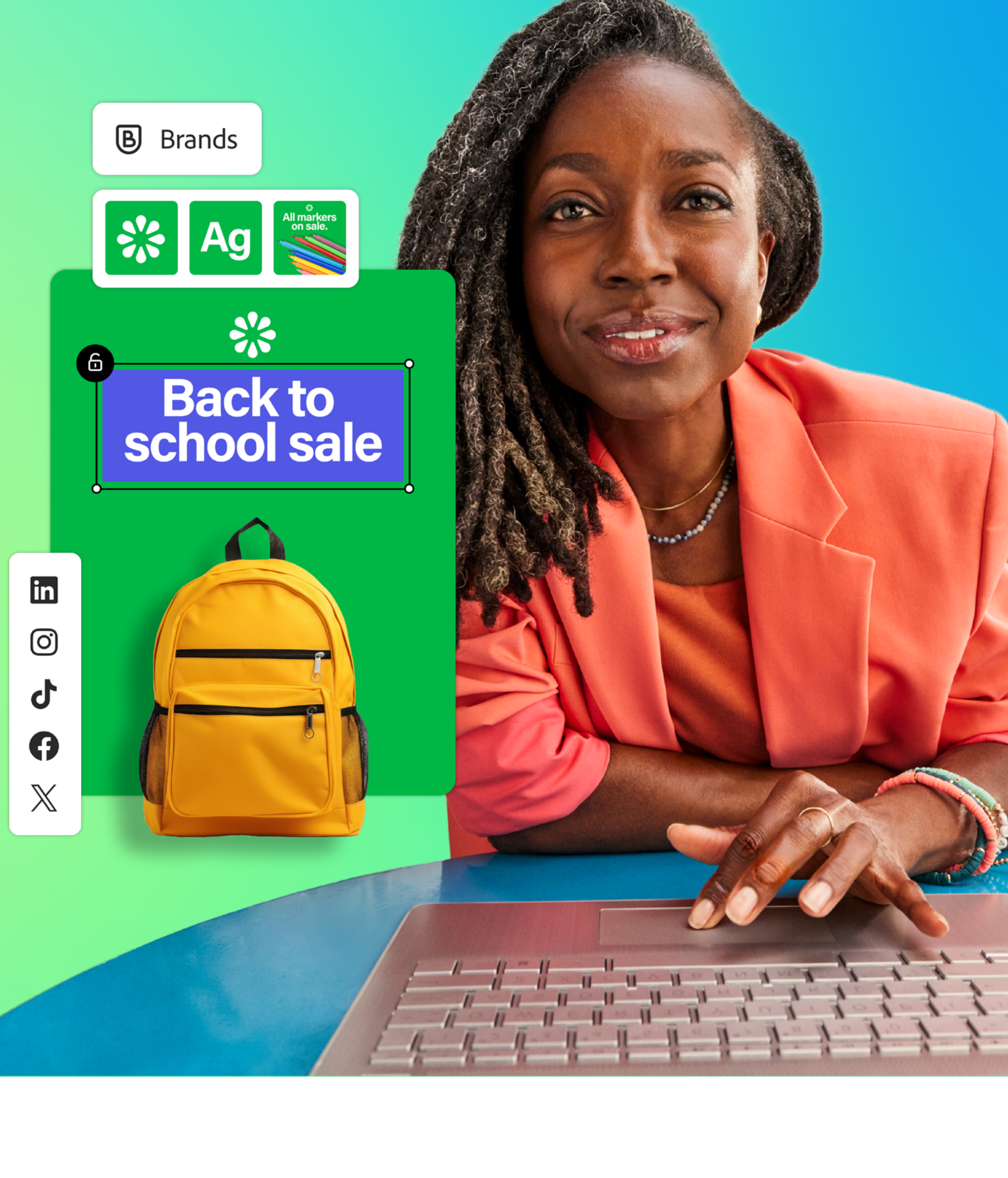**Adobe Express**

Create social content that gets noticed.

Turn trending moments into on-brand campaigns across every platform.

