Adobe Express
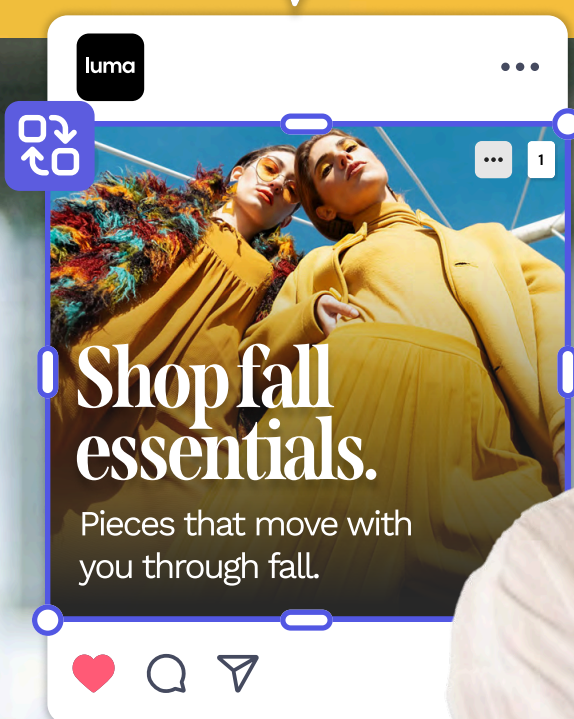
Create scroll-stopping social content in minutes.

Meet the key features in Adobe Express, the quick and easy create-anything app that can help you produce eye-catching, social media content. Sign up with your business email.

Get started for free

Resize

luma

Shop fall essentials.
Pieces that move with you through fall.

luma

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luma

Shop fall essentials.
Pieces that move with you through fall.

Challenge

In social media, speed is just the start. To truly break through the noise, you need content that's not only timely—but eye-catching, engaging, and tailored to every channel's demands.

How we're solving it

Adobe Express provides the tools and features to help you create brand-consistent content and deliver it faster, keeping your posts fresh and relevant and driving greater engagement across all your channels.

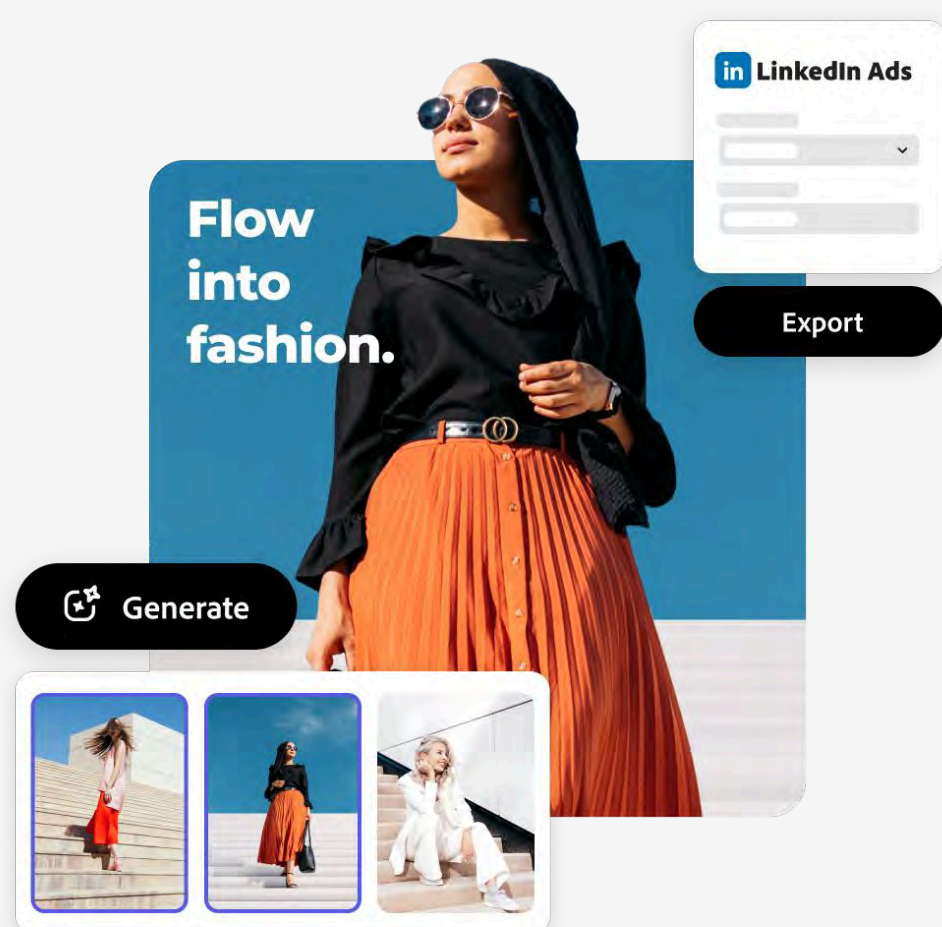TikTok   Instagram   facebook   LinkedIn   X   Pinterest   Meta   Google   amazon
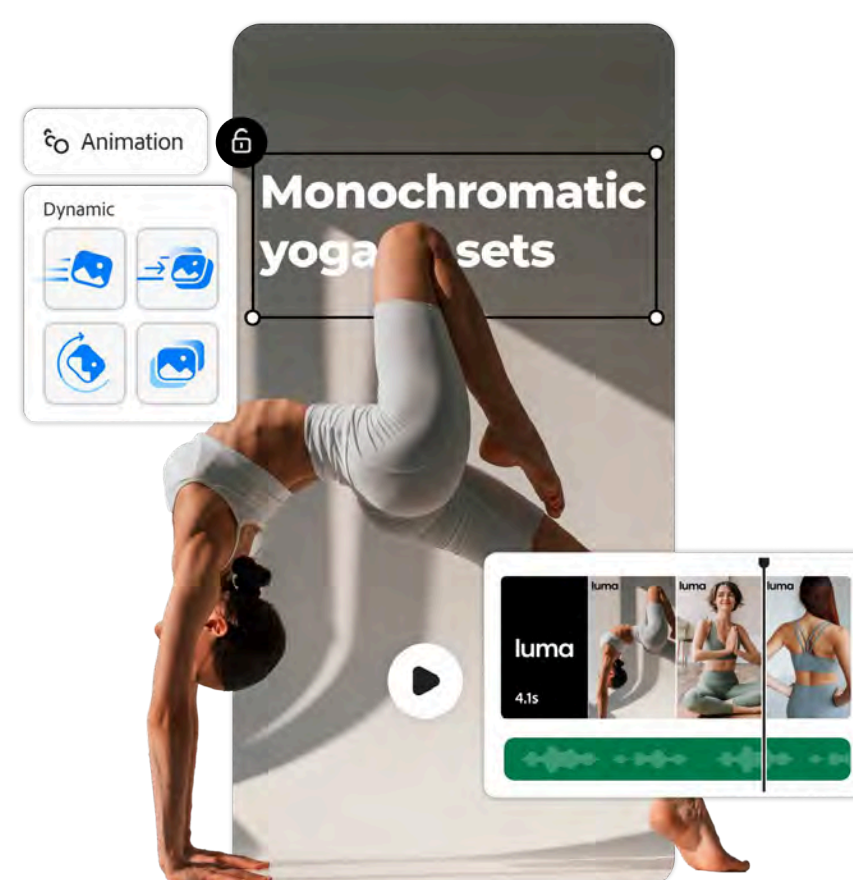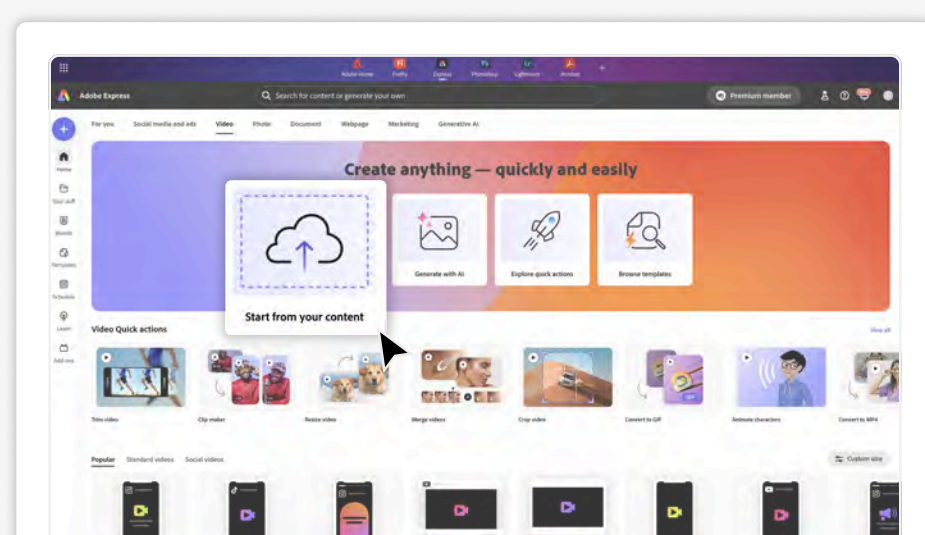
Content you need, when you need it.

