

Social Media

SIZES
CHEATSHEET

Facebook

COVER IMAGE [820 X 312 px]

Guidelines

Appear on page at **820 x 312** pixels. Anything less will be stretched.

Minimum size of **400 x 150** pixels.

Displays at 820 x 312 pixels on desktop and 640 x 360 pixels on smartphones.

For best results, upload an sRGB JPG file less than 100 KB. Images with a logo or text may be best as a PNG file.

PROFILE IMAGE [180 X 180 px]

Guidelines

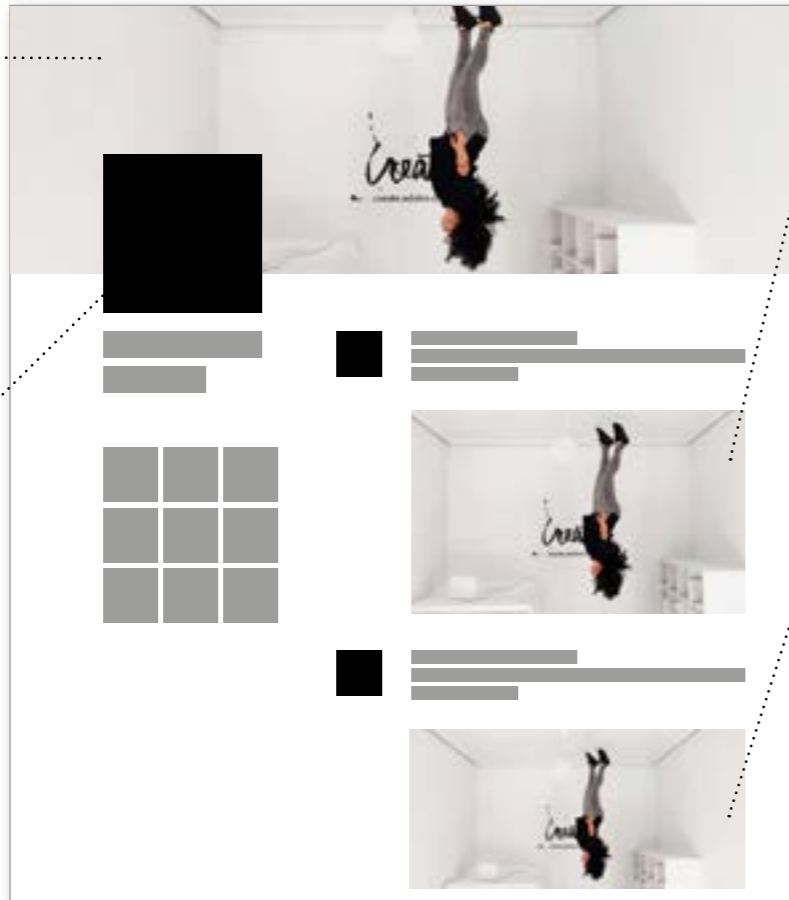
Appear on page at **170 x 170** pixels. Anything less will be stretched.

Minimum size of **24 x 24** pixels.

Displays at 170 x 170 pixels on desktop and 128 x 128 pixels on smartphones.

For best results, upload an sRGB JPG file less than 100 KB.

Images with a logo or text may be best as a PNG file.



SHARED IMAGE [1200 X 630 px]

Guidelines

Shared Images: **1200 x 630** pixels.

Recommended upload size of 1200 x 630 pixels.

Will appear in feed at a max width of 470 pixels (will scale to a max of 1:1).

Will appear on page at a max width of 504 pixels (will scale to a max of 1:1).

SHARED LINKED IMAGE [1200 X 628 px]

Guidelines

Recommended upload size of **1200 x 628** pixels.

Square Photo: Minimum **154 x 154** pixels in feed.

Square Photo: Minimum **116 x 116** on page.

Rectangular Photo: Minimum **470 x 246** pixels in feed.