Social media teams face relentless content demands. Trending topics shift by the hour, and each platform requires a unique approach. But your brand guidelines have to be strong enough to navigate every eventuality. You're caught between creating fast enough to stay relevant and maintaining the quality your brand deserves. Adobe Express is the quick and easy app that allows your team to keep up with chaos.
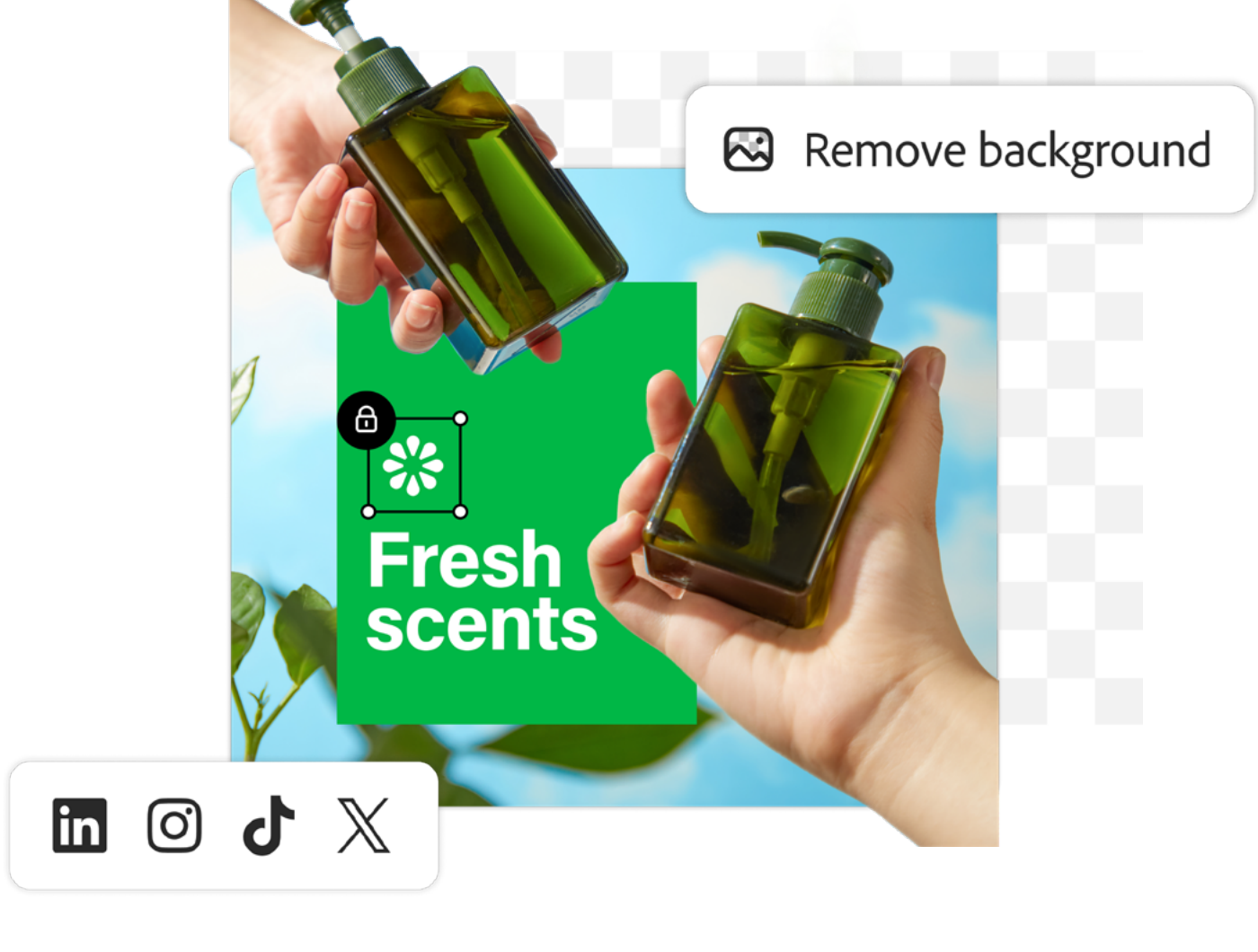
Try Adobe Express

The social media squeeze.

Every scroll is a chance to win attention. But between shifting trends and tight timelines, staying consistent across platforms can feel impossible. Traditional workflows with multiple handoffs, expensive agency work, and approval cycles can stall momentum before you ever go live.

How Adobe Express solves it.

Capitalize on trends before they're over.

Create compelling content in real time and adapt successful posts for every platform in just a few clicks.

Create trend-based content in time to use it.
Generate relevant posts, memes, and graphics using generative AI–powered tools that bring creativity to life without the need for special design training.