- Easily produce static and video content with our all-in-one editor, powered by commercially safe AI that helps you work smarter and bring ideas to life.

- Capture audience attention with our extensive stock collection of images, videos, audio, and more — with access to over 1M+ assets.

- create impressive motion graphics that captures attention with dynamic animation.

- Personalize your social campaigns with AI-generated images, templates, and videos. Add a reference image to match the look and feel of your campaign.

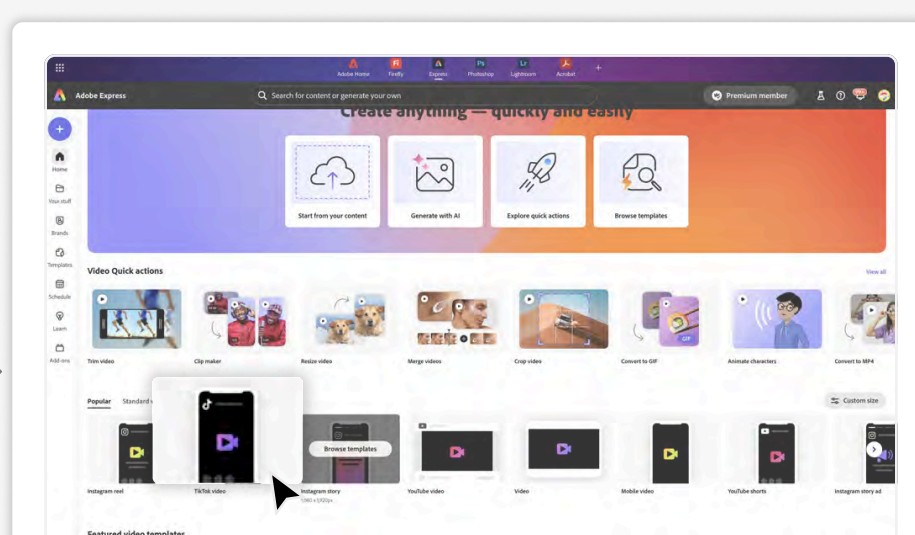## Win over audiences with high-impact video and animation features.

- Trim, caption, and convert videos to GIF in one click with Video Quick Actions.

- Upload long videos and have Adobe Express spin the highlights into social clips for different channels.

