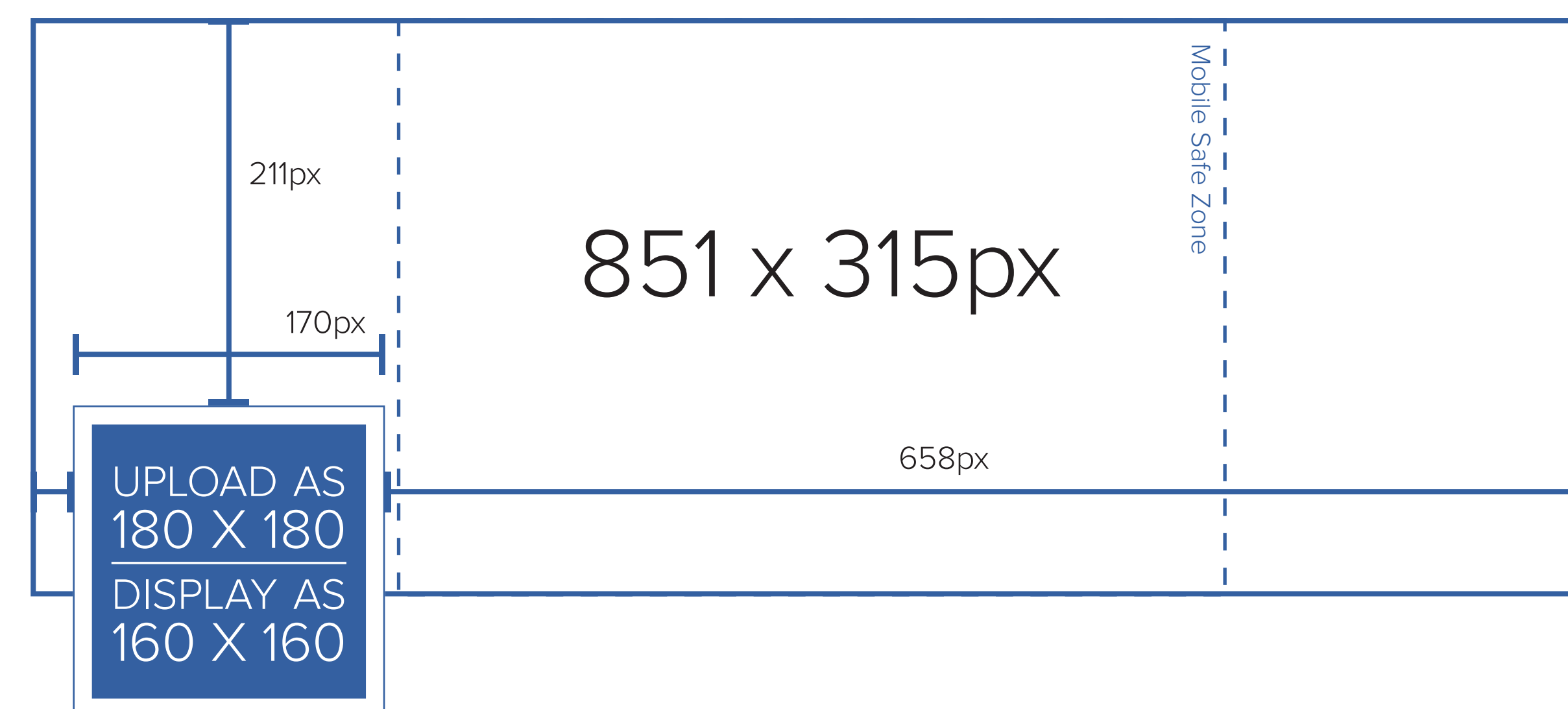
MAX SIZE
200 X 200
SCALED TO
110 X 110

in LinkedIn

646 x 220px



Facebook

