

THE 2017

SOCIAL MEDIA IMAGE SIZES

CHEAT SHEET





Profile Image: 180 x 180 px

Image Guidelines

- Must be at least 180 x 180 pixels.
- Photo will appear on page as 160 x 160 pixels.
- Photo thumbnail will appear throughout Facebook at 32 x 32 pixels.

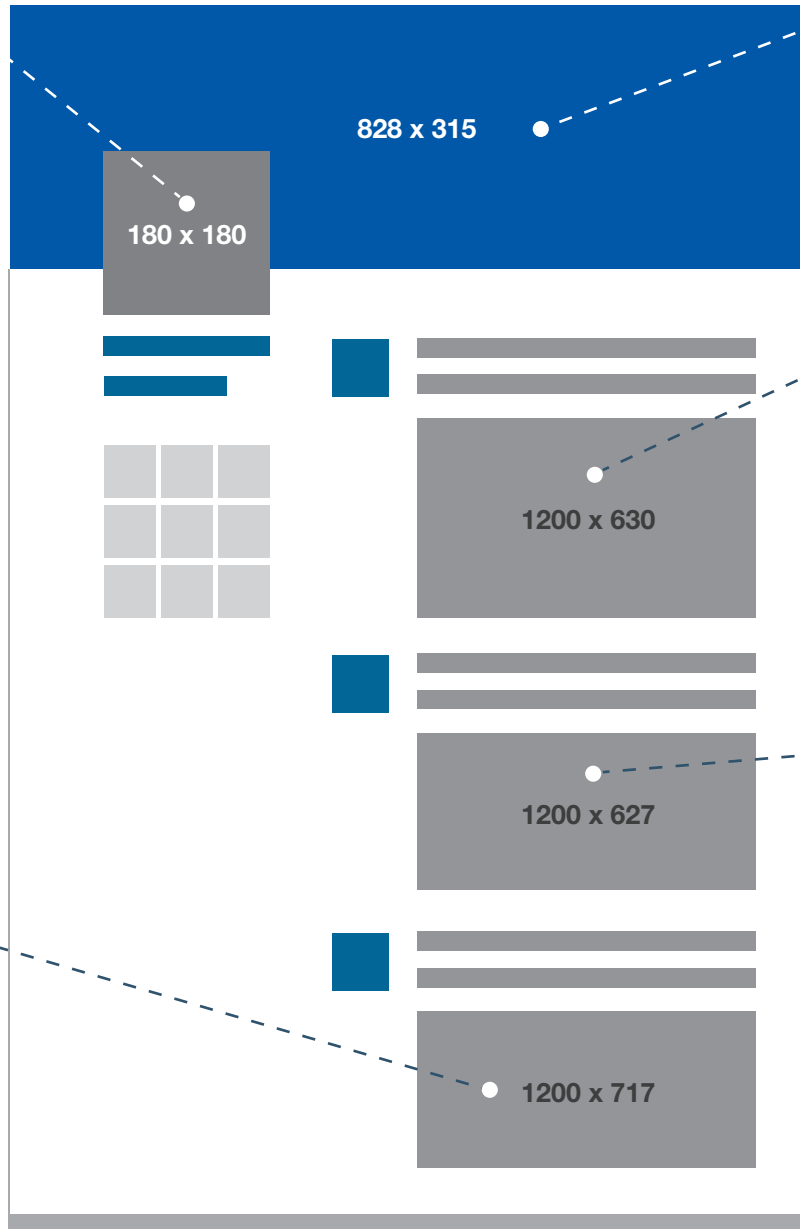
This will be the photo representing you or your brand on Facebook. This square photo will appear on your timeline layered over your cover photo.

It will also appear when you post to other walls, comment on posts or when you're searched with Facebook's Open Graph.

Highlighted Image: 1200 x 717 px

Image Guidelines

- Will appear on your page at 843 x 504 pixels.
- Choose a higher resolution at that scale for better quality..