- Use text prompts and reference images to produce commercially safe, custom b-roll, intros, and outros for your social clips.
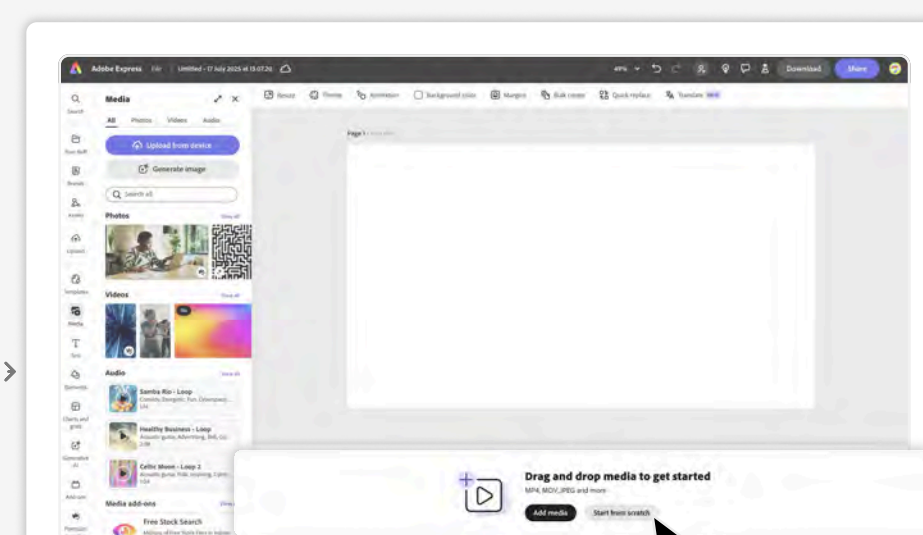

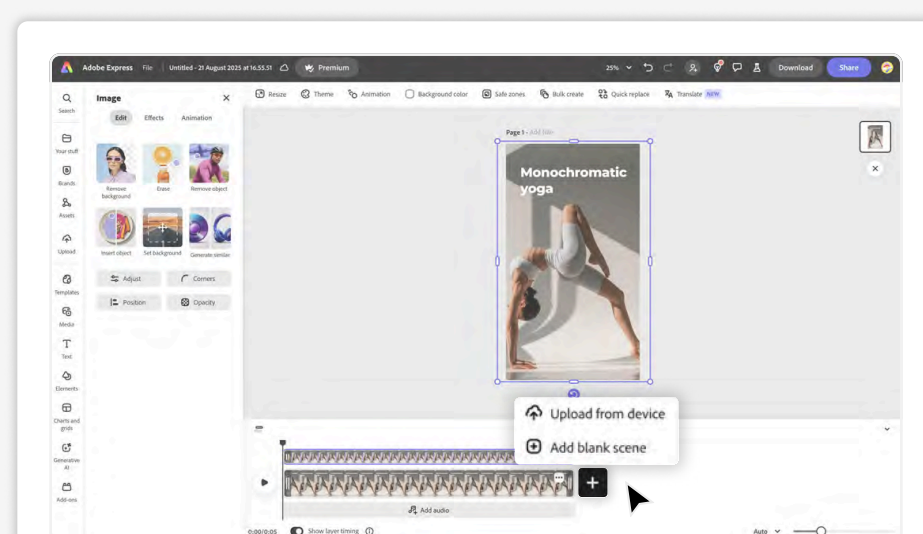## Produce engaging social media videos with an easy to use editor.

On Home, click "**Video**" under the banner that reads: What do you want to make?
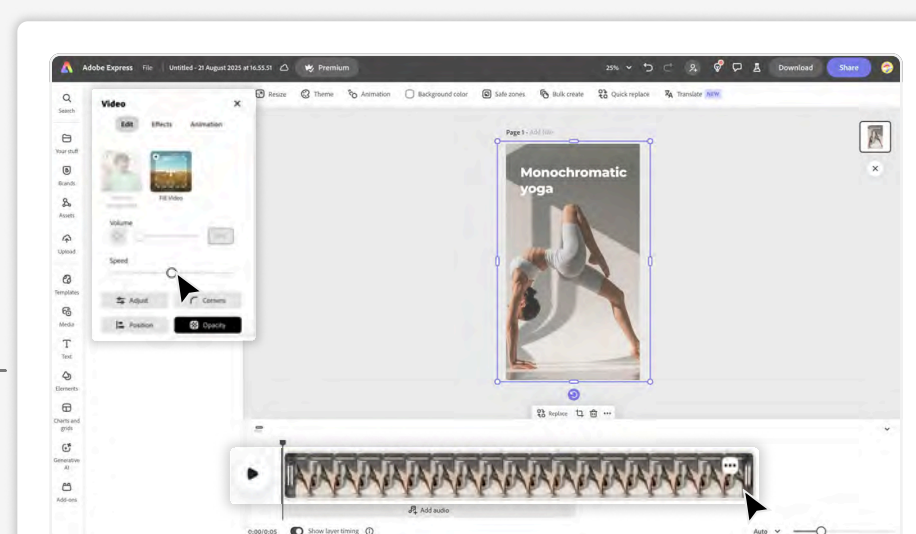

Choose the type of video you want to make. For this example, we'll "**Create from scratch**" a YouTube video.

