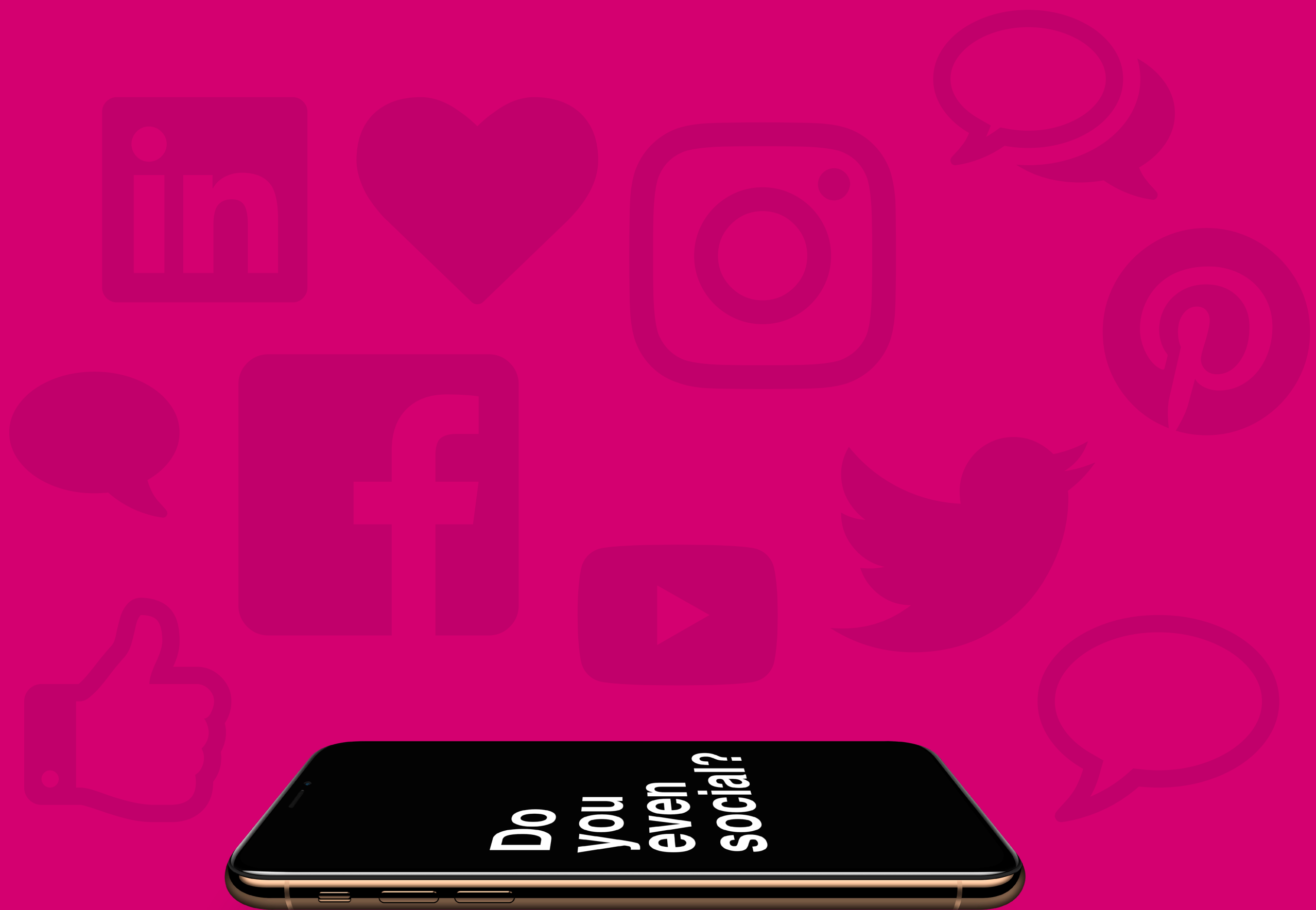


Social Media

Taking some of the stress out
of your social management



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Cheat



Social media platforms are constantly changing and it can be hard to keep up with all the rules and regulations. Eye-catching images and videos will get your posts noticed. Visuals are effective because they are memorable and help people process and retain information more quickly than just text.

People recall 65% of the visual content they see almost three days later compared to only 10% of written content three days after it's read. We want to take some of the stress out of your social management, so we created this social media image size cheat sheet for you to reference while creating content.