Cover Photo: 828 x 315 px

Image Guidelines

- Appear on page at 828 x 315px
- Anything less will be stretched.
- Minimum size of 399 x 150px.
- Best results, upload an RGB JPG file less than 100 KB.
- Images with a logo or text may be best as a PNG file.

Shared Images: 1200 x 630

Image Guidelines

- Recommended upload size of 1,200 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 Link: 1200 x 627

Image Guidelines

- Recommended upload size of 1200 x 627
- Square Photo: Minimum 154 x 154px 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.

Facebook will scale photos under the minimum dimensions. For better results, increase image resolution at the same scale as the minimum size.



Event Image:
1920 x 1080 px

Image Guidelines

- Facebook will scale down to minimum dimensions: 470 x 174.
- Shows in feed: 470 x 174..



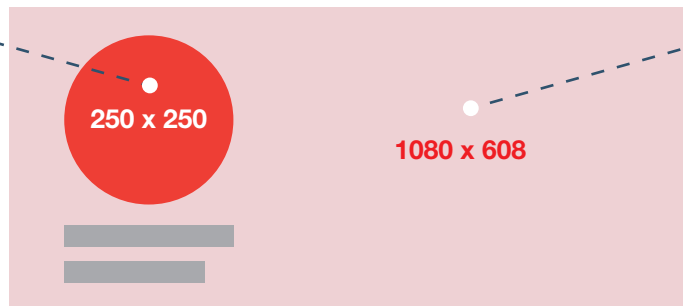


Profile Image: 250 x 250

Image Guidelines

- Minimum 120 x 120 pixels.
- Recommended 250 x 250px.
- Maximum not listed – I was able to upload a 20 MB photo at 5200 x 5300 px.
- JPG, GIF or PNG.

You upload your image in a square format and then Google is going to render it into your page as a circle, so make sure you choose a photo doesn't cut out your best side!



Cover Image: 1080 x 608

Image Guidelines

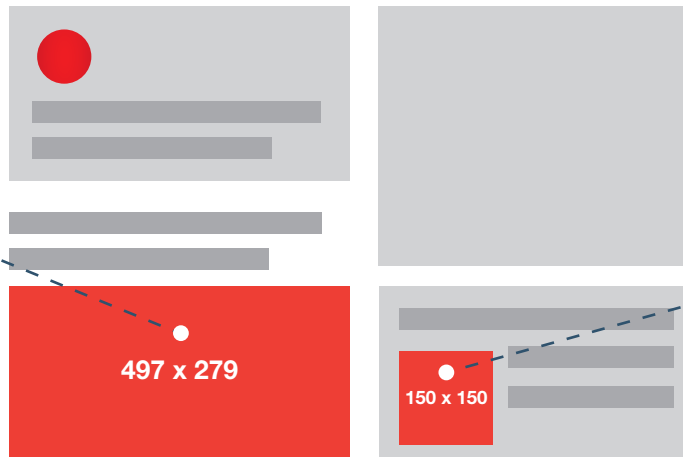
- Recommended 1080 x 608px
- Minimum 480 x 270 px
- Maximum 2120 x 1192 px

The Google+ cover image is the biggest photo on your page, so choose your photo wisely! It's a great opportunity for you to showcase a product or service your brand offers, or maybe choose an image that reflects the beliefs of your company.

Shared Image: 497 x 373

Image Guidelines

- Appears in home stream and on page at a width of 426 pixels (height is scaled).
- Minimum width of 497 pixels (will scale the height for you).
- Maximum upload 2048 x 2048 px
- Shared Link – 150 x 150 (thumbnail)

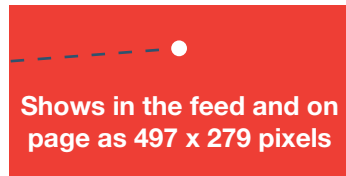


Shared Image: 150 x 150

Image Guidelines

Shows in the feed and on page as 150 x 150 pixels (pulls in photo from linked site).