This opens the Editor, where you can **upload your own video** or use stock clips from the Media panel. Add multiple videos by dragging them into the timeline.
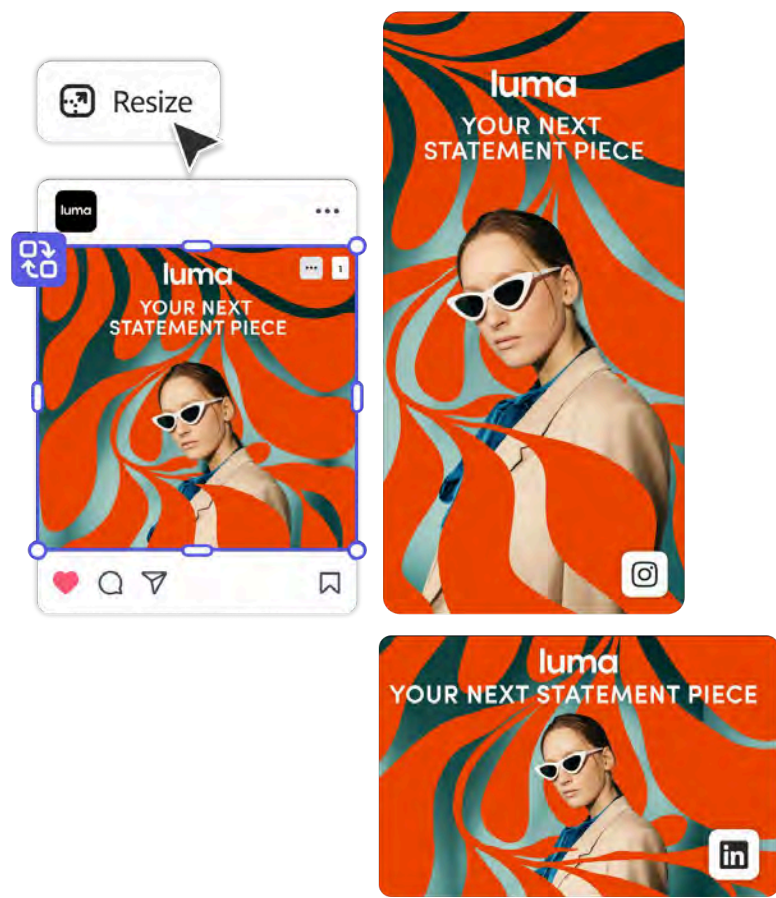

Click + Add scene at the end of your timeline to add scenes to the timeline with Adobe Stock audio, video, content etc.

Hovering over a scene reveals trim handles to adjust video length. To **edit properties** like scale, speed, or opacity, select the video on the canvas or layers.
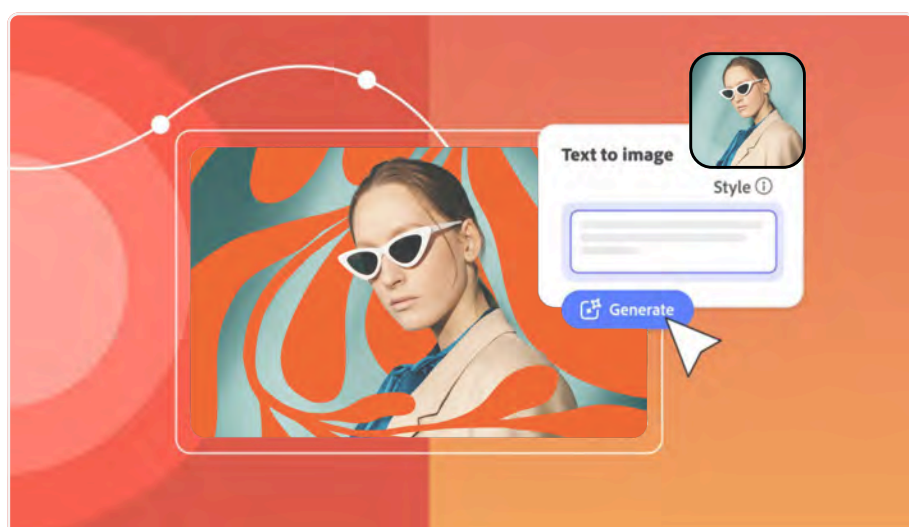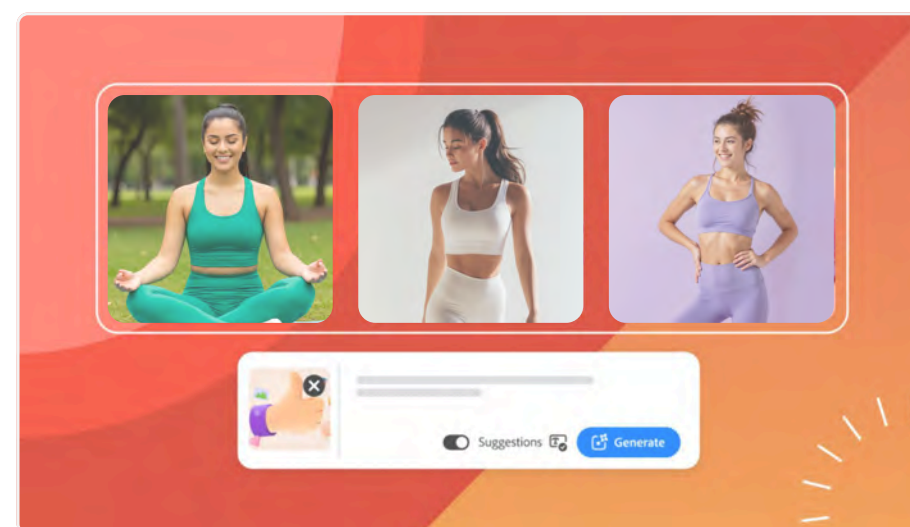
Streamline campaign execution at scale across every platform, made easy.

- Resize images in one click for different social channels with Image Quick Actions.

- Easily customize professionally designed social templates with your brand's assets, colors, and campaign style.