Adapt successful content for new platforms.
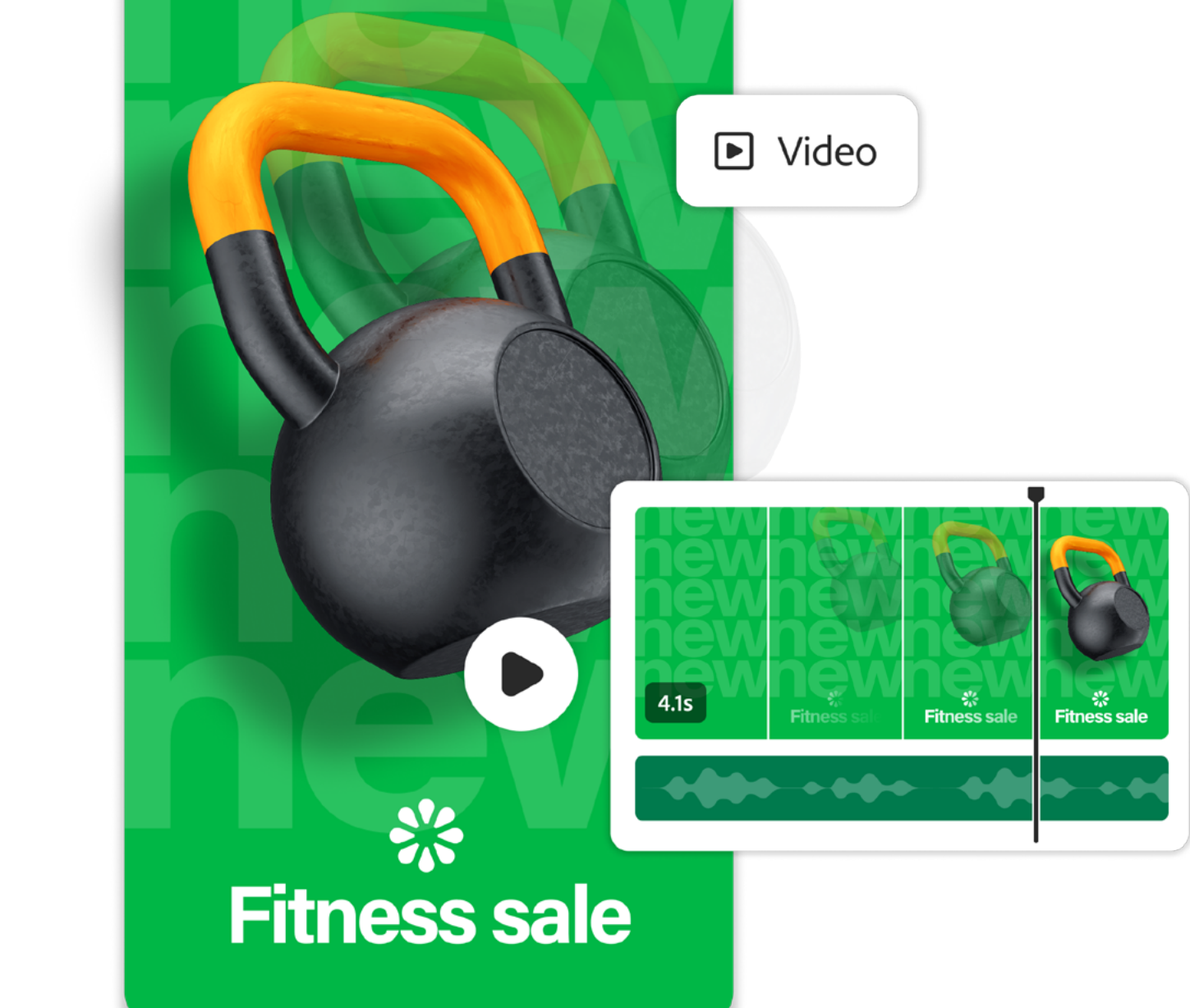Turn your high-performing LinkedIn post into TikTok-ready videos, Instagram carousels, and X graphics.

Access millions of professional assets instantly.
Use Adobe Stock to find trend-ready images, videos, and templates designed to perform across social platforms.

Conquer video content and multiplatform publishing.

Create professional-quality video content and publish seamlessly across every channel your audience uses.

Turn long-form content into viral clips.
Repurpose webinars, product demos, and interviews into TikTok videos, Instagram Reels, and YouTube Shorts.
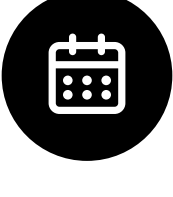
Add professional polish using easy-to-use tools.
Apply auto-captions, enhance audio, and add scene transitions that give your videos credibility and force.