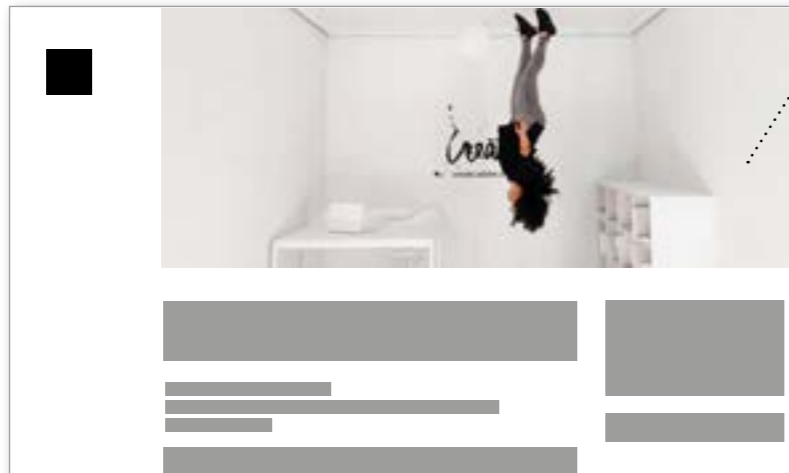
Rectangular Photo: Minimum **484 x 252** on page.

EVENT IMAGE [1920 X 1005 px]

Guidelines

Will appear on your page at **470 x 174** pixels.

Shows in feed at **470 x 174** pixels.



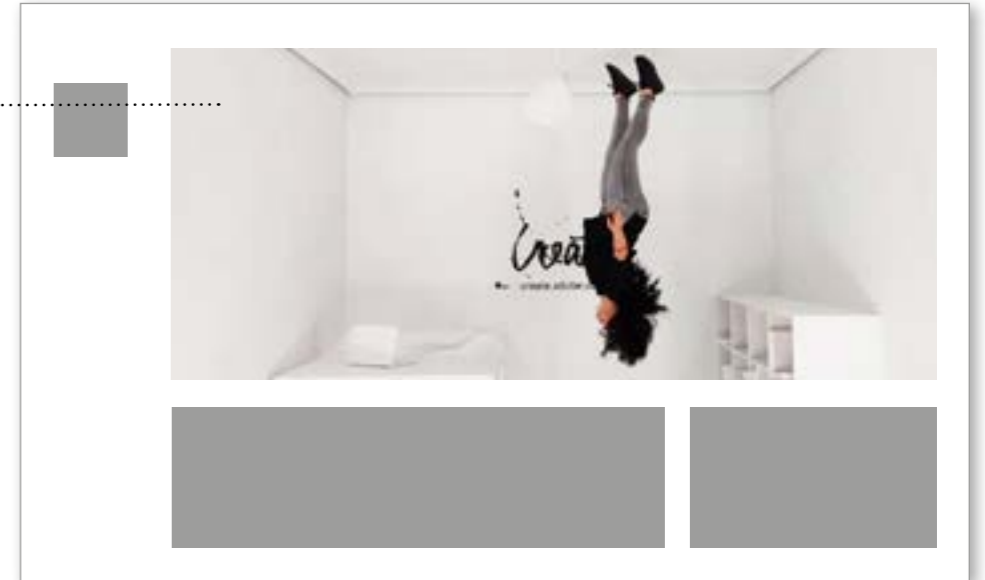
COVER IMAGE [820 X 312 px]

Image Guidelines

Facebook will scale down to minimum dimensions:

470 x 174.

Shows in feed: 470 x 174.



BUSINESS PAGE PROFILE [180 X 180 px]