- Create campaign variations with commercially safe generative AI or customize content using a royalty-free library of images, backgrounds, and more.
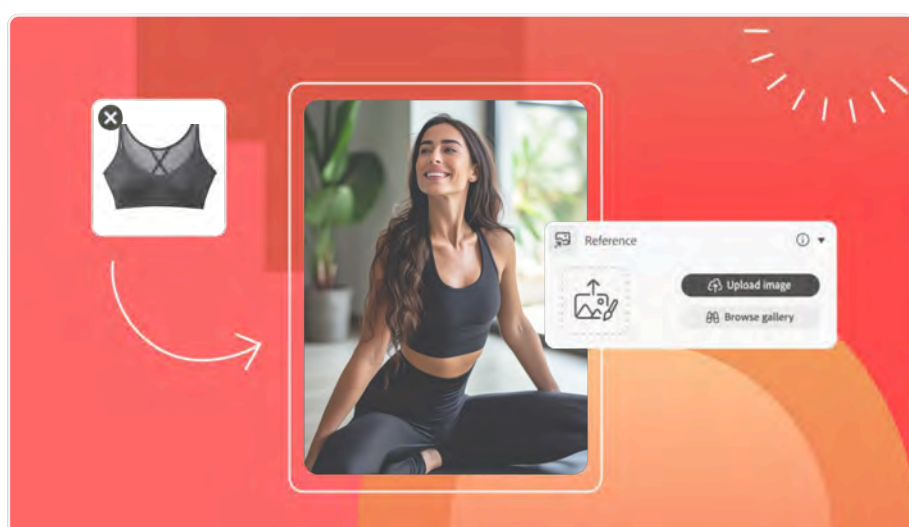
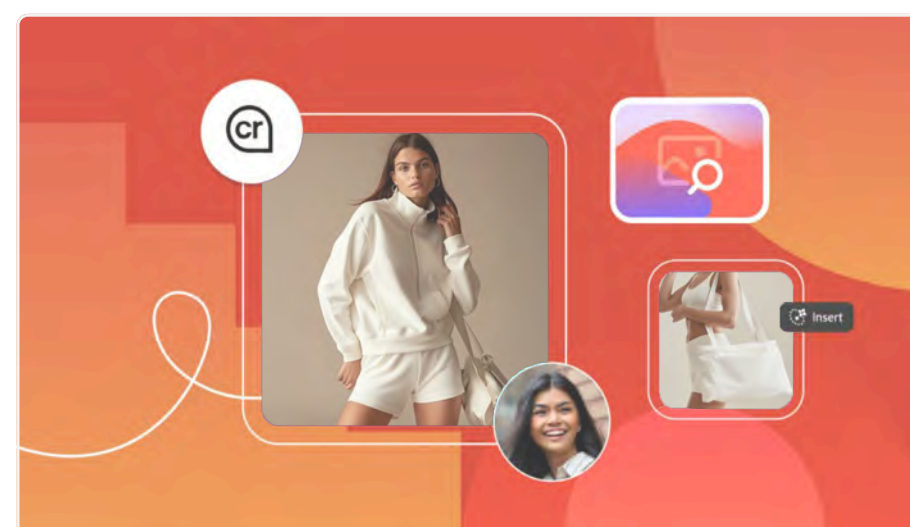## How to use generative AI for social content creation.

Use AI to **brainstorm design** concepts, make mockups, and quickly create content. Learn our best tips for image generation.
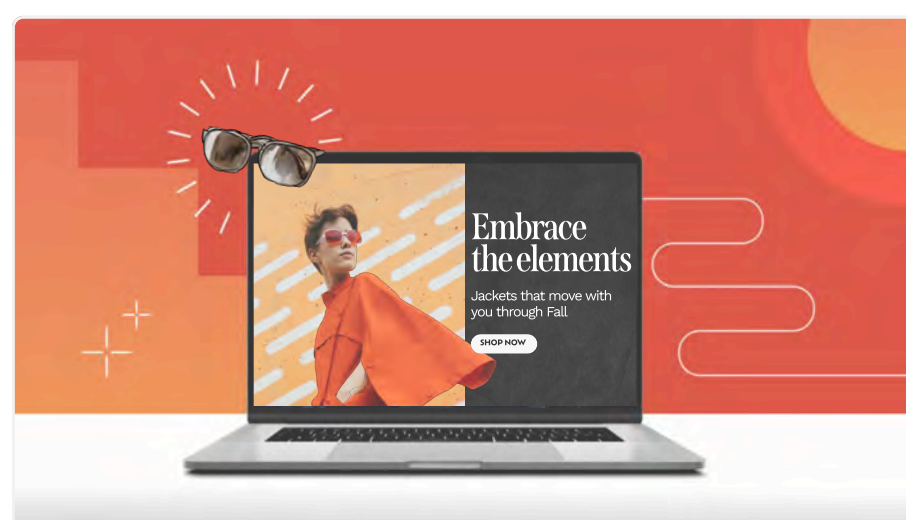

Master generative AI with prompt writing tips, use cases, and techniques to go beyond image creation.

Create **on-brand content** faster using reference images to guide style and composition and eliminate guesswork.