Facebook

**The world's largest social network
with 2.23 billion users.**

Posting Frequency

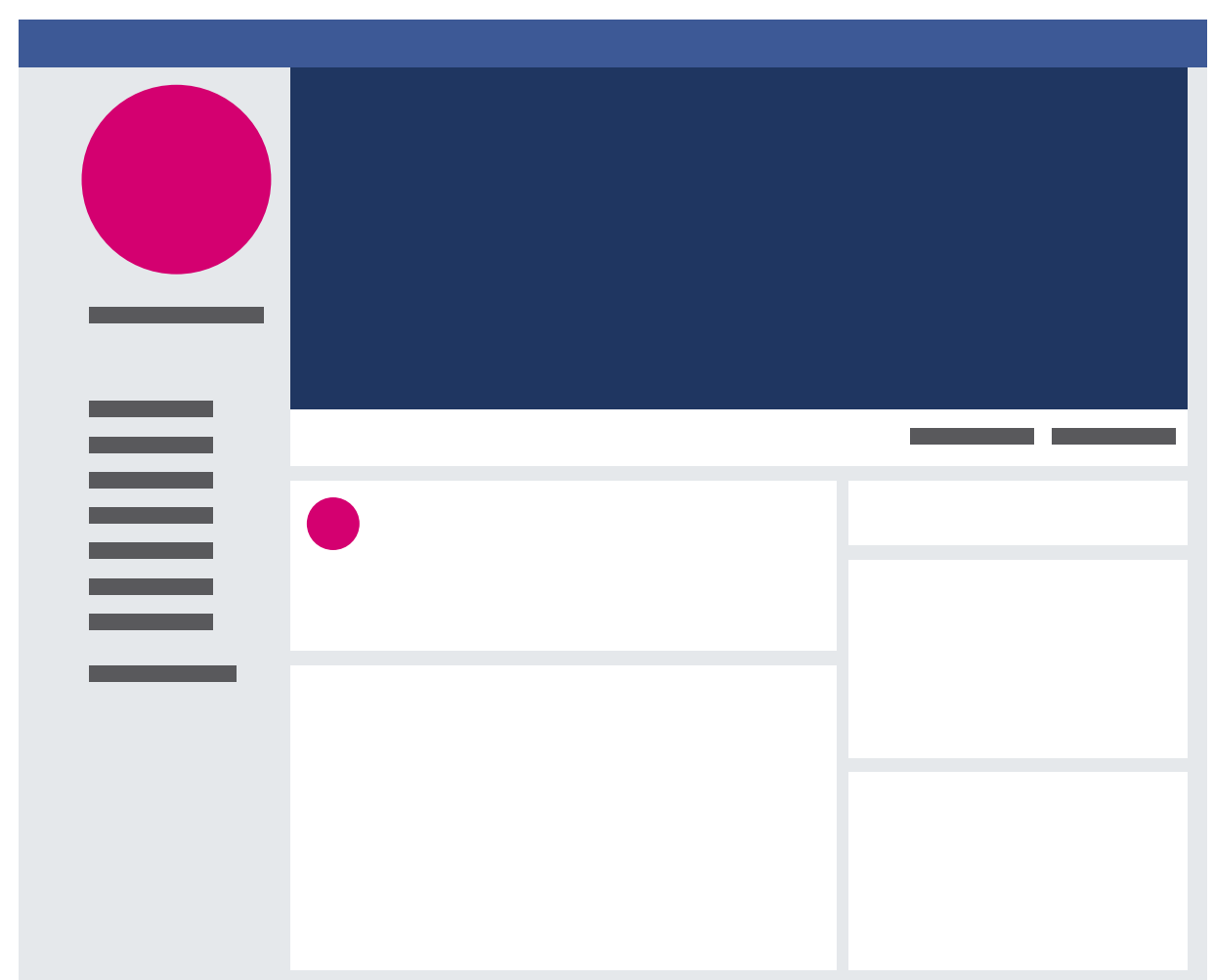
It is recommended to post
1 x a day, Monday–Sunday.

1 post
a day **X** **MONDAY**
SUNDAY

Profile Picture

The image that represents your
brand. Avoid anything text-heavy
as it will be cut off and hard to read.