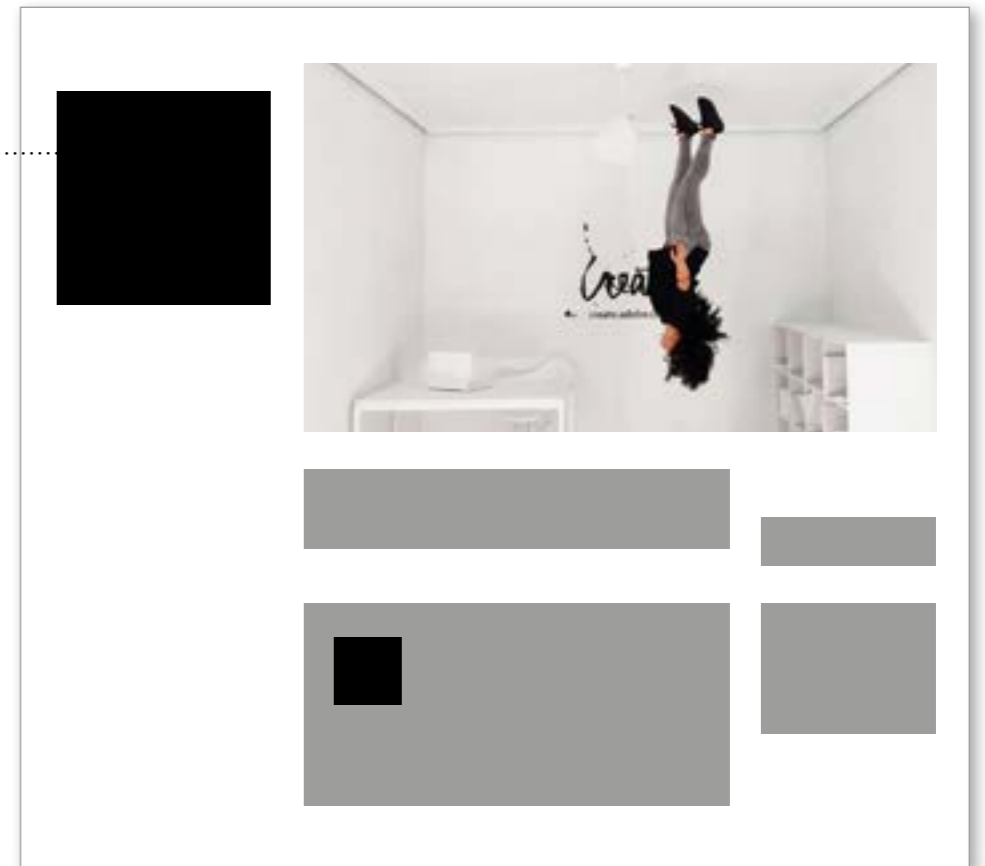
Image Guidelines

At least **180 x 180** pixels.

Appear on page as 170 x 170 on desktop, 128 x 128 on smartphones, and 36 x 36 on most feature phones.

Photo thumbnail will appear throughout Facebook at 32 x 32 pixels.

Business Page images will be cropped to fit a square.



LinkedIn

COMPANY LOGO [300 X 300 px]

Guidelines

Recommended
300 x 300 pixels.
Maximum 4MB.

Image types include:
PNG, JPG or GIF.

One of the two brand logos that you should be uploading to LinkedIn is the business logo. This is the bigger of the two and is going to show up right next to your brand name on your LinkedIn homepage.

SHARED IMAGE OR LINK [1200 X 627 px]

Guidelines

Recommended
1200 x 627 pixels.
Maximum 2MB.

Image types include:
PNG, JPG or GIF.

BACKGROUND IMAGE [1584 X 396 px]

Guidelines

Recommended
1584 x 396 pixels.
Maximum 4MB.

