md

SOCIAL MEDIA
@md.magazin
Instagram-Styleguide

> konradin
Architektur

Background knowledge

CONCEPT
The @md.magazin channel is aimed at architects, interior architects, planners and designers. With high-quality content, we present inspiring projects, products and personalities.

IMPLEMENTATION
The md feed is thematically pre-planned as a uniform brand presence and implemented with high graphic standards.
In contrast to consumer platforms with a wider reach, the content is aimed at interior design professionals.

APPEARANCE
To ensure that your post benefits from our brand environment, we plan it in the look and feel of the md Instagram presence.
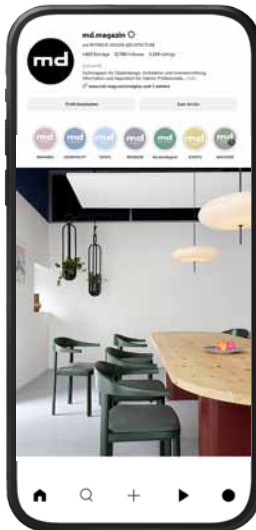
Role models

LEARNING FROM SUCCESSES

The editorial posts seen here are examples that have achieved high organic reach. The success factors:
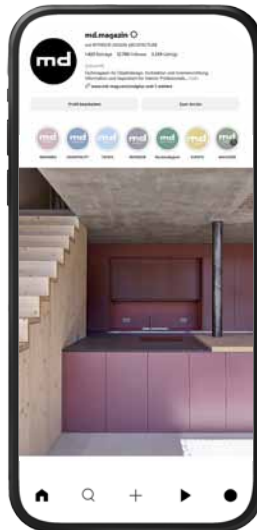
• OFFICE

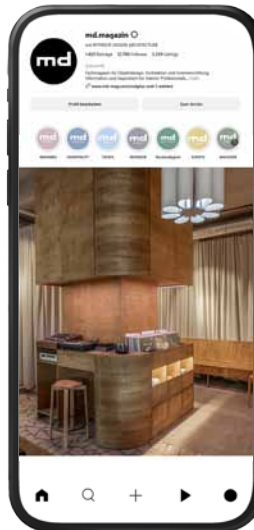A balance between design impact and user comfort.

• LIVING

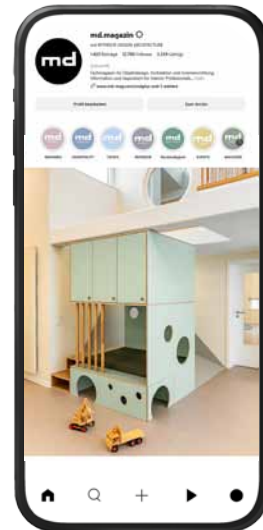Minimalist design, carefully selected materials, and clear spatial sequences.

• BAR & LOBBY

A project that demonstrates how acoustic quality contributes to spatial identity.

• EDUCATIONAL BUILDINGS

Atmosphere meets design. A dialogue that enhances functional performance.

Post

PRACTICAL EXAMPLE

The md community reacts to spatial effects – so stage your product in context. As a single post or in a kind of digital slide show: here, several static, clearly delimited images are strung together. These can be called up automatically as a reel or by swiping one after the other.
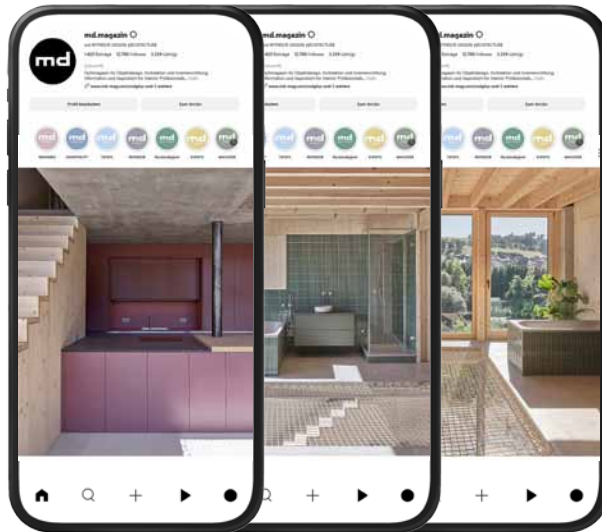
DATA REQUEST FOR POSTS*

VISUAL MATERIAL

- **Sequence:** Number multiple images in the desired order (e.g., 01-Title, 02-Living, 03-Office)
- **Image size (W × H in pixels):**
  1080 × 1440 (3:4, recommended), 1080 × 1350 (4:5), 1080 × 1080 (1:1)
- **File formats and resolution:** jpg or png, minimum 144 dpi
- **File size:** maximum 30 MB per image
- **Visual guidelines:** No text or logos on the first image/slide. Editorial, non-commercial style in line with the md profile aesthetic

TEXT & METADATA

- **Feed text:** maximum 450 characters including spaces
- **Language:** German or English, submitted as a Word file
- **Tone:** professionally competent, aimed at interior designers and architects
- **Profile name:** @Username for tagging
- **Hashtags:** up to 10 relevant tags
- **Labeling:** Posts will be marked as advertisements

LEGAL

By submitting content, you confirm that you hold all necessary usage rights (image/video/audio) and have permission to share them with md for cross-platform publication. md is indemnified against any third-party claims, in particular those relating to copyright (e.g., photographers, creators, etc.).

