

SocialReflow

VERSION 0.9

Takes artboards you've already made and generates the other sizes, creates correctly-sized blank artboards, and draws the safe zones you currently keep clear by eye.

It only ever **adds** artboards. It never edits, moves or deletes anything you've already made – so there's nothing you can break by trying it.

What's changed

0.9

current

- **Choose your own logo file.** Settings now has a **Choose...** button. Point it at any `.ai` file and every new artboard gets that artwork, as live vector. Your file is opened, copied and closed – it is never written to
 - **If your logo ever stops appearing, re-pick the file in Settings.** It has moved or been renamed – SocialReflow no longer searches for it on its own, so pointing at it again is what brings it back
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0.8

- **Artwork on the guides layer is no longer thrown away.** Illustrator makes a new layer the active one, so anything you drew after a run could land on “SocialReflow guides” without you knowing – and the next run ignored the whole layer. That cost a QR code and a whole artboard. The layer is now left inactive, and locked once it holds only guides. Unlock it in the Layers panel if you ever need to
 - **Reflow to any size, not just the same width.** Presentation slide, TV screen and the print sizes now appear in Reflow. A size of a different width is marked (**scaled**): the design is shrunk to fit and centred, and always reported as CHECK. It is a starting point on the right canvas, not a finished layout
 - **Tick both tabs, get both.** Reflow and New artboards used to depend on which tab was in front. Whatever you tick on either now runs in one go
 - An artboard Illustrator refuses to place is reported as a skip instead of ending the run with an error code
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0.7

- **Add the brand logo** – tick the box and every new artboard gets the master logo, top centre, as editable vector art. Recolour it, resize it, move it. The master file is opened, copied and closed. It is never changed
 - **Grouped artboards work now.** An artboard whose whole design was grouped into one object was skipped with “no content found”. That is fixed
 - **More fits on the canvas.** New artboards used to go below your existing ones only. They now use the space above as well, so jobs that reported the canvas as full go through
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0.6

- Installer rebuilt so it carries the script inside itself – nothing separate to go missing
- Finds Illustrator via Spotlight, and writes a log if it still can't

0.4

- **Instagram story safe zones, top and bottom** – using Meta's own numbers: 250px clear of the top, 350px clear of the bottom so nothing collides with the CTA button, profile name or reply bar
- Story zones are now set in **pixels** rather than a percentage, matching how Meta publishes them. Your existing setting is converted automatically
- Installer is now a **.pkg** – a single file, and it runs in your Mac's own language

0.3

- **Three tabs** – Reflow, New artboards and Settings, in one window
- **New artboards** – create blank artboards at any size, nothing copied
- **Settings are remembered** between sessions, personal to your Mac
- **Add your own formats** – pixels or millimetres, with bleed for print
- **Story vertical nudge** – if stories always land too high for you, set the correction once and it sticks
- **Safe-zone guides** – story top band, profile-grid side crop, print bleed
- Each format gets **its own row**, and blank artboards pack tightly so more fit
- Added **Presentation slide**, **TV screen**, **Roller banner** and **A3 poster**

0.1

- First version. Reflow existing artboards to the other Instagram sizes.

What it does, and what stays yours

It does: copy your content onto correctly-sized artboards, keep everything at exactly the same width and horizontal position, place it roughly right vertically, and name the results.

You still do: nudge things vertically, re-crop photos, decide what a cover should drop, and shorten copy. Those are judgement calls and it doesn't guess at them.

Installing it

Two ways to run it. Most people only ever need the first – nothing to install, no warning to click past.

The simple way

The download is a single file, `SocialReflow.jsx`. Put it anywhere you like – next to your working files is fine.

- 1 **Open the file you want to work on in Illustrator.** It always works on whatever document is already open.
- 2 **File ▶ Scripts ▶ Other Script...** and choose `SocialReflow.jsx`.

That's the whole thing – no Continue, no password, no security warning, because nothing is being installed. Repeat those two steps whenever you want to run it, or set up the permanent way below if you'd rather not.

The permanent way

Optional. Puts `SocialReflow.jsx` into Illustrator's own Scripts folder, so it shows up at **File ▶ Scripts ▶ SocialReflow** without picking a file each time. If you already have an older version installed this simply replaces it – nothing to uninstall first.

The installer **is not yet signed by Apple**, so macOS will warn on first open. That's expected, not a sign anything is wrong – see below.

- 1 **Double-click the `.pkg` file.** Your Mac's own installer opens and walks you through it, in whatever language your Mac is set to.
- 2 **Click Continue, then Install, and enter your Mac password.** That's expected – Illustrator lives in a protected folder and this is the only way to put a script into it.
- 3 **Quit Illustrator completely and reopen it.** Only needed the first time; later updates appear straight away.

If your Mac refuses to open the installer

Likely, because it didn't come from the App Store. You'll see a warning that Apple can't verify it.