- Upload size: 1080 x 1080 pixels.
- This will appear as a circle on your profile.
- It will crop square images and you might need to play with the display area of your logo.



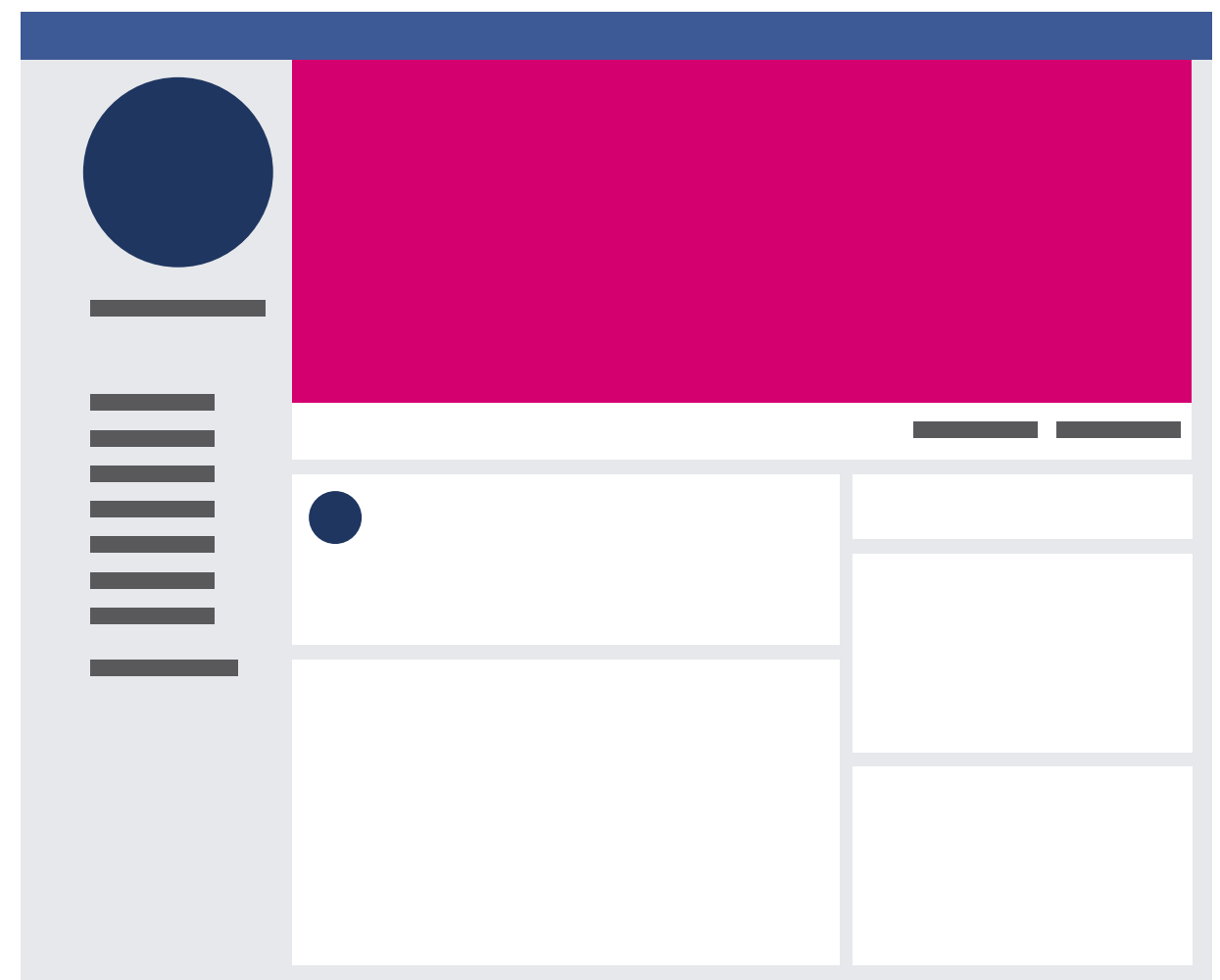
UPLOAD SIZE

**1080 x 1080
PIXELS**

Cover Photo/Video

The background image/video at the top of the page. Be sure to use something that represents what you do or who you are as a business, think of it as a digital billboard.

- Upload size: 1640 x 624 pixels.
- Images will appear on your page at 820 x 312 pixels.
- Videos need to be 20-90 seconds long and it's best to not use audio.
- Keep important content between 1280 x 624 pixels when designing the cover photo at full size.



