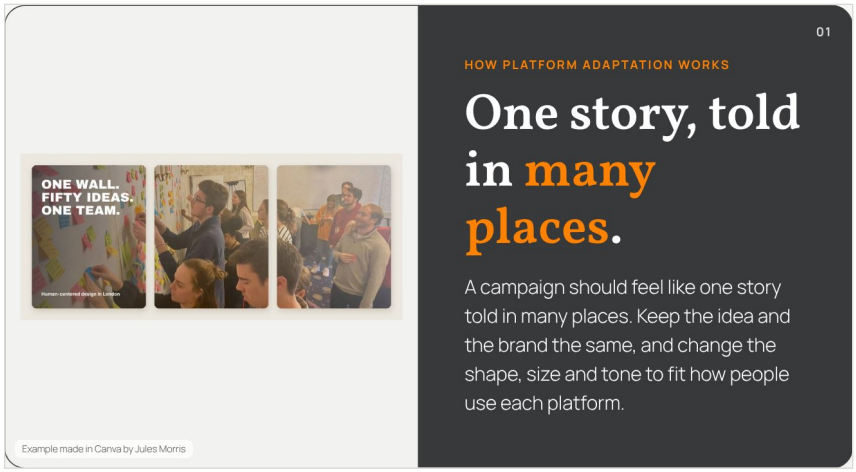
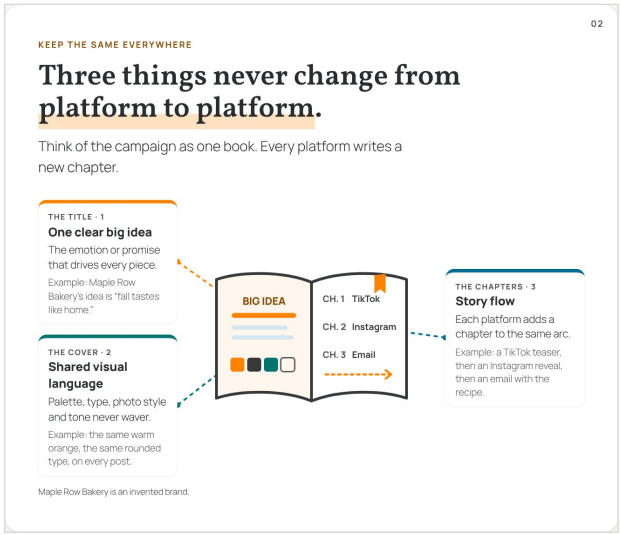
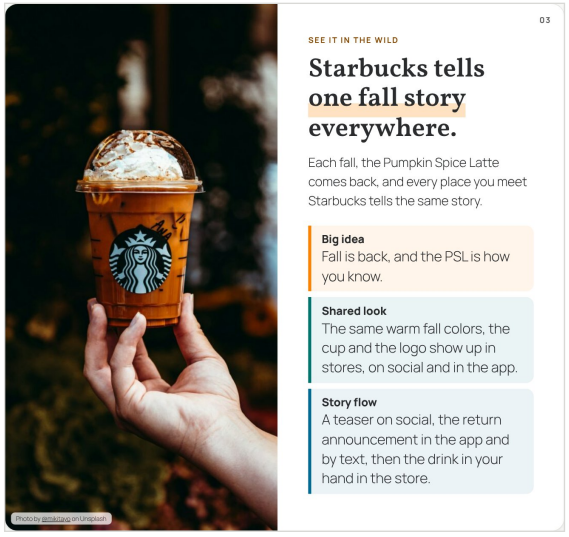