This opens the Editor, where you can **upload your own video** or use stock clips from the Media panel. Add multiple videos by dragging them into the timeline.
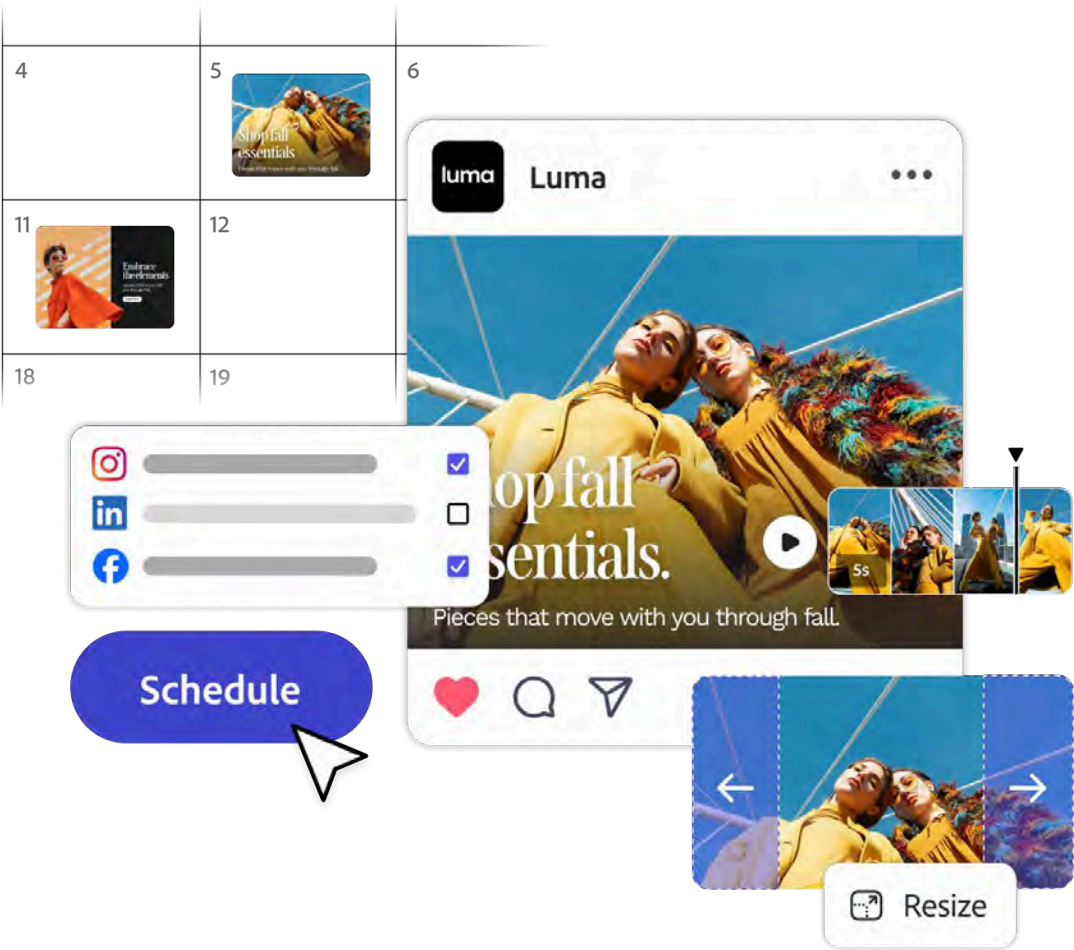

Discover how generative AI and simple prompts combine to create **unique digital content** through intuitive interfaces and tools.
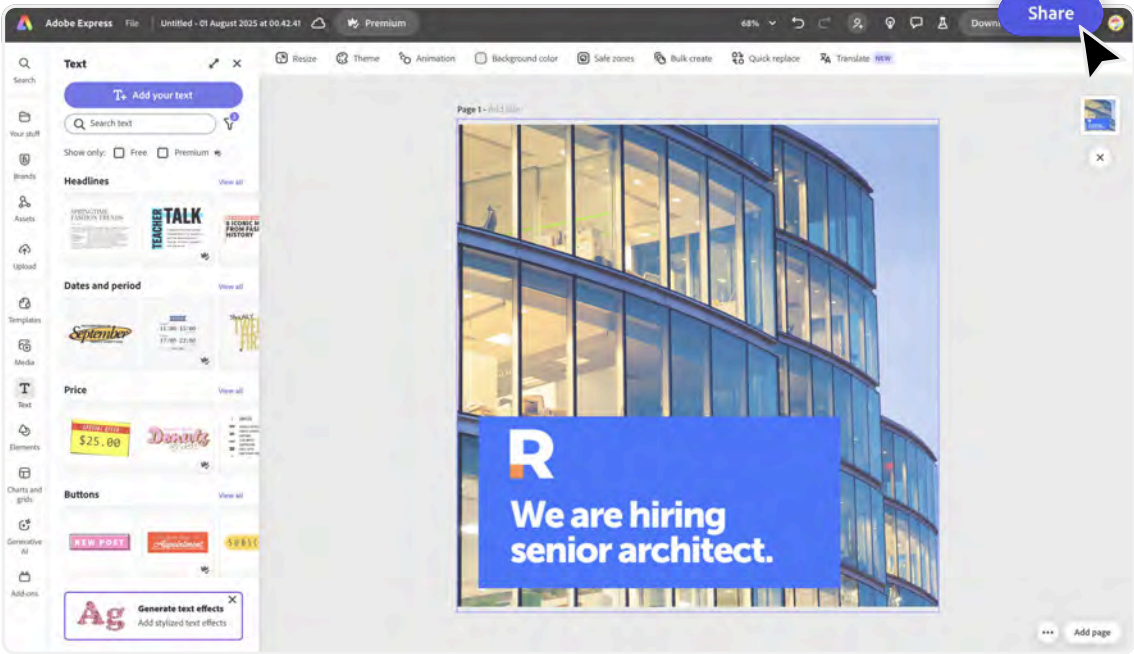
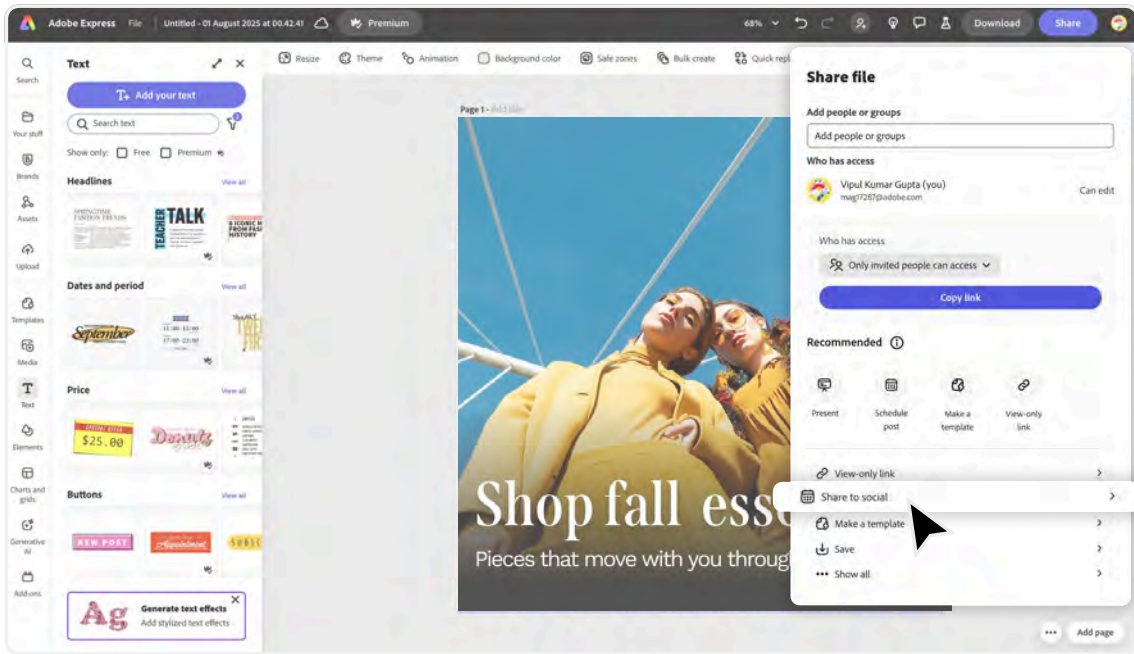## Plan, create, preview and publish social posts—all in one place with an integrated content scheduler.