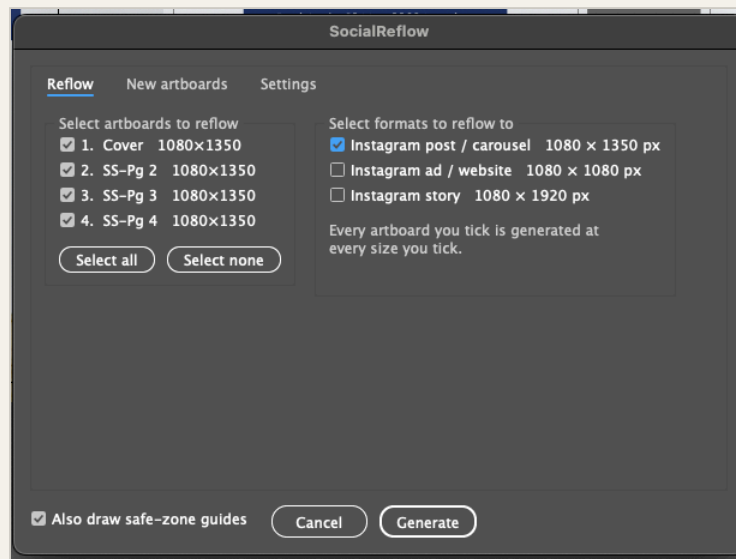
On macOS Sequoia (15) and newer: click Done on the warning, open **System Settings ▶ Privacy & Security**, scroll down, and there'll be a line about the installer being blocked with an **“Open Anyway”** button. Click that and confirm.

Control-clicking and choosing Open used to work for this. Apple removed it, so it has to go through Settings now.

If any of that is a nuisance, skip it – the simple `.jsx` route above does exactly the same job and never shows this warning. Still stuck? Email hello@socialreflow.com.

Reflow – the other sizes

For artboards you've already designed. Tick the ones you want, and the sizes you want them at.



Nothing is pre-selected, deliberately – it never touches anything you didn't ask for. **Select all** and **Select none** are there for speed.

Every artboard you tick is generated at every size you tick. Four artboards and two sizes gives you eight.

Why some sizes don't appear

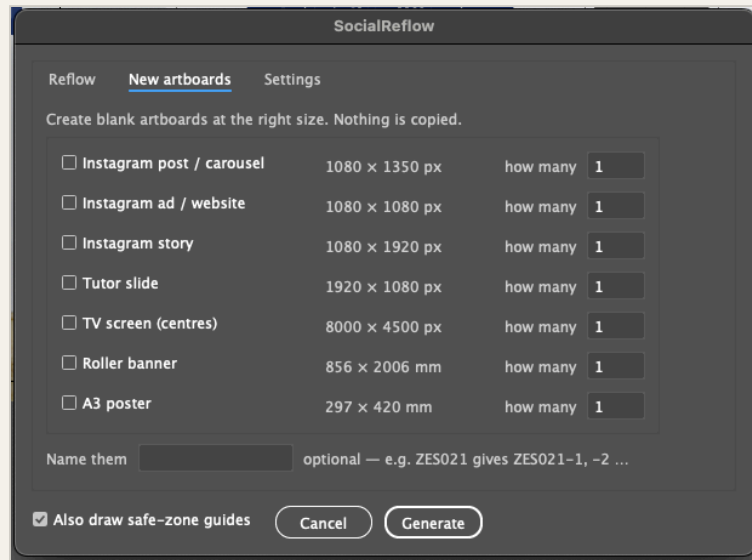
The list on the right only shows sizes sharing the **same width** as the artboards you've ticked. That's why a 1080-wide artboard offers the three Instagram sizes and nothing else.

It isn't being fussy. Reflow works by keeping your layout at exactly the same width and changing only the vertical – which is what you do by hand anyway. In testing, the horizontal position came out identical almost every time. The moment widths differ there's no sensible answer, so it stays out of the way rather than inventing one.

Need a banner or a poster? That's the **New artboards** tab.

New artboards – from scratch

For starting something. Blank artboards at the right size, correctly named, with guides already drawn. Nothing is copied.



Every format you've set up appears here, including print sizes in millimetres. Set how many of each you want.

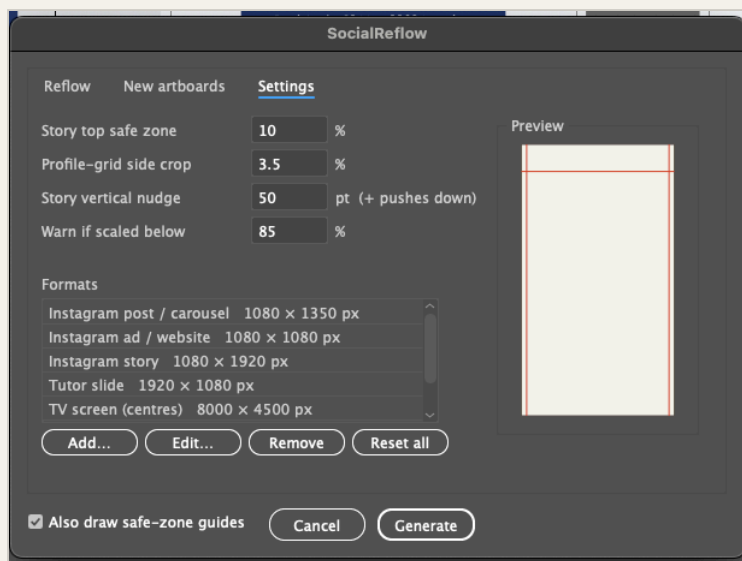
Give it a name like `SPRING` and you'll get `SPRING-1`, `SPRING-2` and so on. Leave it blank and they're named after the format.