Shared Video: 496px wide



Shows in the feed and on page as 497 x 279 pixels

Videos are great assets for brands to help with their marketing efforts. If you happen to have one, or are interested in making one, it could be a great piece of content to send out to your Google+ audience. Just as with links and images you can pick and choose which circles would be best for each video.



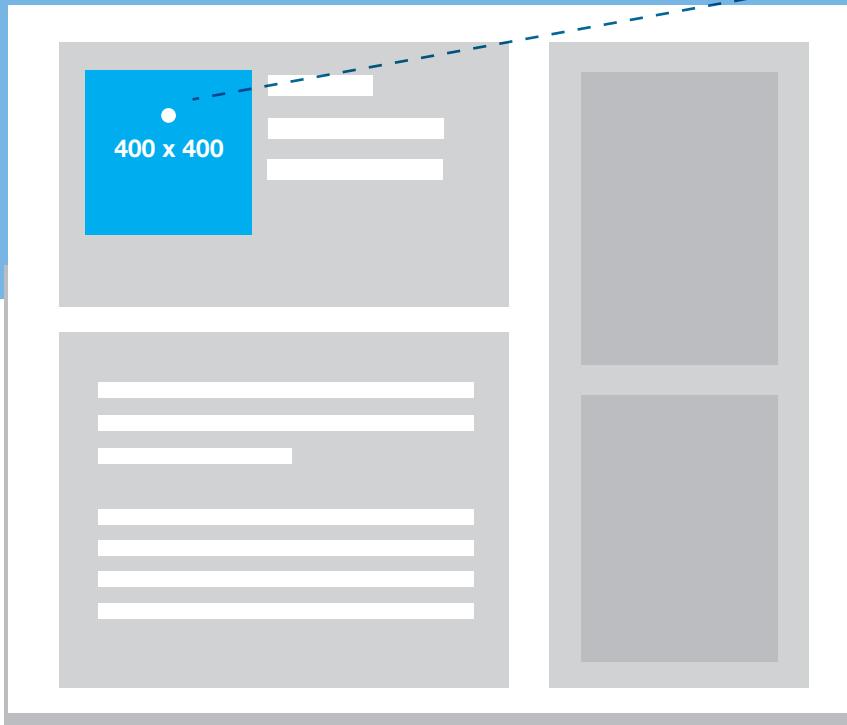
BG image: 1000 x 425

Image Guidelines

- 1000 x 425 and 4,000 x 4,000 px
- Maximum size 4MB
- JPG, PNG or GIF files only

A new feature for your personal profile. It's a little bit trickier to find something that really fits that space well, but if you get it right, your profile will look great.

Personal Background image:
Between 1000 x 425 and 4,000 x 4,000



Profile image: 400 x 400

Image Guidelines

- Recommended between 400 x 400 & 20,000 x 20,000 px
- Minimum 200 x 200 pixels
- 10mb maximum file size
- JPG, GIF or PNG files only



Brand / Company Pages Image Sizes

Standard Logo: 400 x 400

Image Guidelines

- 400 x 400 px recommended (300 x 300 minimum and resized to fit).
- Maximum 4 MB (Sq layout).
- 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. This image also appears in the "Companies you may want to follow" section, so the more enticing the photo the more likely the followers!

Business Banner Image: 646 x 220 (Minimum)

Image Guidelines

- Minimum 646 x 220 px.
- Maximum 2 MB.
- Landscape Layout.
- PNG, JPG or GIF.

Banner images is one of the newest and most prominent of the images that you can use on LinkedIn. This image appears when a user visits your brand's homepage. Since this image is located on your homepage it's likely the visitor is actively searching for your brand, so use this opportunity to reel them in with a great image.

Hero Image: 974 x 330

Image Guidelines

Minimum 974 x 330 pixels. Maximum 2 MB. Landscape Layout. PNG, JPG or GIF.