UPLOAD SIZE

1640 x 624
PIXELS

Images/Video

These are images you upload to your posts/share on your feed.

- Upload size: 1350 x 1080 pixels.
- Unless you're showcasing an event we recommend not showing more than 3-5 photos at a time.
- Each image will appear as its own post once a follower starts to scroll through so be sure to label and add context to your images.
- Be sure to tag people in the photo to increase the organic reach of the images.



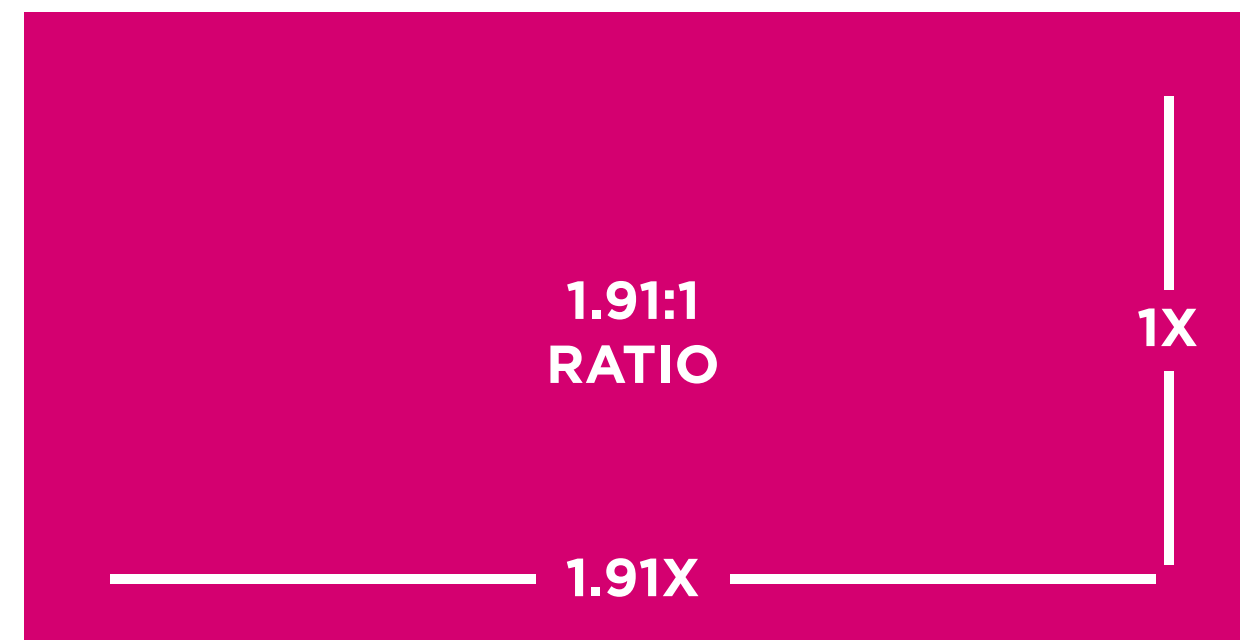
UPLOAD SIZE

1350 x 1080
PIXELS

Optimal Ad/Blog Images

