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Questions?
Visit brand.sas.com. Contact sas.brand@sas.com.
What Is a Social Tile?

Social media tiles are graphics designed to provide a quick and effective way to share organic content on social media channels. It can contain many things: a data point, illustration, quote, photo, product screenshot and more.

Whatever the content, it’s made to fit your social channel with the right dimensions and branding.

Our initiative is to reduce the copy on social tiles, and run images without copy all together when possible. All clickable information and the bulk of the content should be in the post text. Think of tiles as small bits of content. A way to relay information quickly. Because on social media, you have as little as eight seconds to get your message across.
How Can You Use Social Tiles?

1. **To drive traffic to long-form content**

   Read through your content and look for visual cues to summarize the main points. Each tile is a new post to drive traffic back to SAS content. If you’re asking yourself “Why do I need graphics?” remember, content with relevant images gets 94 percent more views than content without.¹ And if that doesn’t convince you, how about this stat: Humans naturally process visuals 60,000 times faster than text.²

2. **To complement long-form content**

   This is arguably the most effective way to use social tiles. To complement your long-form content, create tiles to break up sections or to emphasize important bits of information. This is a go-to technique for content giants like Buzzfeed and Upworthy. It makes it easier for the reader to comprehend the message in your writing. Plus, when you’re ready to promote the blog post, article, etc., you already have images for your post. Talk about a win-win.

3. **To stand on their own**

   A tile can stand on its own when you have a small piece of information that doesn’t need further context for understanding. Think of the old saying “a picture is worth a thousand words.” Let the tile tell the story for you. It’s not mandatory to always link to more content. This technique is prone to more engagement because all the interactions stay within the social platform.

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¹ [https://blog.bufferapp.com/a-complete-guide-to-creating-awesome-visual-content](https://blog.bufferapp.com/a-complete-guide-to-creating-awesome-visual-content)

² [http://thenextweb.com/dd/2014/05/21/importance-visual-content-deliver-effectively](http://thenextweb.com/dd/2014/05/21/importance-visual-content-deliver-effectively)
Requesting and Creating Social Tiles

How to Request Social Tiles
To have a new social tile created by Corporate Creative, open a deliverable request under the GMS activity you are working in. When your tile is final, work with your regional Sprinklr lead or Stephen Clowes to publish it.

Qualifications for Creating Social Tiles
To create social tiles with the toolkit templates, you must be a designer within Corporate Creative, a designer for your country office, or an agency designer hired by SAS.

For marketers and social sellers, don’t worry. You can still create visuals for sharing SAS content on your personal accounts. There are plenty of free tools to help you churn out a nice graphic. Canva and Pablo are two favorites to get you started.

Templates
There are two template sizes to choose from:

For posting on Corporate sites and Voicestorm
1200 x 675 px – Facebook, Twitter and LinkedIn - use this size to post on our Corporate sites, or VoiceStorm through Sprinklr
1080 x 1080 px – Instagram (square photos)

For uploading tiles and images to your personal LinkedIn account
1200 x 800 px - Linked in personal accounts only
Note: A set of standard SAS avatar graphics are available on the Brand Site, brand.sas.com. These include a customizable version that allows you to insert your country office name.
Social Tiles in Context: LinkedIn and Twitter

LinkedIn

Avatar

Social Tile Graphic: 1200 x 675 px

Post text

Twitter

Avatar

Post text

Social Tile Graphic: 1200 x 675 px
Essential Elements
Color, Backgrounds and Radiance

Color

Select one of the colors from our brand palette as the primary color for your social tile. The color should complement the photograph or mood of the content. If you create multiple tiles across different social networks, make sure all tiles in the set use the same color scheme. Some design layouts allow you to select one color as your background and a second color as an accent.

![Color Palette](image)

Gradient Backgrounds

Gradients are options for several of the social tile layouts. Gradients should be composed of one of the colors from our color palette and its associated shade (see color palette in the Brand Creative Guide posted on the Brand Site for more detail). Please do not alter gradients established in the Photoshop templates.

![Sample Gradients](image)

Texture Backgrounds

Textures are options when a photograph isn’t available or would not be compelling or appropriate. Texture art is set up in the template files but can be rotated or flipped (transformed) vertically or horizontally to accommodate the content. Textures often work best for text-only tiles or when you need to display an object cut out on a background.

![Texture Backgrounds](image)

Radiance

The radiance illustration should be an accent rather than a dominant element. It will often be a transparent white at 75% opacity. However, you may also use color versions over a white or midnight background. You may adjust the position and size, or remove it if space requires. You may show the full illustration or a cropped version on any edge or corner. It should not impede the legibility of text.

![Radiance Illustration](image)
Header and Footer Graphics

Each social tile uses one of three header or footer accent graphics: a color stripe, color bar or radiance bar.