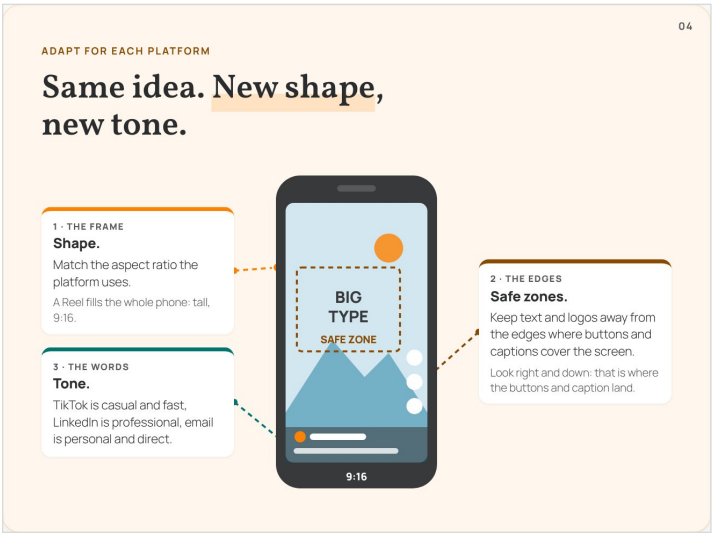
Slide 1



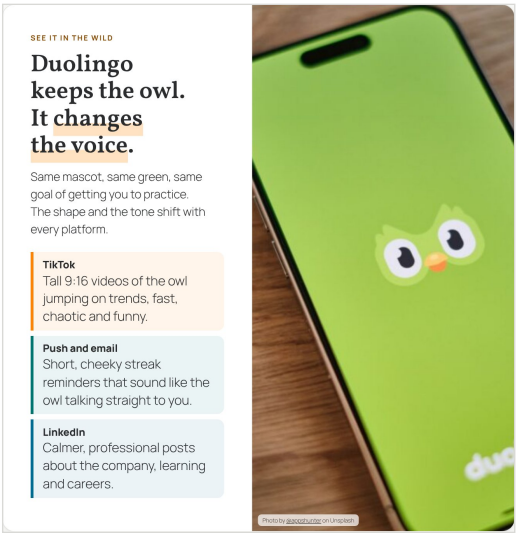
Slide 2



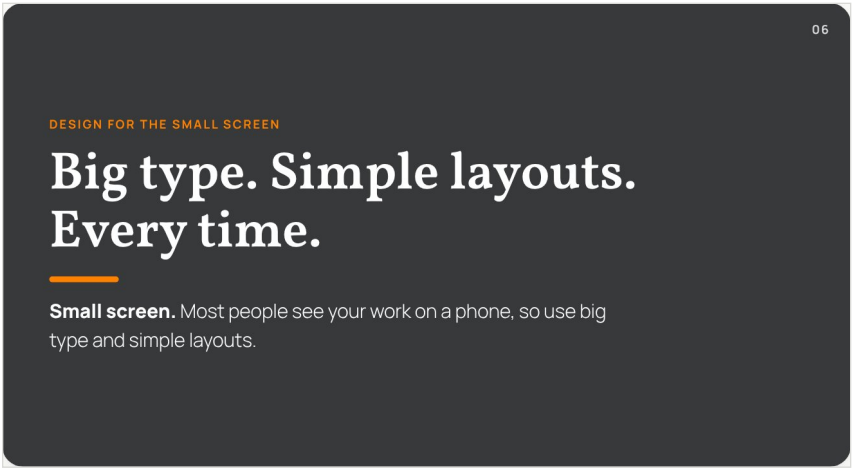
Slide 3



Slide 4



Slide 5

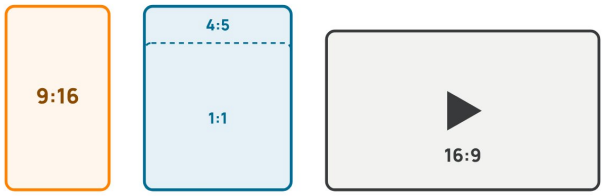


Slide 6

07

THREE SHAPES TO KNOW

Know the three shapes before you design.



Vertical
Reels, TikTok, Shorts

4:5 or 1:1
Instagram feed posts

Wide
Links, YouTube, presentations

+ Text version of this diagram

Slide 7

08

WHAT EACH PLATFORM IS FOR

Match the content to what people go there to do.

Every platform has its own audience and habits. Guess who is there and why, then tap.

Facebook Who is here, and why? TAP TO REVEAL	**Instagram** Who is here, and why? TAP TO REVEAL	**TikTok** Who is here, and why? TAP TO REVEAL
Pinterest Who is here, and why? TAP TO REVEAL	**LinkedIn** Who is here, and why? TAP TO REVEAL	**YouTube** Who is here, and why? TAP TO REVEAL

+ **What each platform is for: six platforms and what people go there to do**

Slide 8

09

QUICK CHECK

One pumpkin loaf. Four places. What changes?

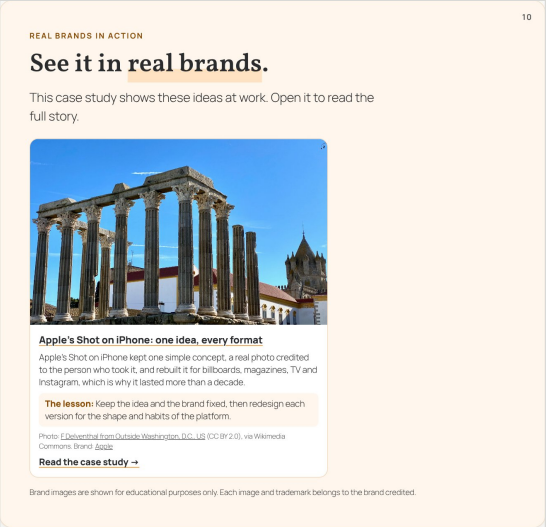
Maple Row Bakery is launching a pumpkin loaf. For each piece, name the shape and the tone.

1. A 20-second video of the loaf coming out of the oven, for TikTok.
2. A photo of a slice on a plate, for the Instagram feed.
3. A 10-minute baking tutorial, for YouTube.
4. A note to loyal customers that the loaf is back, by email.

+ **Check your answers**

Maple Row Bakery is an invented brand.

Slide 9


10
REAL BRANDS IN ACTION
See it in real brands.
This case study shows these ideas at work. Open it to read the full story.
Apple's Shot on iPhone: one idea, every format
Apple's Shot on iPhone kept one simple concept, a real photo credited to the person who took it, and rebuilt it for billboards, magazines, TV and Instagram, which is why it lasted more than a decade.
The lesson: Keep the idea and the brand fixed, then redesign each version for the shape and habits of the platform.
Photo: F Delventhal from Outside Washington, D.C., US (CC BY 2.0), via Wikimedia Commons. Brand: Apple
Read the case study →
Brand images are shown for educational purposes only. Each image and trademark belongs to the brand credited.

Slide 10