

Social Platform Layout + Image Size Cheat Sheets

2016 (Revised September 2016)



Cover Photo - 828 x 315 px, maximum file size of 100 kb

Profile Picture - 180 x 180 px, displays at 160 x 160 px

Shared Images - 1200 x 630 px

Shared Link - 1200 x 627 px

Highlighted Image - 1200 x 717 px



Profile Photo - 400 x 400 px,

It is advisable for a business to make this their logo.

Header Photo - 1500 x 500 px, maximum file size of 10 mb

Photo Tweets - Maximum size 1024 x 512 px, minimum size 440 x 220 px (2:1) Maximum file size of 5 MB for photos



Profile Picture - 110 x 110 px,

Currently this shows up in a circle, image should work in that format.

Photo Size - 1080 x 1080 px

Photo Thumbnail - 161 x 161 px

Maintain as aspect ratio of 1:1, think "perfect square"



Logo Image - 400 x 400 px

Background Image - 1400 x 425 px to 4000 x 4000 px,

Maximum file size of 4 MB

Profile Photo - 400 x 400 px

Cover Picture - 974 x 300 px

Banner Image - 646 x 220 px



Channel Cover Image -

Desktops - 2560 x 1440 px

Tablets - 1855 x 423 px

Smartphones - 1546 x 423 px

TV - 2500 x 1440 px

Video Resolution - 1280 x 760 px

"YouTube is both a social media and video platform, as well as a search engine. For this reason, your YouTube images should be spot on."

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Personal Facebook Image Size Cheat Sheet

LAYOUT DIMENSIONS FOR 2016 (Revised September 2016)



Cover Photo

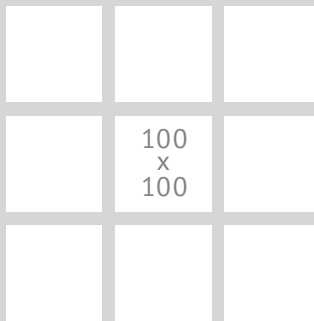
Upload as
180 x 180 px

Displays as
160 x 160 px

828 x 315 px

Maximum file size of 100 kb
Minimum file size is 399 x 150 px

Profile Picture



Profile Picture:

Your profile picture should be of good quality and accurately represent your image, brand, or logo.

Shared Images & Links:

To avoid cropping have an aspect ratio as close to 1.91:1 as possible.

Shared Images

1200 x 630 px



Shared Links

1200 x 627 px



Highlighted Image

1200 x 717 px



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Business Facebook Image Size Cheat Sheet

LAYOUT DIMENSIONS FOR 2016 (Revised September 2016)



Upload as
180 x 180 px

Displays as
160 x 160 px

Profile Picture



Cover Photo

828 x 315 px

Maximum file size of 100 kb
Minimum file size is 399 x 150 px



Event Photo

288 x 192 px
Events list view

784 x 295 px
Events page view



Event Title

288 x 295 px
Advertisement view

Shared Images

1200 x 630 px



Event Title:

Depending on the length of the event title the date may move up.

Shared Images & Links:

Shared images are viewed to the left on the Business page.

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Twitter Image Size Cheat Sheet

LAYOUT DIMENSIONS FOR 2016 (Revised September 2016)



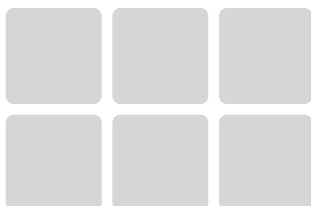
Header Photo

1500 x 500 px

Maximum file size of 10 MB

400 x 400 px

Profile Picture



Profile Photo:

Your Twitter profile picture is your main picture that is visible to everyone whenever you do anything on Twitter. For a business, it is advisable for you to make this your logo.

Photo Tweets:

Twitter allows you to post up to four pictures along with your tweets.

Photo Tweets

Maximum size

1024 x 512 px

Minimum size

440 x 220 px

Maximum file size of 5 MB

2:1



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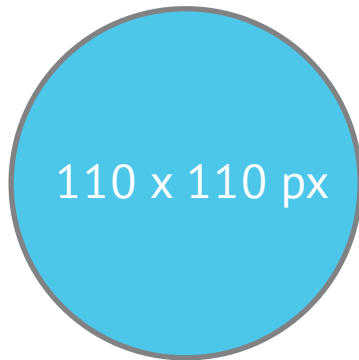
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Instagram Image Size Cheat Sheet

LAYOUT DIMENSIONS FOR 2016 (Revised September 2016)



Profile Picture:

The specs for a profile picture on Instagram are 110 x 110 px. Currently this shows up in a circle frame, make sure your image works in that format.

Photo Size



Photo Thumbnail



You should maintain an aspect ratio of 1:1 on Instagram, think “perfect square” when posting on this platform.

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LinkedIn Image Size Cheat Sheet

LAYOUT DIMENSIONS FOR 2016 (Revised September 2016)



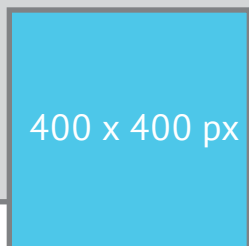
Profile Photo



Background Image

1400 x 425 to 4000 x 4000 px

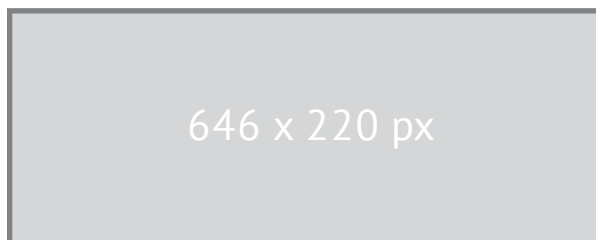
Cover Picture



974 x 300 px

Logo Image

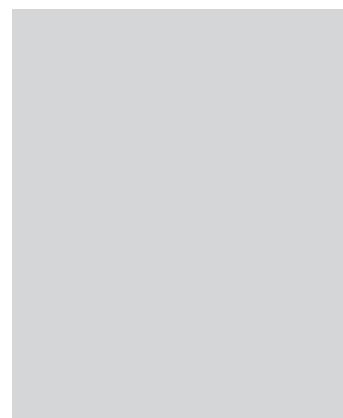
Banner Image



646 x 220 px

Logo Image:

Your standard logo image should be a maximum of 400 x 400 px. The logo appears next to your brand name on your LinkedIn homepage. It also appears in the “Companies you may want to follow” section.



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YouTube Image Size Cheat Sheet

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Channel Cover Image

Desktop - 2560 x 1440 px

TV - 2500 x 1440 px

Tablets - 1855 x 423 px

Smartphones - 1546 x 423 px



Video Resolution

▶ 1280 x 760 px

YouTube:

YouTube is both a social media and video platform, as well as a search engine. For this reason, your YouTube images should be spot on for best results.



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