At the top of this page sits a banner that is bigger than any of the other images on LinkedIn. You can use this space to choose a picture that speaks to your company in order to attract some great potential employees.

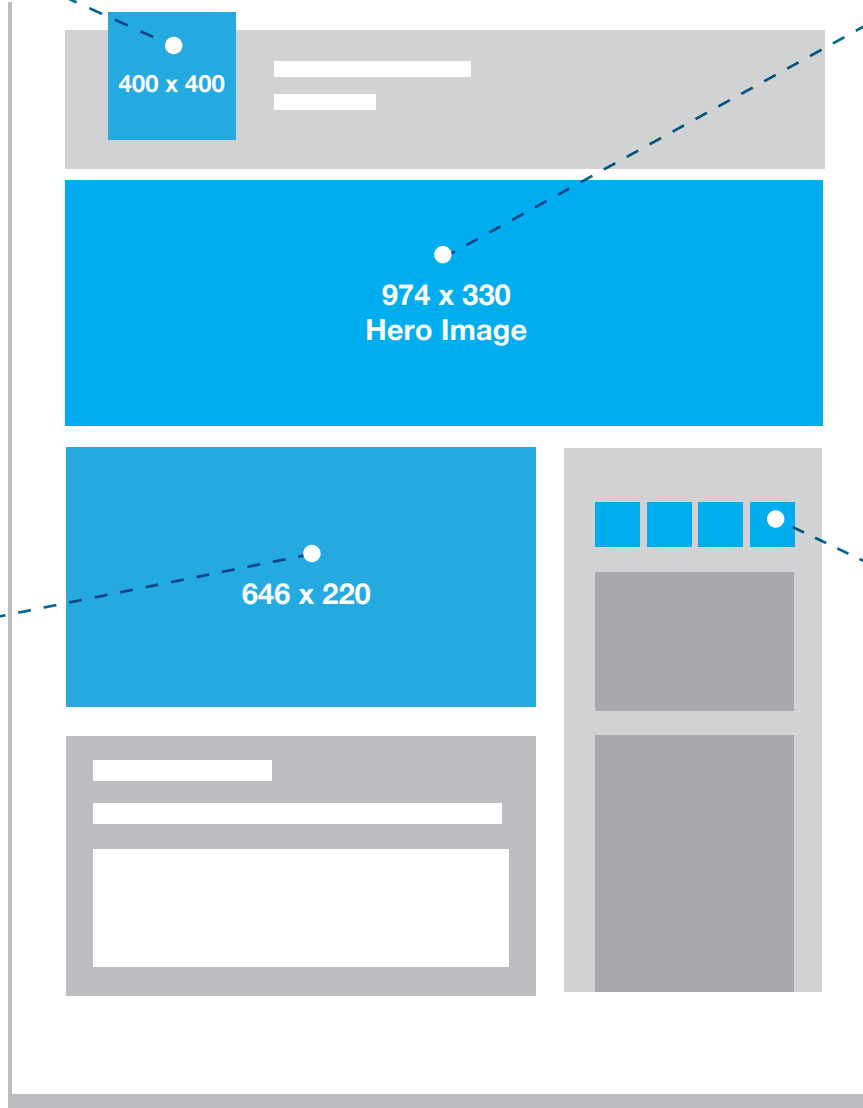
Square Logo: 60 x 60

Image Guidelines

- 60 x 60 px (resized to fit).
- Maximum 2 MB.
- PNG, JPG or GIF.

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

Make sure you use something recognizable to your brand to make sure customers know which company they want to click on.