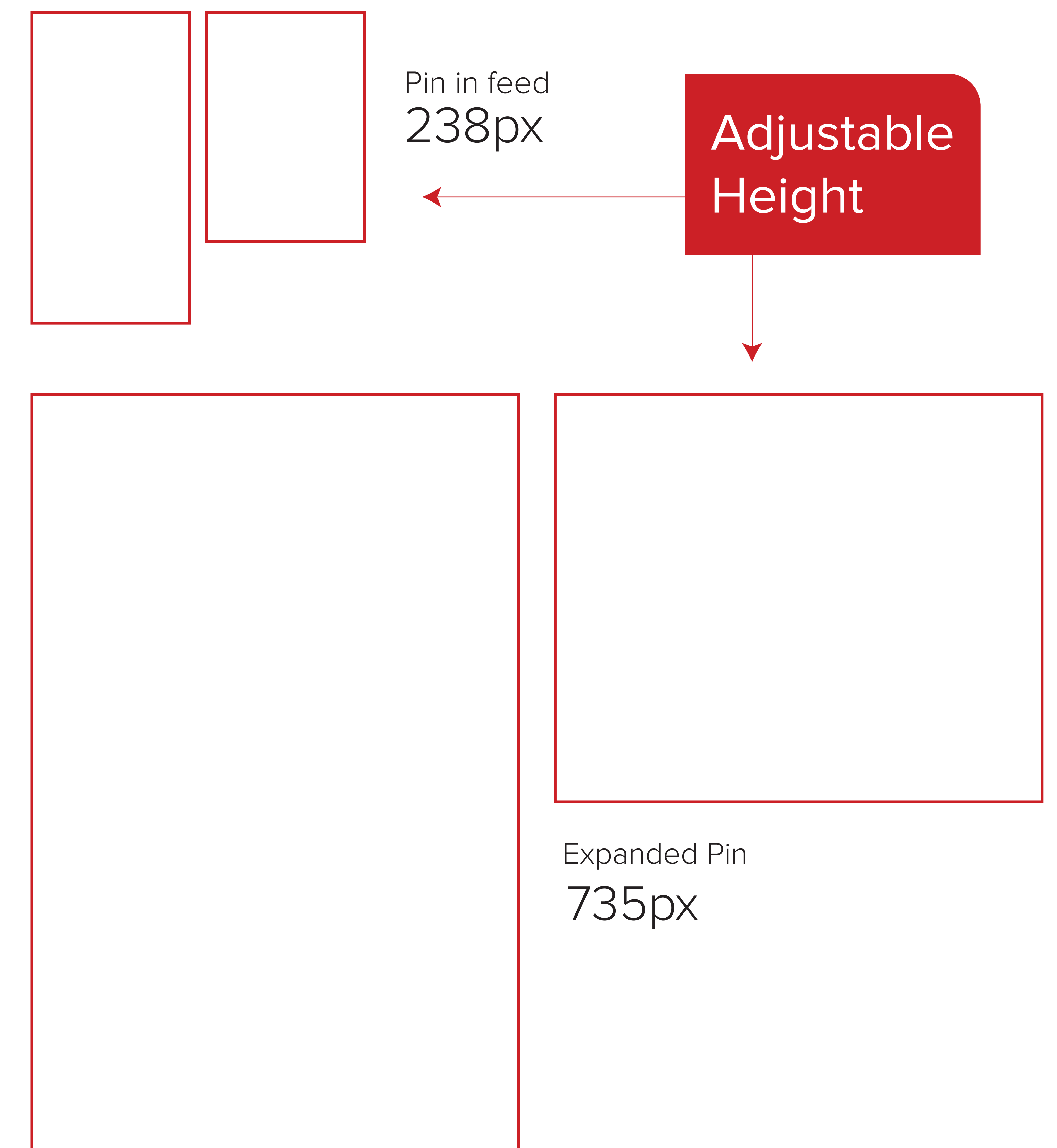


Okto Tip: Our employee advocacy enables you to leverage a new and untapped social resource.