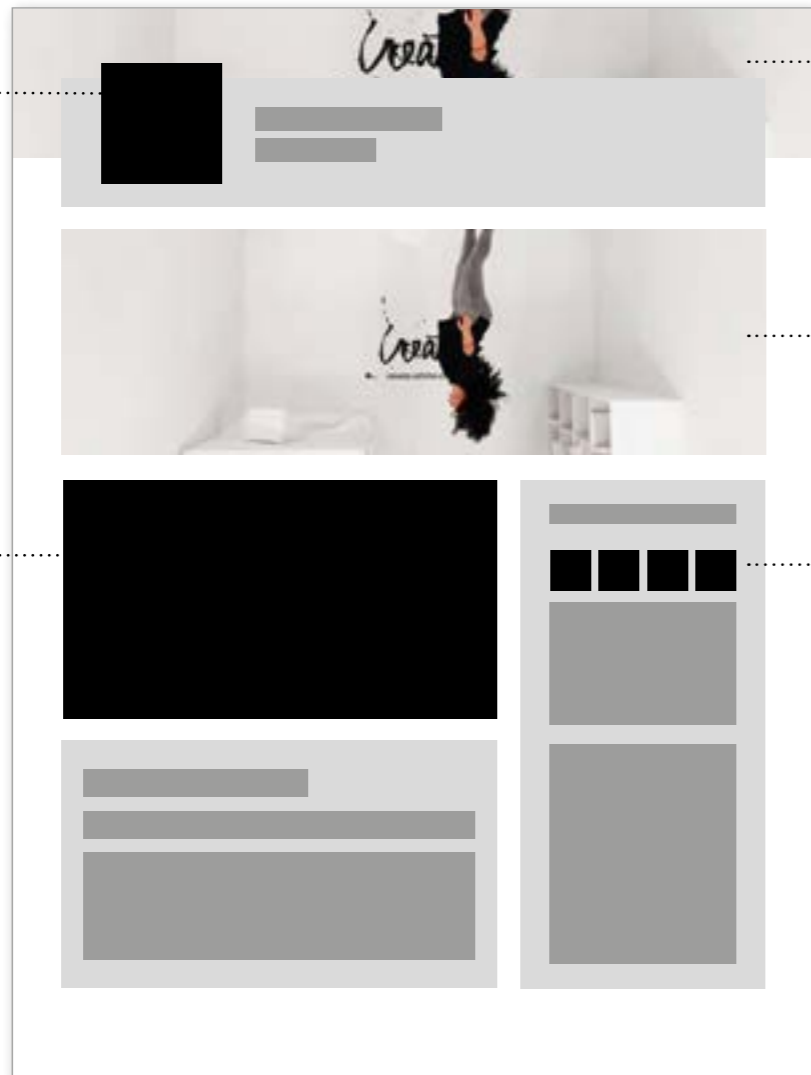
Image types include:
PNG, JPG or GIF

PROFILE IMAGE [400 X 400 px]

Guidelines

Recommended
400 x 400 pixels.
Maximum 10MB.

Image types include:
PNG, JPG or GIF.



BACKGROUND IMAGE [1128 X 191 px]

Guidelines

Recommended **1128 x 191** pixels.
Maximum 4MB.

Image types include:
PNG, JPG or GIF.

LIFE BANNER IMAGE [1128 X 376 px]

Guidelines

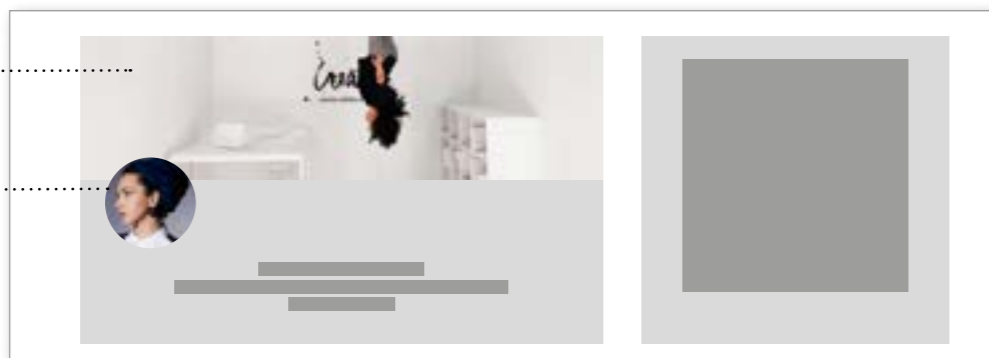
Minimum **1128 x 376** pixels.
Maximum 2MB.

SQUARE LOGO [60 X 60 px]

Guidelines

60 x 60 pixels
PNG, JPG or GIF.

This is the brand image that shows up when your company is searched.



YouTube

CHANNEL PROFILE [800 X 800 px]

Guidelines

Recommended **800 x 800** pixels.
Displays as 98 x 98 pixels.

Image types: JPG, GIF, BMP or PNG.

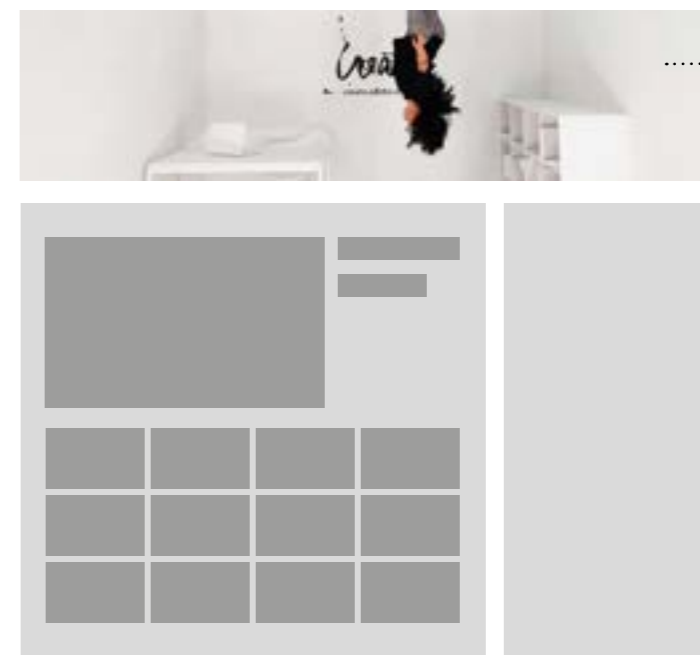


VIDEO UPLOADS [1280 X 720 px]

Video Guidelines

Videos must maintain a 16:9 aspect ratio.