Channel Cover Photo:
2560 x 1440

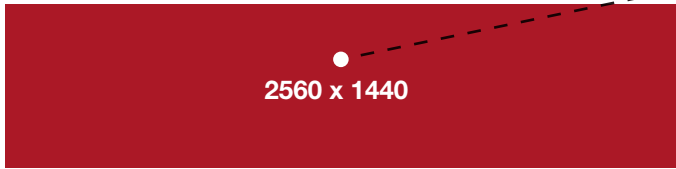
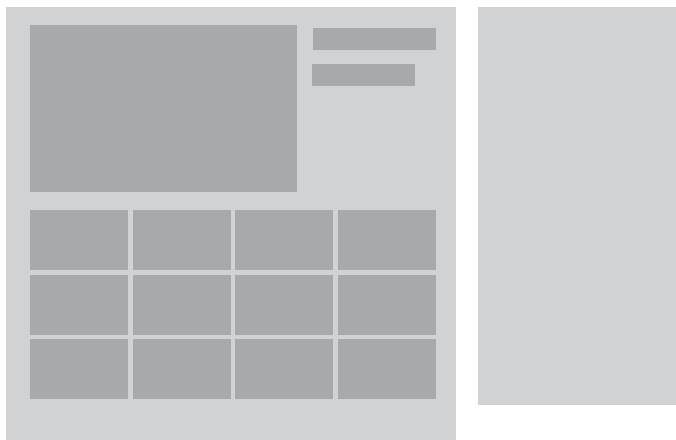


Image Guidelines

There are a lot of different platforms and devices that users can stream YouTube on so it's important that your brand has a photo optimized for each one.

Display Sizes:

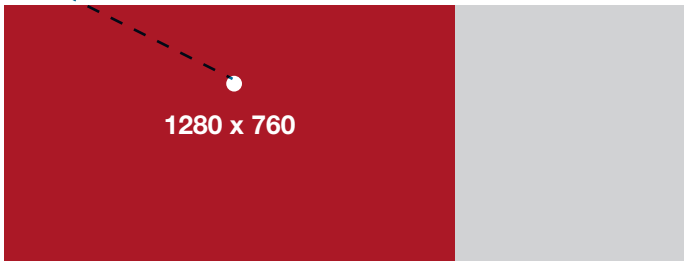
Tablet display: 1,855 x 423
Mobile display: 1,546 x 423
TV display: 2,560 x 1,440
Desktop: 2,560 x 423 (1,546 x 423 pixels are always visible);-
Flexible Area (may be visible): 507 pixels to the left and 507 pixels to the right of the safe area.

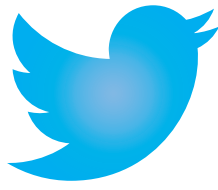


Video Uploads: 1280 x 760

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.

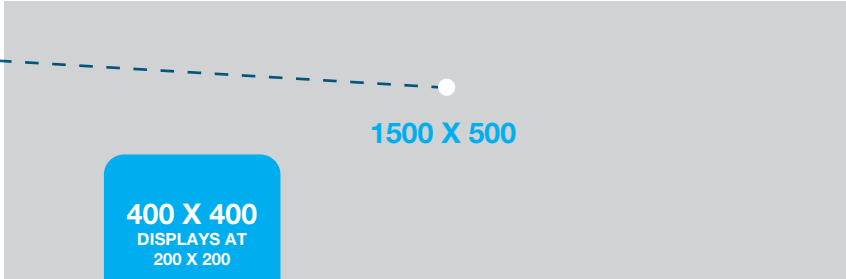




Header Photo:
1500 x 500

Image Guidelines

- Recommended 1500 x 500 pixels
- Maximum file size of 10 MB. JPG, GIF, or PNG.



Profile Photo: 400 x 400

Image Guidelines

- Square Image – recommended 400 x 400px.
- Maximum file size 100 KB.
- JPG, GIF, or PNG.



In-Stream Photo: 440 x 220

Image Guidelines

- Min to appear expanded 440 x 220 pixels.
- Max to appear expanded 1024 x 512 pixels.
- Appears in stream collapsed at 506 x 253 pixels.
- Max file size of 5 MB for photos, and 3MB for animated GIFs.