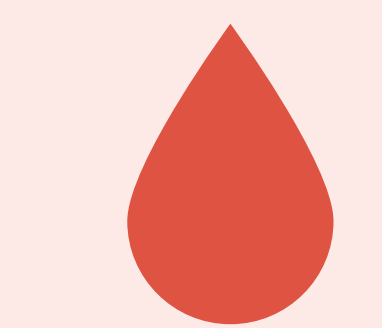
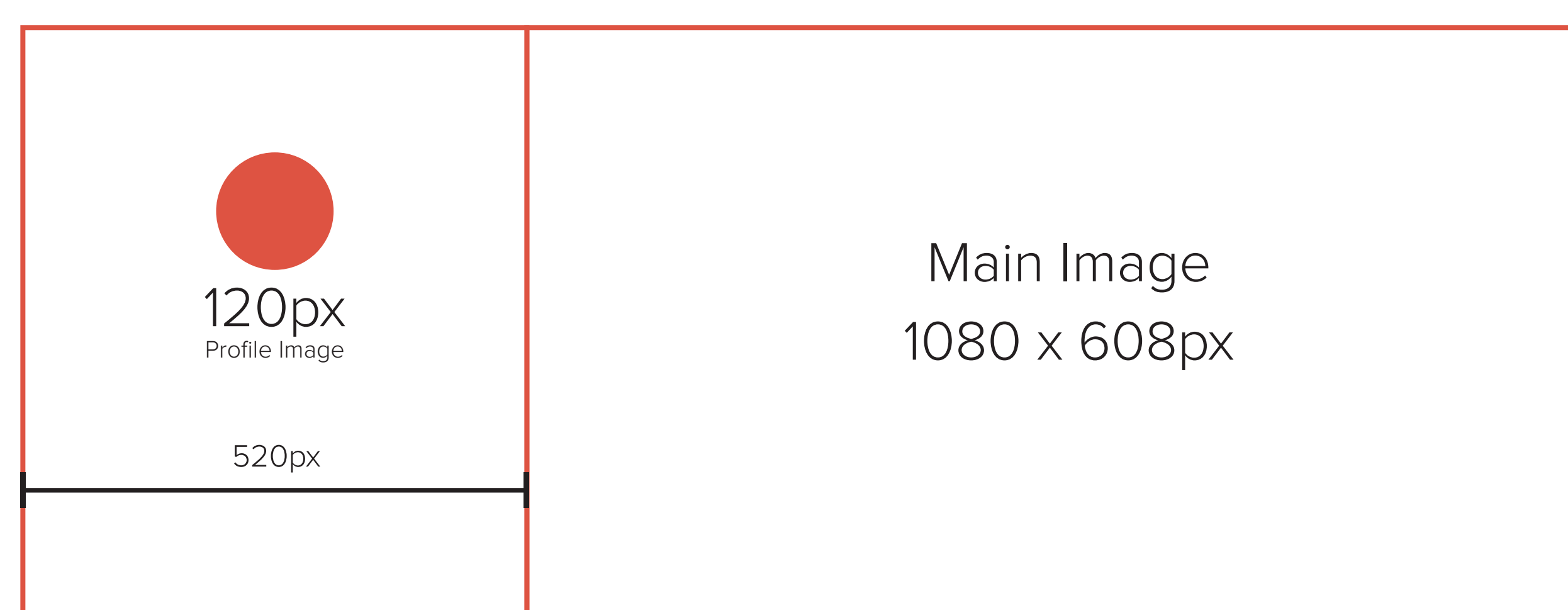