*Specifications for formats, text lengths, and other parameters follow the current recommendations from Meta/Instagram. Deviations are possible and may affect display or reach.

Story

PRACTICAL EXAMPLE

Use the story function to present your brand authentically and in an entertaining way. Stories are displayed in a separate area and are visible for 24 hours. They consist of a short video or several consecutive images that are shown in an automatic sequence.
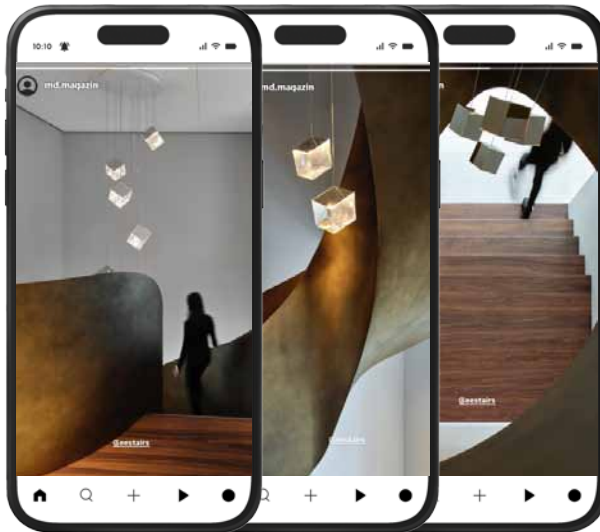
DATA REQUEST FOR STORIES*

MATERIAL & FORMATS

- **Number of images/videos:** up to 10 images or 1 video
- **Visibility:** 24 hours
- **Sequence:** Number multiple images in the desired order (e.g., 01-Title, 02-Living, 03-Office)
- **Files:**
  Images: 1080 × 1920 px (9:16, vertical, full screen), jpg or png, 144 dpi
  Videos: mp4 or mov, maximum length 60 seconds, maximum file size 4 GB

DESIGN, TEXT & LABELING

- **Safe Zone:** Place important content at least 250 px from the top and bottom edges to avoid overlap with UI elements
- **Text:** maximum 150 characters including spaces, embedded directly in the image
- **Language:** German or English
- **Tone:** professionally competent, aimed at interior designers and architects
- **Display:** Images are automatically displayed for 5 seconds each
- **Profile name & link:** @Username and URL for link sticker
- **Labeling:** Stories will be marked as advertisements

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Post & Story

PRACTICAL EXAMPLE

Maximise the attention of the md community,
by simultaneously flanking your post with a story.
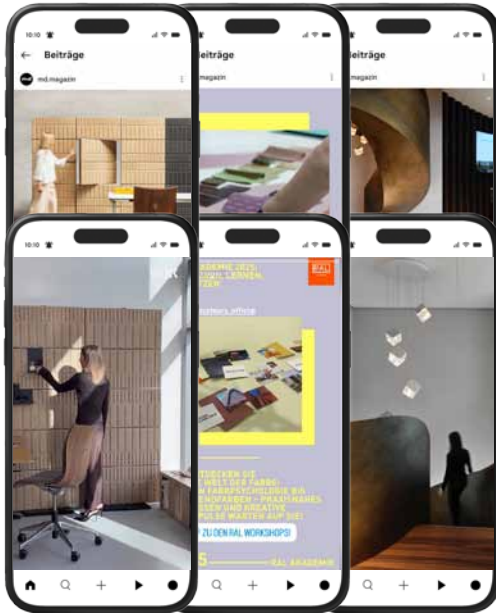
WHAT YOU SHOULD KNOW*

- **Data delivery:** up to 2 weeks before desired publication date
- **Quality & focus:** Look for appealing photos with high resolution. Focus on one topic in terms of content and visuals
- **Visual guidelines:** Content is graphically linked in the look-and-feel of md
- **Safe Zone:** Place important content at least 250 px from the top and bottom edges to avoid overlap with UI elements
- **Frequency:** up to 2 placements per week (1 post + 1 story)
- **Text:** are to be understood as captions and should concentrate on the essentials in terms of content. In the feed only the first three lines are initially visible. Emojis are used sparingly by md
- **Service & reporting:** On request, an overview of contributions from the previous month. Reporting is provided after publication
- **Labeling:** Posts will be marked as advertising

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