New artboards appear below your existing ones, each format on its own row. Your originals stay exactly where they were.

Settings

Rarely touched, but yours. Everything here is remembered between sessions and is personal to your Mac.



The preview redraws as you type, so you can see where a safe zone will land before committing to it.

SETTING	WHAT IT DOES
Story safe zone – top	Meta asks for critical text, logos and graphics to sit at least 250px below the top of a story. Drawn as a guide.
Story safe zone – bottom	350px , roughly the bottom fifth. This is where the CTA button, profile name and reply bar sit – anything you put there will be covered.
Profile-grid side crop	The grid on your profile crops posts slightly at the sides. This marks how much.
Story vertical nudge	The useful one. If stories consistently come out too high, put the correction here once and every future story gets it.
Warn if scaled below	How much shrinking is allowed before an artboard gets flagged for your attention.
Logo width	How wide the logo is, as a share of the artboard width. 22% to start with.
Logo height limit	Stops the logo dominating a wide canvas like a presentation slide. It shrinks to fit rather than overflow.
Logo margin	How far it sits from the edge it is anchored to.
Logo position	Nine anchors. Top centre to start with, because that is where roller banners and every Instagram cover already put it.

The brand logo

Tick **Add your logo** before you press Generate and every new artboard gets one.

What lands on the artboard is the **real vector art**, not a picture and not a link. Recolour it to the secondary palette, resize it, ungroup it, take a piece out of it. It behaves like art you drew yourself.

Pick the master file once, in **Settings ▶ Brand logo ▶ Choose....** SocialReflow remembers it between sessions, so you only do this the first time.

The tool **opens that file, copies it, and closes it without saving**. The master is never written to. If the file has moved or been renamed, you get a line in the summary saying so and the artboards are still made.

On a story it sits below the 250px safe zone automatically. On a busy design it may land on top of your headline – move it, that part is yours.

Your own formats

Add, edit or remove anything. Pixels or millimetres, with a bleed value for print. New formats appear in the other tabs straight away – and in Reflow only when their width matches what you've selected.

Reset all puts everything back to the sizes measured from your own files.

Trial and licence

The first three reflows are free. A run only counts when artboards are actually made – opening Settings or clicking Cancel costs nothing, so there is nothing to lose by looking around first.

Where you stand

The remaining count is shown at the top of the dialog, from your very first run. It never waits until the runs are gone to say so.

Getting a licence

When the free runs are used up, the tool itself opens a licence dialog and points you to **socialreflow.com/license** – its own **Licence** panel is right there, so there is no need to find Settings first. Buying before your runs run out? Paste the key into **Settings ▶ Licence** instead. Either way, it is the same three steps:

- 1 **Order email.** Enter the address you bought with.
- 2 **Licence key.** Paste it into the box below.
- 3 **Activate.** The run counter no longer applies.

Paste the key. Never type it.

The key is **172 characters** long – a signature, not a password, so there is no way to shorten it.

If your email or the web page wraps it across several lines, that's fine. The field strips the wrapping when it checks the key, so just paste the whole thing.

You are not reinstalling

Buying a licence does not mean a new download. It's the same file – you paste a key into the copy you already have, and everything you set up stays exactly as it was: your formats, your safe zones, your logo path.

What to expect

Reading the summary

OK	Generated normally. Check it and nudge as needed.
CHECK	Generated, but something needs your eye – usually the content is taller than the canvas allows, so it's been placed at the top rather than the tool inventing a fix.
SKIP	Not generated. Usually the width doesn't match the size you asked for. It can also mean the logo master could not be found – the artboards are still made in that case.

“**1 image(s) rescaled – check the crop**” means a photo had to grow to fill a taller canvas. It's scaled evenly and never squashed, but where the crop lands is your call.

Sideways, it should be exact

Everything keeps the same width and left-to-right position as your original. If something has moved horizontally, that's a bug – please say so.

Vertically, it gets close

Expect to drag things up or down. On squares it's usually within about 40pt of where you'd have put it. **On stories it's rougher** – it tends to sit high, so you'll mostly be pulling content down. If that's consistent for you, the **story vertical nudge** in Settings fixes it permanently.

What it deliberately won't do

- **Covers** – deciding what to drop from a busy layout is a judgement about the campaign.
- **Photo cropping** – it centres an image and stops there.
- **Shortening copy** – that's writing, not layout.
- **Splitting a slide in two** – it'll say it can't fit rather than guess where to break.

If something goes wrong

Nothing it does is destructive – delete the generated artboards and carry on, or **⌘Z** straight after. A screenshot of the summary plus the file is enough for us to work out what happened. Send both to hello@socialreflow.com.