Pinterest

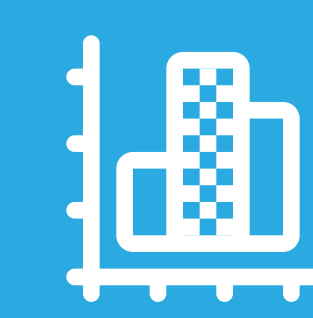
61px Profile Image



G+ Google +



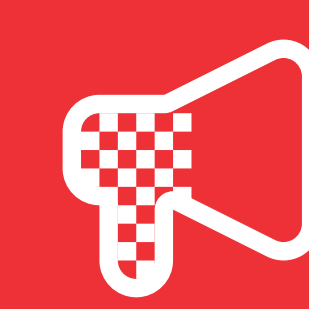
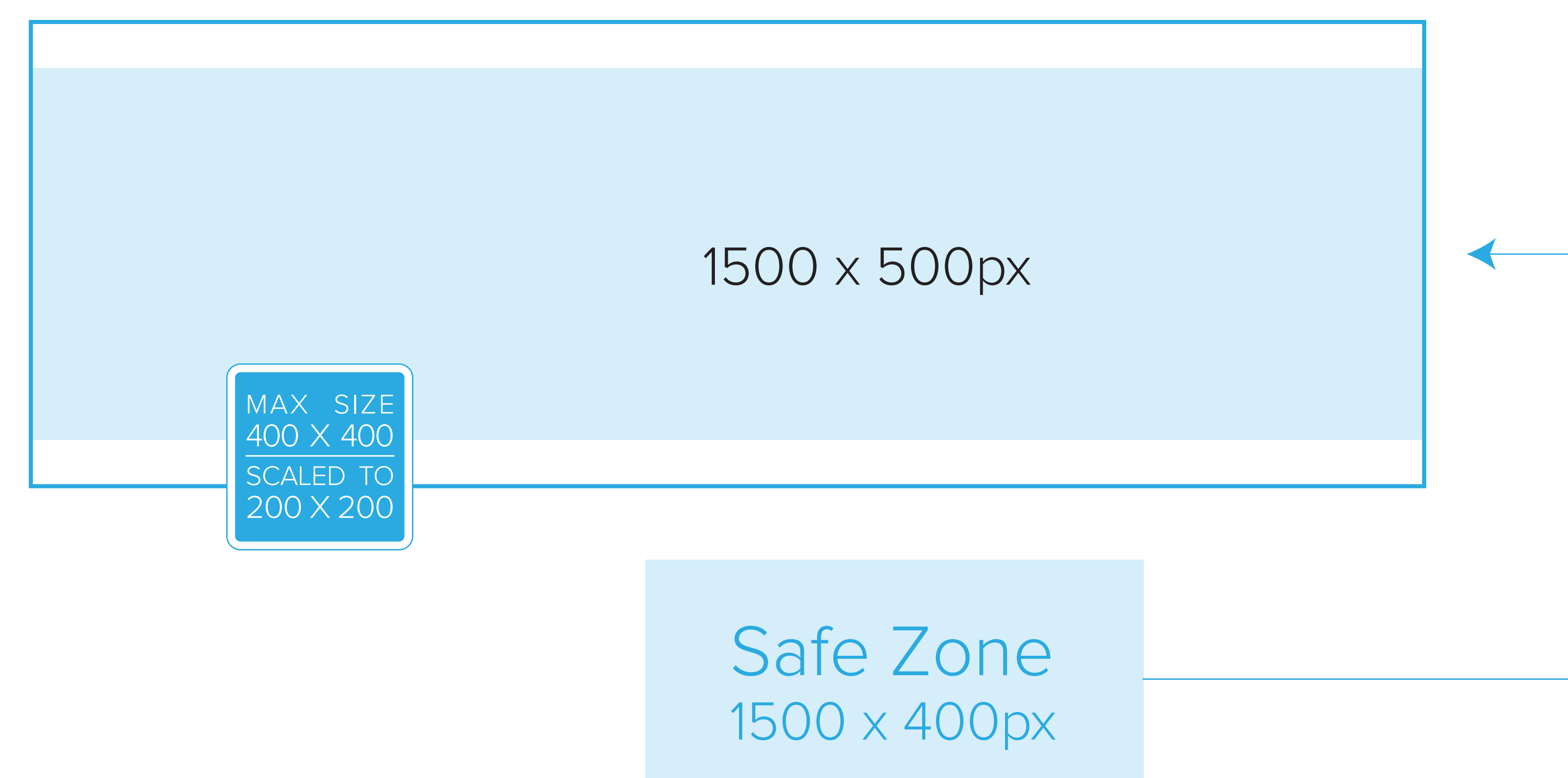
A blurred part of the 1080 x 608 image



Okto Tip: Skip the vanity metrics and measure what matters. Clicks and conversions are what bring real value.