In order to qualify as full HD, your dimensions must be at least **1280 x 720** pixels or ideally **1920x1080** pixels

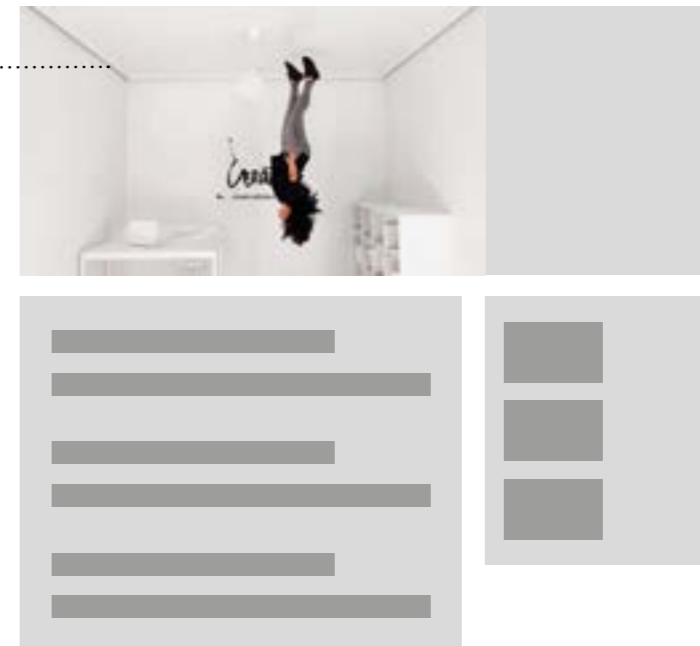


CHANNEL COVER IMAGE [2048 X 1152 px]

Guidelines

Recommended **2560 x 1440** pixels.

Safe area for mobile and web
1546 x 423 pixels.



Instagram

PROFILE IMAGE [110 X 110 px]

Guidelines

Appear on your home page at **110 x 110** pixels.
Square photo cropped to circle.
Make sure to maintain an aspect ratio of **1:1** ratio.

PHOTO THUMBNAIL [161 X 161 px]

Guidelines

The thumbnails will appear on the page at **161 x 161** pixels.
Square photo.

PHOTO SIZE [1080 X 1080 px]

Guidelines

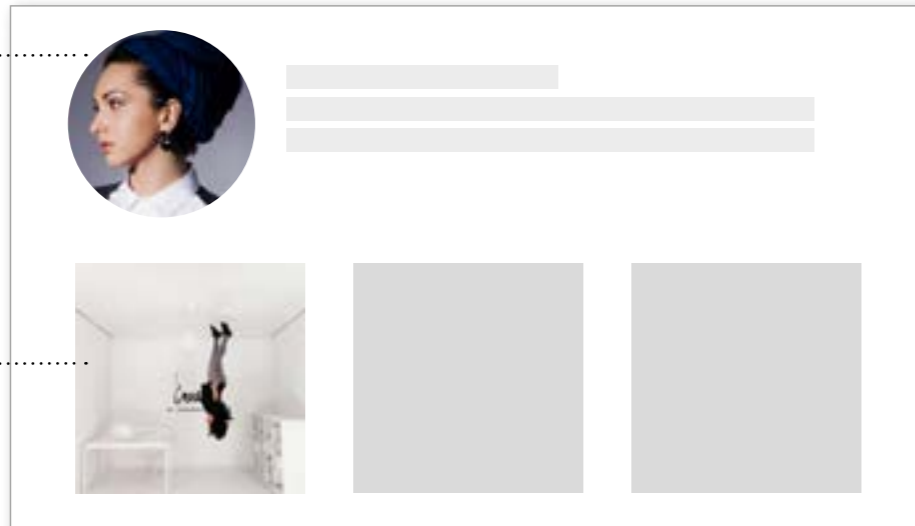
1080 x 1080 pixels.
Instagram still scales these photos down to **612 x 612** pixels.
Appear in feed at **510 x 510** pixels.
For portrait **1080 x 1350** pixels.

CAROUSEL VIDEO SPECS

Guidelines

Max file size is 4GB per card.
Max duration 60s.
Aspect ratio 1:1.
Video format MP4 only.