Resize content for every platform instantly.
Use Generative Expand to automatically adapt your content into custom formats for use across channels.
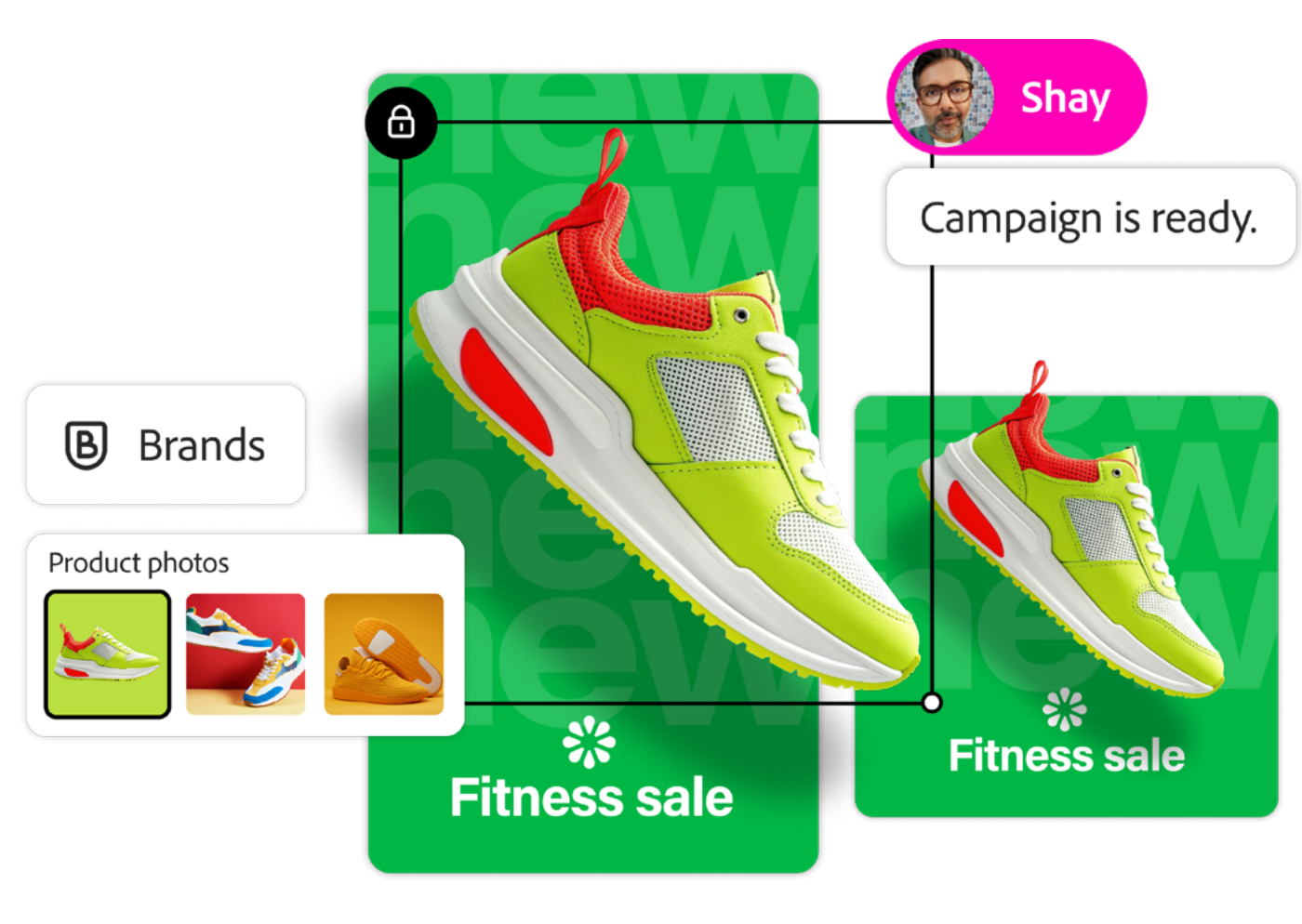
Schedule and preview across all channels.
Plan your content calendar and preview how every post will appear across TikTok, Instagram, Facebook, LinkedIn, X, and Pinterest.

Stay on brand while moving fast.

Maintain brand consistency and team collaboration even when working at social media speed.
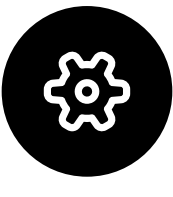
Apply brand guidelines in one click.
Lock in your fonts, colors, and logos so every piece of content matches your brand standards, even when creating at speed.

Collaborate in real time.
Share projects, coedit simultaneously, and manage approvals so your team can move quickly while staying organized.

Integrate with Adobe Creative Cloud tools.
Access professional editing capabilities in Adobe Photoshop and Adobe Illustrator, manage assets through Creative Cloud Libraries, and connect with enterprise workflows.

Proven results.

70%
faster content creation.
dentsu

92%
time reduction in social media template production.
AECOM

26x
higher engagement rates.
IBM

> "Our creative team used to take two hours to produce a social media tile. With Adobe Express, we've cut that down to 10 minutes."
>
> **AECOM**

Give your social team the speed to stay ahead.

Don't let slow content creation hold you back when trends move fast. Empower your social media team to create standout content that drives engagement across every platform.

Try Adobe Express

Discover how social media teams are scaling content creation while maintaining brand consistency across all channels.

Adobe

Sources:
"AECOM: Building Stories That Move the World," Adobe customer story for AECOM.
Ken Reisman, "IBM Reimagines Content Creation and Digital Marketing with Adobe Firefly Generative AI," Adobe, March 6, 2024.
"Unleashing Creativity in All Employees," Adobe customer story for Dentsu.