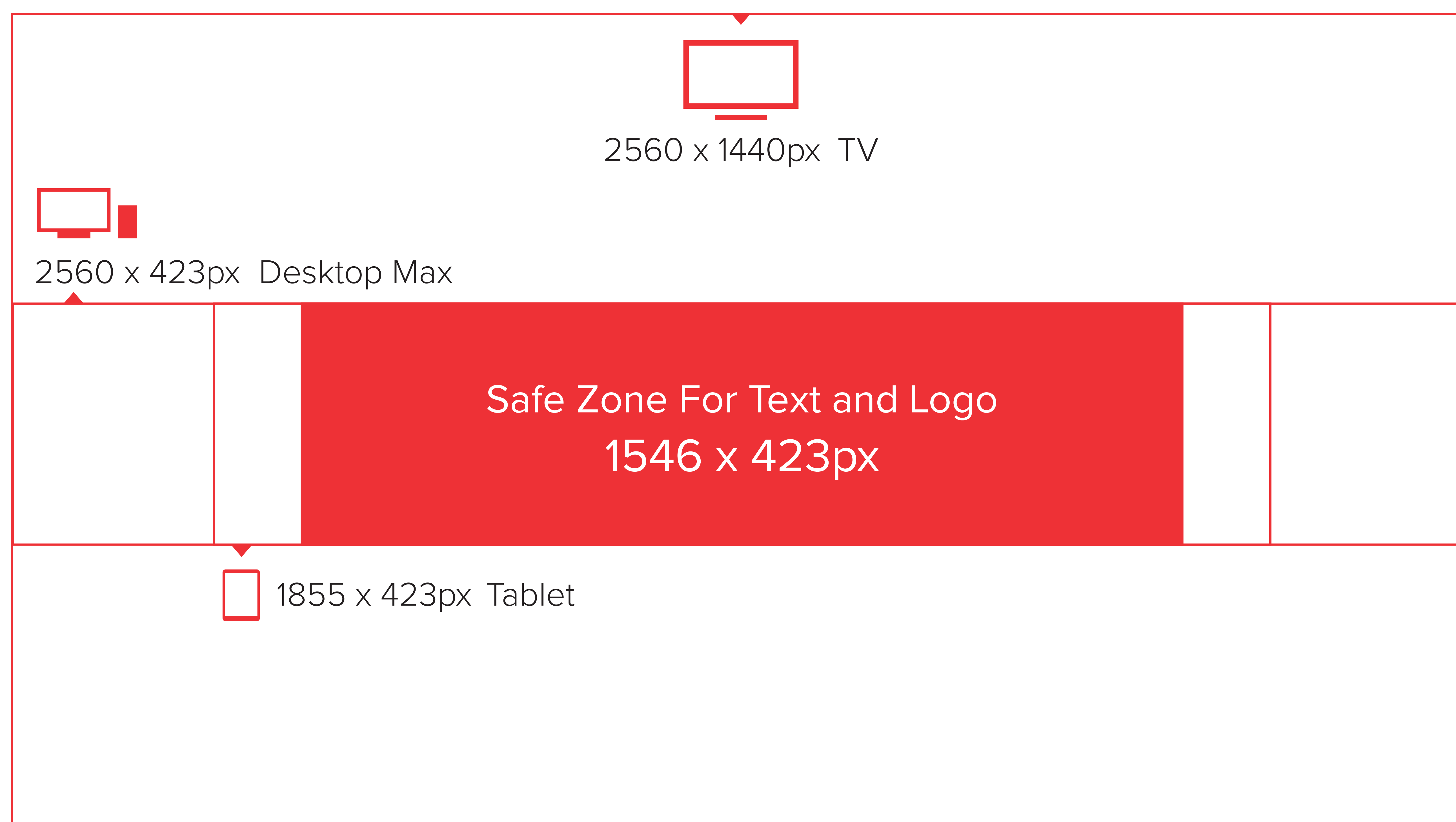
Twitter



Okto Tip: B2B social media calendars can be a handfull. Intelligently manage with Oktopost's social editorial calendar.



YouTube



Instagram