**Color Stripe**
Use the color stripe as an accent in the footer of the social tile. Select a color from our palette that complements the photograph, color or texture used in the body of the tile.

**Color Bar**
Use the color bar for content placed in the footer of the social tile. This is primarily a space for text, such as important details or calls to action. This keeps the body text from becoming cluttered. When you use the color bar, place text to the left. Place the logo on the right side of the bar, not in the body of the graphic. Keep content in the bar to one line. You may also use the color bar for the logo only (no text) when the logo is not easily visible on a photograph.

**Radiance Bar**
Use the radiance bar as an accent in the header of the social tile. The radiance bar is white. The color of the radiance should match the color of the tile background. This design has a thin frame so the tile shows up on the white backgrounds of social properties. Do not place the logo or any other content in the radiance bar. The radiance illustration is always cropped so that a portion of the lower half is centered in the bar. You may adjust the height of the bar if you have little content and want to show more of the radiance. Do not use a radiance bar on a social tile with a white background.

**Color Bar Selections for Textures**
Select a color that match or coordinates with one of the colors in the texture. Use midnight when you need a more neutral footer.
You have the flexibility to choose from several logo applications, depending on your content. Logos in social tiles are usually reversed in white. Due to size limitations and legibility concerns, use the logo without the tagline. The logo placement is fixed in the templates. Do not resize or change location. Use one of the following applications:

**Logo reversed in white:** This is the preferred option. Always use this treatment on top of a color gradient, color bar, texture or photograph (when possible).

**Slate or midnight logo:** This application is reserved for social tiles with white backgrounds or photographs on which a white logo is not easy to see.

**No logo:** Logos are meant to show ownership of an idea or content. You may choose to omit the SAS logo to:

1. Avoid confusion about the origin of third-party content (e.g., portrays a customer, thought leader or speaker as a SAS representative).
2. Avoid excessive repetition of SAS branding. Remember, the SAS logo always appears in the avatar graphic, and the name SAS often appears in the headline, subhead and post text.
3. Avoid branding content as SAS in a way that detracts from the message or seems inauthentic (e.g., an inspirational quote from a well-known or historical figure).
Copy and Type Treatments

Social Tile Text

The text that goes on social tiles is as varied as the tiles themselves. It could be a snappy headline, quotation, promotional message, event details or no text at all. Less text is often more effective. It is a growing trend keep text off the image entirely, which is the direction @sassoftware is heading. (checkout @NatGeo or @HarvardBiz)

Try to keep your text to four lines maximum, including the headline, subhead and footer text. The footer text should not be more than one line. Remember, you don’t need to communicate your entire message in the social tile graphic itself. The post text that immediately precedes your social tile is the primary space to convey your message. And don’t repeat your post text as your social tile graphic text, or vice versa. The two pieces of information should be complements, not redundancies.

URLs and Hashtags

Social tile graphics don’t allow your audience to click through to a webpage. Therefore, when you place a URL on a social graphic, you may create a false expectation for your audience. They may click on the graphic hoping to go to a new page, but instead see only an enlarged view of the original graphic. It is a best practice to place shortened URL in the post text, which will allow the reader to click through to your page. This is also true for hashtags.

Remember: Small text is not easily legible in the newsfeeds of social channels. Size your text to a scale that it is readable at a glance.

Type Treatments

Set headlines in Avenir Next Regular, sentence case. Set subheads and footer text in Avenir Next Regular or Medium, sentence case. You can adjust the font size, but use the auto leading setting in the template.

Photograph Only with Logo
Preferred, copy in post text only

Photograph With Light Background
Text Options: Midnight or Vibrant Color

Color Gradient or Texture Background
Text Options: White or Midnight

Photograph With Dark Background
Text Option: White

Option With Footer Bar
Text Options: Always White in Footer Bar
Select the design layout that best fits your content. You have the flexibility to use photography, texture, or color gradient with the radiance illustration. You may also choose a midnight or white background as a color variation for illustrations and other content.
Design Layout: Photography

Color Stripe

1200 x 675 (Facebook, Twitter, LinkedIn)

[Image]

1080 x 1080 (Instagram)

[Image]

Color Bar for Content (One line maximum)

1200 x 675 (Facebook, Twitter, LinkedIn)

[Image]

1080 x 1080 (Instagram)

[Image]

Photography Style

Portraits with backgrounds are preferred. Other types of photography may be used when most appropriate.

Types of photographs:
- Portraits
- Situational
- Industry
- Environments and landscapes
- Objects
- Screenshots on devices

See SAS Brand Creative Guide for additional style considerations.