Profile Image: 110 x 110

Image Guidelines

- Appear on your home page at 110 x 110 pixels.
- Square photo – make sure to maintain an aspect ratio of 1:1.



Photo Thumbnails: 161 x 161

Image Guidelines

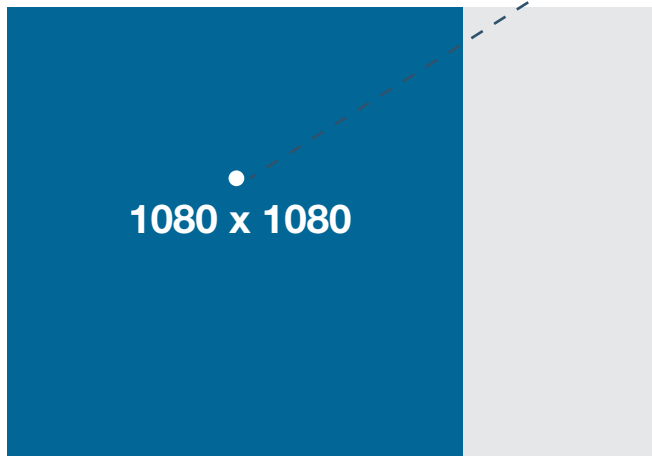
- The thumbnails will appear on the page at 161 x 161 px.
- Square photo – Make sure to maintain an aspect ratio of 1:1 ratio.



Photo Size: 1080 x 1080

Image Guidelines

- The size of Instagram images has been increased to 1080 x 1080 px.
- Instagram still scales these photos down to 612 x 612px.
- Appear in feed at 510x510px.
- Smaller featured header images appear as 204 x 204 pixels, and larger featured header images appear as 409 x 409 pixels.

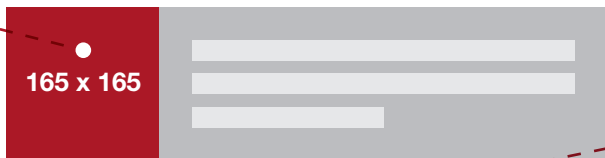




Profile Image: 165 x 165

Image Guidelines

- Appears at 165 x 165px on home page.
- Appears at 32 x 32 pixels on the rest of Pinterest.
- Maximum 10 MB (wouldn't allow me to upload anything larger).



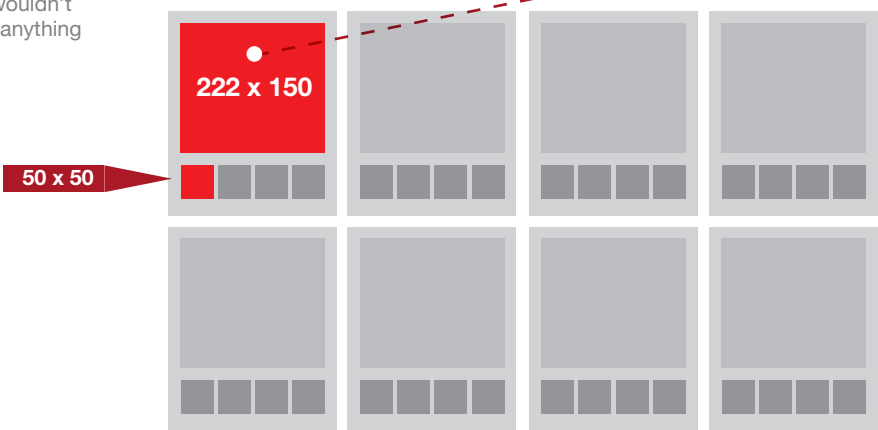
Board Display: 222 x 150

Image Guidelines

- 222 x 150 pixels (large thumbnail)
- 55 x 55 (smaller thumbnail)

Creating boards is one of the most important things that you can do on Pinterest. It's important to make sure you're using an image that fits the size criteria perfectly. Choose a photo that is enticing to your audience.