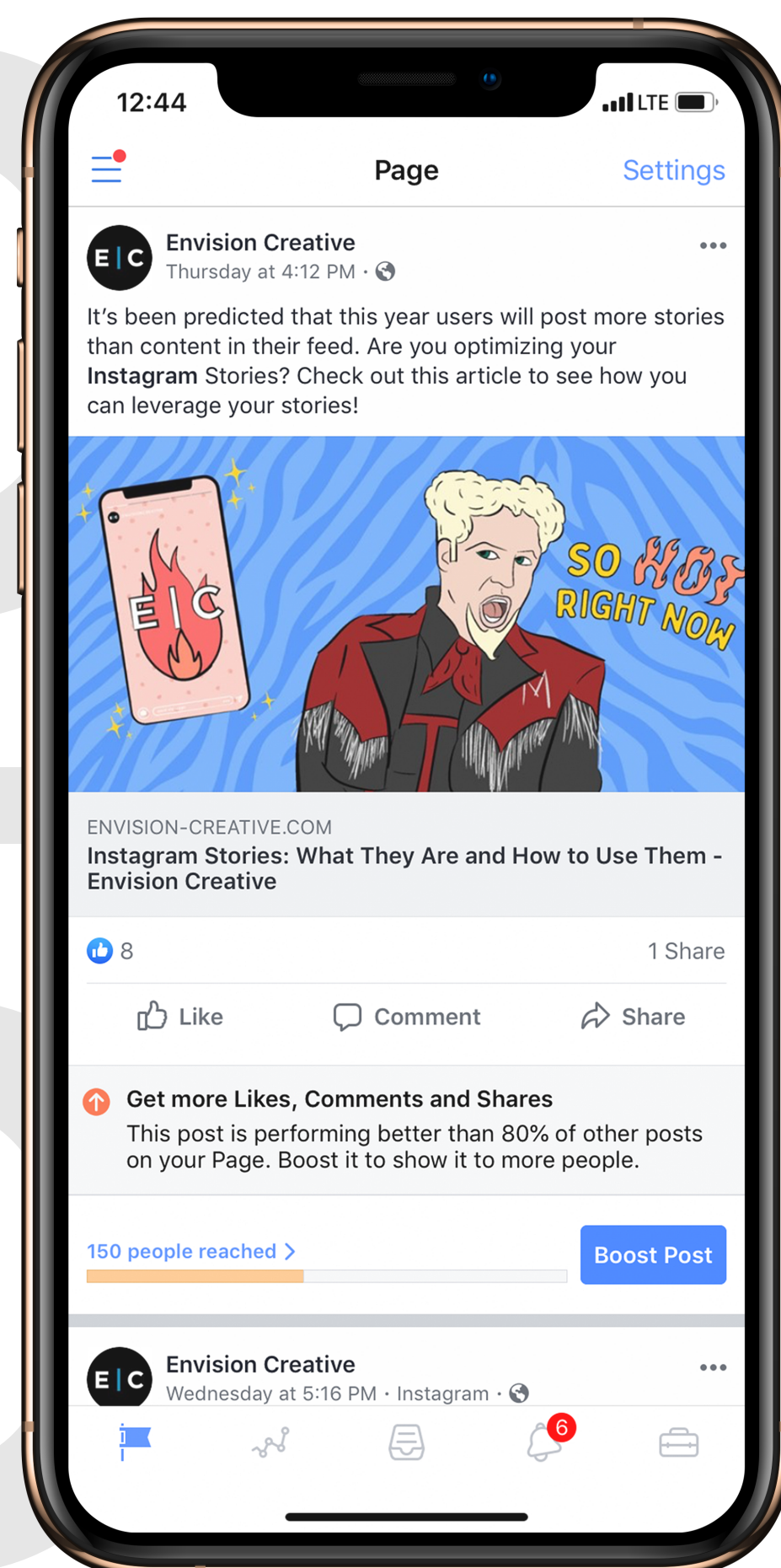
We recommend using minimal or no text on the image.

- Upload size: 1200 x 630 pixels.
- 1.91:1 ratio.
- Be sure to avoid using generic, stock photos as users will quickly scroll past this type of content.
- When using text, follow the 80:20 rule. (See Instagram Ad images for example.)



UPLOAD SIZE

1200 x 630
PIXELS





Instagram

The most popular photo-sharing app, which is a great place to showcase your brand's creativity.

Posting Frequency

It is recommended to post 1-2 x a day, Monday – Sunday.