LESS THAN 20% TEXT on image thumbnail is **highly recommended!**



INSTA VIDEO ADS

Guidelines

Max file size is 30GB.
Max duration 2min.
Aspect ratio 4:5.
Video format MP4 and MOV.
Video **audio** and **captions** are optional but **highly recommended!**

INSTA STORIES / REELS [1080 X 1920 px]

Guidelines

Recommended resolution is **1080 x 1920**.
Minimum resolution is 600 x 1067.
Aspect ratio is 9:16.
Video format MP4 and MOV.

Video **audio** and **captions** are optional but **highly recommended!**

With more than 300 million daily users, Instagram Stories are a popular source of visuals on the app. There are both video and image options available to publish. And while this feature is meant to be ephemeral, it's possible to upload your own content.

Twitter

HEADER IMAGE [1500 X 500 px]

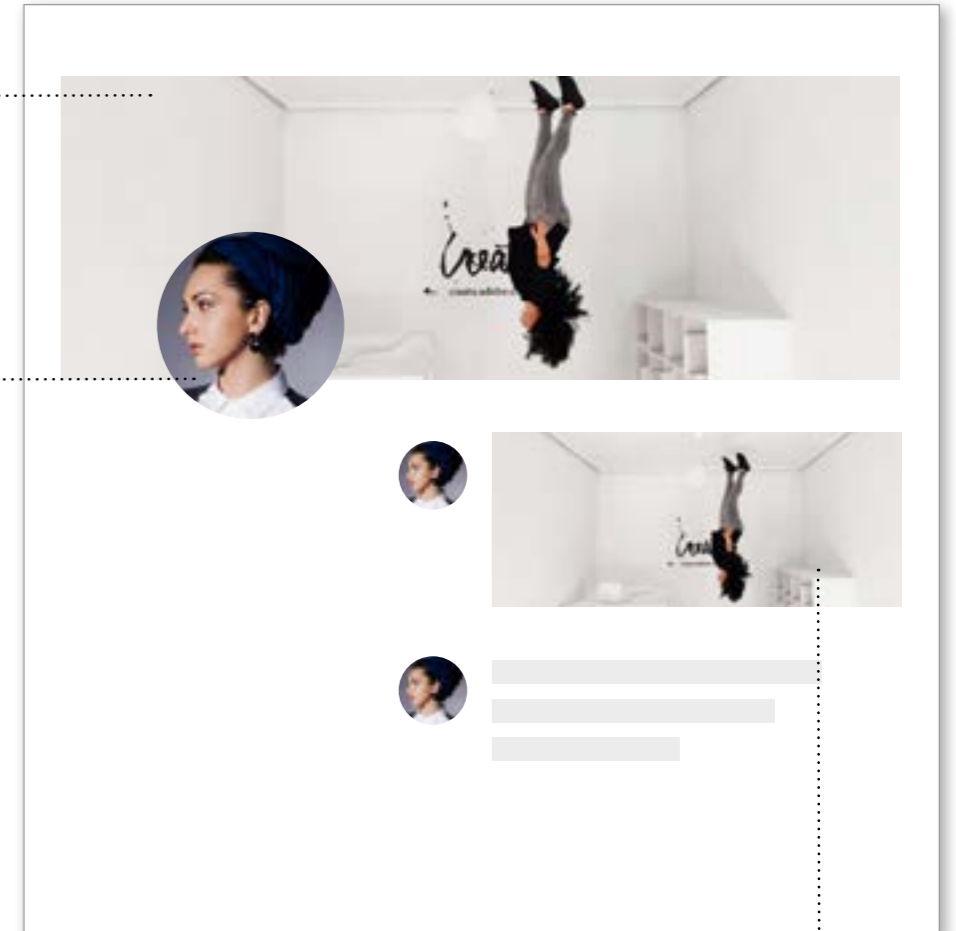
Guidelines

Recommended 1500 x 500 px
Maximum file size of 5 MB.
File format JPG, GIF, or PNG..

PHOTO PROFILE [400 X 400 px]

Guidelines

Square Image
Recommended **400 x 400** pixels.
Displays **200x200** pixels.
Maximum file size 5MB.
File format JPG, GIF, or PNG..



BANNER IMAGE [1200 X 628 px]

Guidelines

Shared link 1200x628 pixels.
Single sharing image:
1200 x 6754 pixels.

Two shared images:
Left - 700 x 800 pixels.
Right - 1200 x 686 pixels.

Four shared images:
Each - 1200 x 600 pixels.
Max file size of 5 MB for photos,
and 3MB for animated GIFs.

STAY
CREATIVE

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