- See exactly how your posts will appear on each platform before publishing.

- Easily generate social captions with a text prompt based on the desired length and tone of voice.

- Track effectiveness and engagement of your social content across connected accounts with the Metricool social analytics add-on.
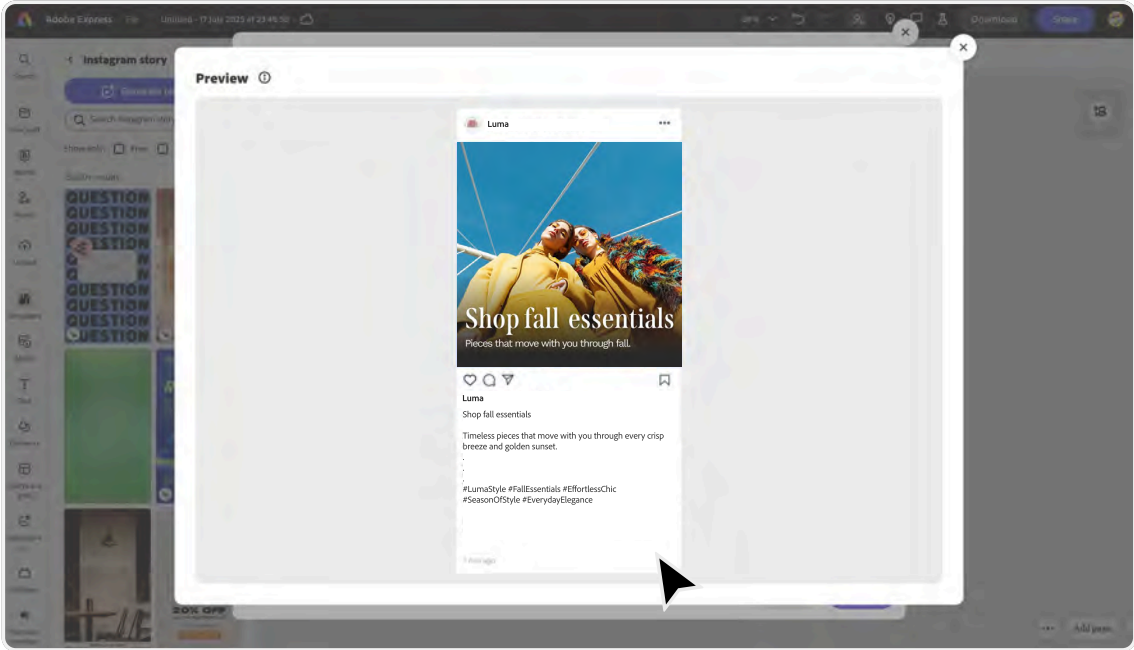

