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Social Media

We use social media to tell the story of how our products and solutions enable frontline workers at the edge of business. Our social media mission is to share knowledge and create meaningful content that builds credibility and ultimately leads customers to Zebra.

Our global social media strategy is to align with the various stages of the buyer’s journey, which ultimately means serving different messaging and content types to best fit different audiences’ needs.

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Social Media

Situations to avoid

Application imagery is preferred for social media posts—this guidance aligns to industry best practices and social network policies. It will also help to prevent inappropriate cropping of graphics across various platforms and devices.

Do not use the Zebra Logo on social media imagery—as our profile photo, it automatically appears alongside each post

Do not use the angled graphic element or vertical Edge on social media imagery, as it can negatively impact what gets displayed when cropped

Do not use text on social media imagery, as it can also negatively impact what imagery gets displayed

Do not use application imagery where a barcode scanner is being pointed like a gun—the use of graphics that depict gun usage is prohibited by all of the major social networks

Do not use healthcare application imagery that includes blood—even if the image is not graphic, the social networks consider it sensitive content and may remove the post

Do not apply graphic overlays

Do not use images that Zebra does not own the rights to use. [See stock image direction.](#)

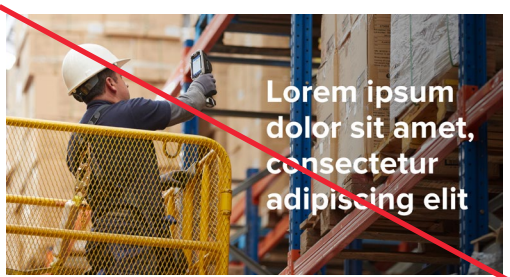
Email the Social Media Team at socialmedia@zebra.com to test social media imagery prior to going live to ensure that no inappropriate cropping occurs.

Available downloads and resources

Full Social Media Guidelines - [download](#)
Social Media Team email - socialmedia@zebra.com
Zebra Media Library - <https://medialibrary.zebra.com>



Do not use the Zebra logo in our social media images



Do not use text on social media imagery



Do not use healthcare application imagery that includes blood



Do not apply graphic overlays