Templates

Templates for the sizes on this page are available at brand.sas.com.
Design Layout: Color Texture

**Color Stripe**
1200 x 675 (Facebook, Twitter, LinkedIn)

- Headline goes here, and resize as needed
  - Subhead goes here

**Color Bar for Content (One line maximum)**
1200 x 675 (Facebook, Twitter, LinkedIn)

- Headline goes here, and resize as needed
  - Subhead goes here
  - Color bar text goes here

**Texture**
Select from the SAS textures library, choosing the color and style that best fits the mood of your content.

**Color Stripe or Bar**
Select a color that matches or coordinates with one of the colors in the texture. Use midnight when you need a more neutral footer. See Header and Footer Graphics page 10 for color recommendations.

**Radiance**
You may use the radiance illustration with a texture to fill space and/or create visual interest.

**Icon**
You may select an icon from the SAS icon library (under development) to use instead of the radiance illustration.

**Templates**
Templates for the sizes on this page are available at brand.sas.com.
Design Layout: Color With Radiance

**Color Stripe**

1200 x 675 (Facebook, Twitter, LinkedIn)

**Color Bar for Content**

1200 x 675 (Facebook, Twitter, LinkedIn)

**Radiance Bar**

1200 x 675 (Facebook, Twitter, LinkedIn)

**Color Background**

Choose the color gradient background (except yellow) from our color palette that best fits the mood of your content.

**Radiance**

The radiance illustration may be used in white over the color gradient, or it can be used in color on a white bar. If used in color, the radiance illustration color should match the background color. See Essential Elements section for radiance cropping and placement.

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Note: Color stripe and bar should always appear in midnight when paired with a color gradient background.
Design Layout: Midnight

**Color Stripe**

1200 x 675 (Facebook, Twitter, LinkedIn)

1080 x 1080 (Instagram)

**Color Bar for Content (One line maximum)**

1200 x 675 (Facebook, Twitter, LinkedIn)

1080 x 1080 (Instagram)

**Radiance**

Use a color radiance to match color bar on the midnight gradient background.

**Icon**

You may select an icon from the SAS icon library to use instead of the radiance illustration.

**Color Stripe or Bar**

Use a color from the color palette to pair with the midnight background.

**Color Text Options**

Green / Aquamarine / Orange / Sienna
Yellow / Sky / Red / White

**Templates**

Templates for the sizes on this page are available at brand.sas.com.
Application
Social Tile Samples: People Photography

- See the potential in every student. Literally.
- SAS Certification: Data Science Credentials
- Credit risk scoring novice? Start here.
- Ask questions. Find answers.
- Ready to wrangle the industrial IoT ecosystem?
- SAS Visual Statistics 8.2 on SAS Viya: Getting Started
- What’s the game plan for your data?
Social Tile Samples: Photography

How is artificial intelligence shaping the travel and transportation industry?

Putting Artificial Intelligence to Work
Harvard Business Review Roundtable Dinner sponsored by SAS and Intel

Saving endangered species. One data point at a time.

Happy data privacy day!
Love, SAS

The Crossroads of GDPR Compliance, Ethics and Reputation

Progressive Data Governance for Emerging Technologies
Maximize the possibilities of IoT, AI and ML
Social Tile Samples: Color and Textures
Standardized Tiles

Customized tiles are great. But for repeatable events, it is faster and can be smarter to work from standardized tiles instead of recreating the wheel each time.
In order to expedite the webinar social promotion process, we have created standard SAS Webinar tiles. There are a variety of colors and layouts to choose from. The message on the tile is short, adhering to the social team’s best practices to avoid lots of copy on tiles. The customized messaging would be added in the post text, keeping the look and feel of the tiles the same within the family. You can find these tiles in Sprinklr on the webinar board.
User-generated tiles

All sas.com pages are now optimized for a Summary Cards with Large Image on Twitter, LinkedIn and Facebook. These are also known as Clickable Thumbnails. Once the copy and image elements are in place in AEM, anyone can copy the URL of a sas.com property and promote a page socially.
Clickable thumbnails or social summary cards are an automated way to share social cards from sas.com on Twitter, LinkedIn, and Facebook. To use these, the title copy, description, post text, and image for the social card need to be added to AEM when the web page is being created. If there is no optimized image added, the default image is the SAS logo on the midnight background.

**Specifications**

**Writer:**
- Post text: Max 256 characters
- Card Title: Max 70 characters
- Description: 160 characters
- URL of the web pages in AEM

**Designer:**
- Recommended Aspect Ratio: 2:1
- Minimum dimension: 300x157
- Maximum dimension: 4096x4096
- Maximum file size: 5MB
- Image type supported: JPG, PNG, GIF, WEBP

*Must be uploaded to the AEM DAM*

**Validators**

https://www.linkedin.com/post-inspector/
https://cards-dev.twitter.com/validator
https://developers.facebook.com/tools/debug/

**Template**

Example

**Step-by-step directions**

For a full list of design parameters for social share, check out the [OSS documentation](#).
Keep It Social

This toolkit has plenty of creative rules. They’re all important. But the most critical is this: Create content that sparks a conversation. Be engaging. Be useful. And above all, be interesting.