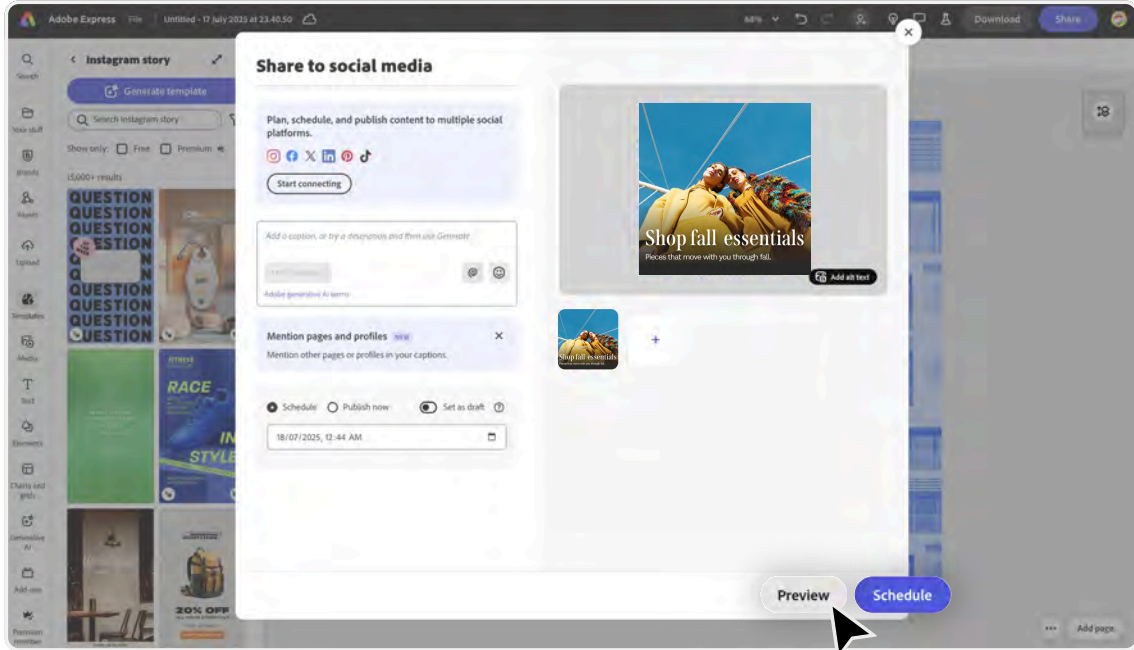## Preview scroll-stopping social posts before sharing to any channel.

With your file opened in the Editor, **click the Share button.**

Click the icon of the **social media platform** where you'll post your file.

Once you're happy with how your design looks, you can **publish directly** to social media or schedule it for later.

In the pop-up, scroll to find the Preview and schedule button, then **select Preview** to see the final output.

92%

AECOM reduced the time for social media template production

AECOM

1.5 hrs

Dentsu saved on each creative asset
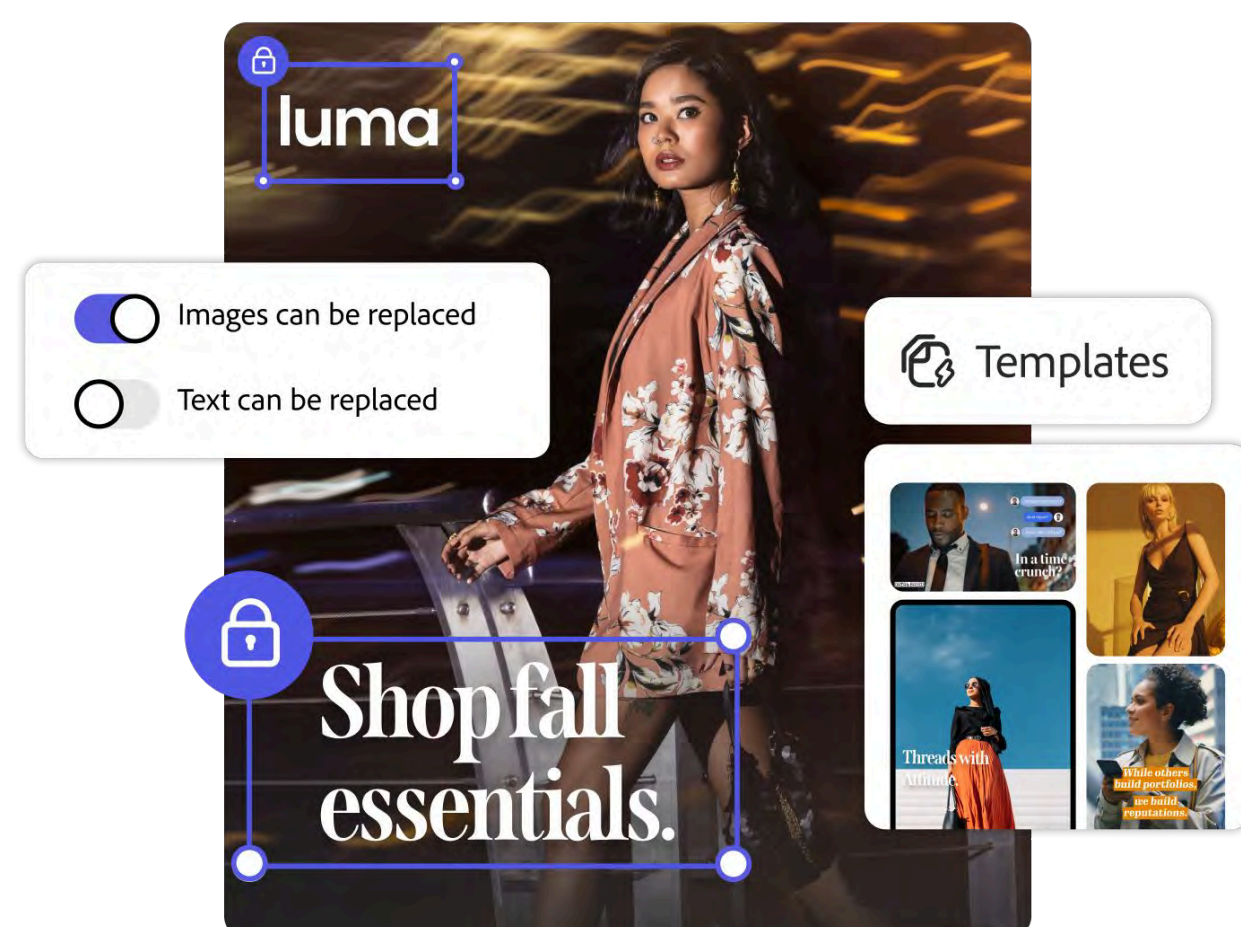
dentsu

45%

Accenture's Learning and Development team improved efficiency

accenture

Adobe Express empowers you and your social media team to quickly and easily produce engaging social content.

Sign up with your business email

Adobe