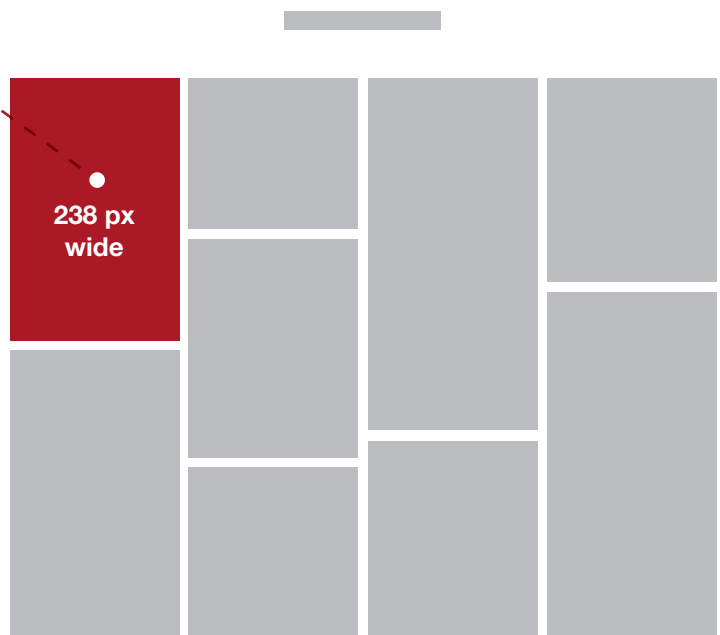
Choose one that's relevant to that particular board.



Pin Sizes: 238px width in pixels

Image Guidelines

- Pins on main page appear as 238 px (height is scaled).
- Pins on a board appear as 238 px (height is scaled).
- Expanded pins have a minimum width 600 pixels (height is scaled).





Profile Image: 128 x 128 px

Image Guidelines

- Minimum 128 x 128 pixels.
- JPG, GIF, PNG or BMP.

Your profile image will appear as a thumbnail (64px x 64px) adjacent to your posts within a follower's feed. It also appears next to the buttons to follow you on Tumblr when someone visits your page.

Your profile photo will also appear somewhere on your Tumblr profile page. Whichever theme you choose is going to play a part in where the photo appears and how large it is.

Some brands choose a large image while others keep them subtler. Just make sure to mind the minimum and pick an image that fits not only your brand, but that also fits your page's layout.

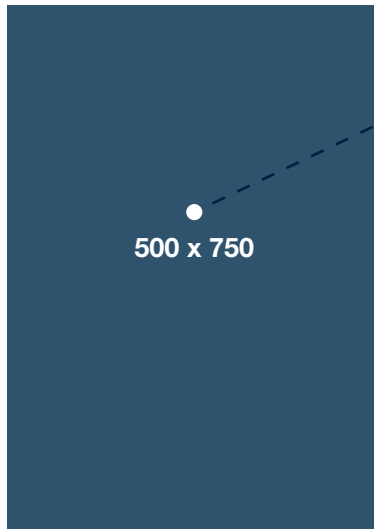


Image posts: 500 x 750

Image Guidelines

- Dash image sizes max at 1280 x 1920, and show in feeds at 500 x 750
- Images can't exceed 10 MB.
- Animated GIFS must be under 1 MB and max at 500px



Banner Image: 2560 x 1440

Image Guidelines

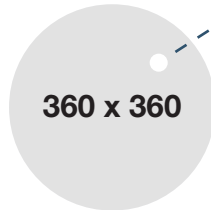
- Upload image size 2560 x 1440px.
- Animated gifs work with Ello
- JPG, GIF or PNG.



Profile Image 360 x 360

Image Guidelines

- Recommended 360 x 360 pixels.
- JPG, GIF or PNG.
 - Animated GIFS possible with Ello.



You upload your image in a square format and then Ello will render it into your page as a circle, so make sure you choose a photo doesn't cut out your best side!

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