1-2

**post
a day**

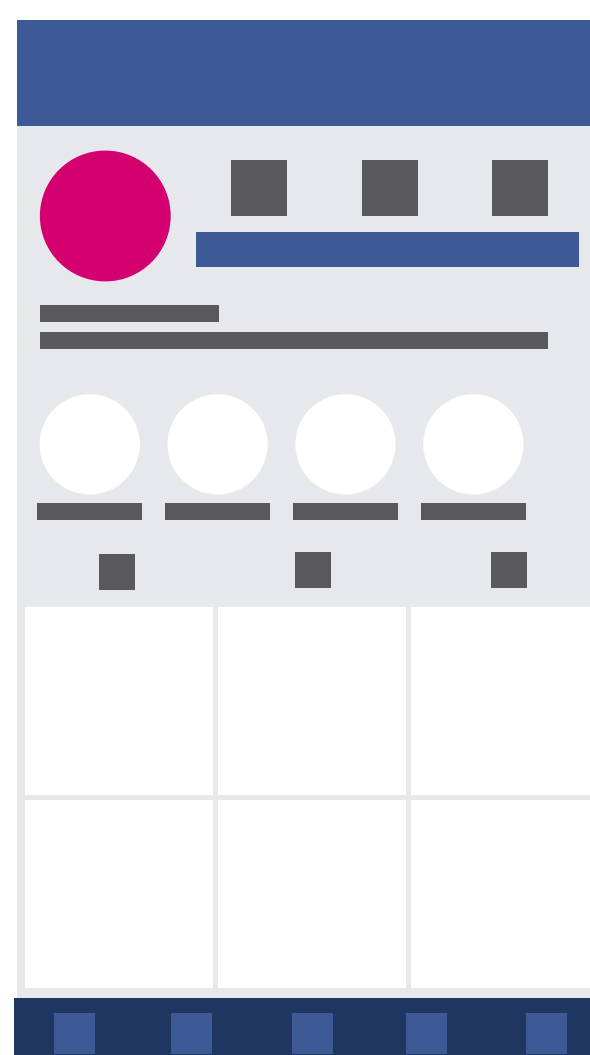
X

**MONDAY
–
SUNDAY**

Profile Picture

The image that represents your brand. Avoid using taglines or full business names as these images are rather small and often viewed on a smartphone screen.

- Upload sizes can vary:
 - Photos will display a 180 x 180 pixel view. It is not recommended to upload a photo at this size.
- This will appear as a circle on your profile.



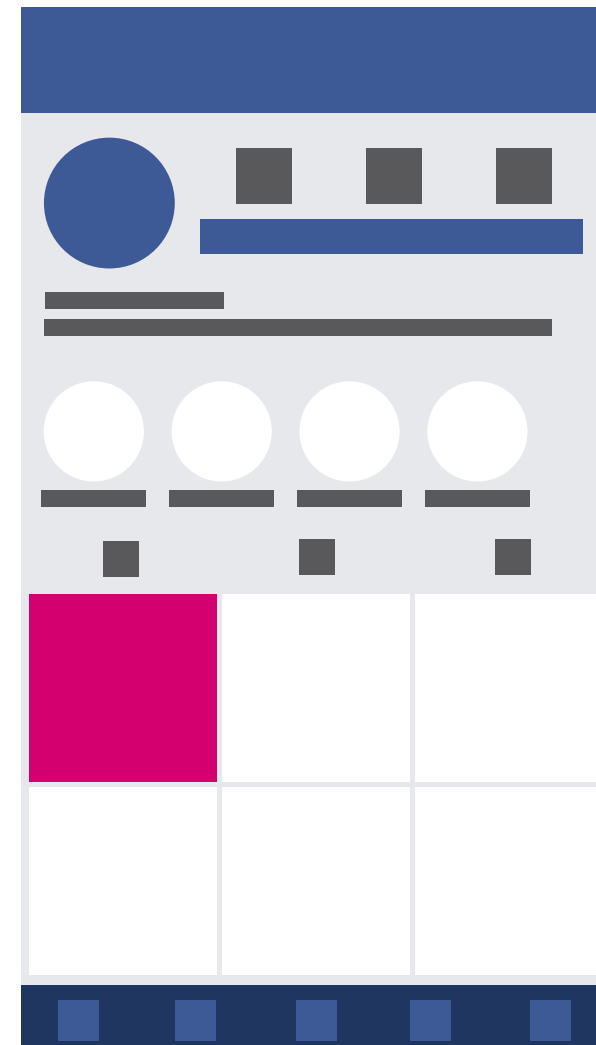
UPLOAD SIZE

**180 x 180
PIXELS**

Images

These are images you upload to your posts/share on your feed. Images should be uploaded as either a square or rectangle.

- Upload size: 1080 x 1350 (preferred) or 1080 x 1080 pixels.
- Seen as the 1080 x 1080 view on a profile if you do use 1080 x 1350.
- You can upload up to 10 images to one post.
- Unless you are running an ad, you cannot create specific copy for each image. The text will stay the same for each image in the carousel.
- Be sure to add context, tag, and @mention who appears in your photo/video to increase reach and provide information for followers.



UPLOAD SIZE

1080 x 1350
PIXELS

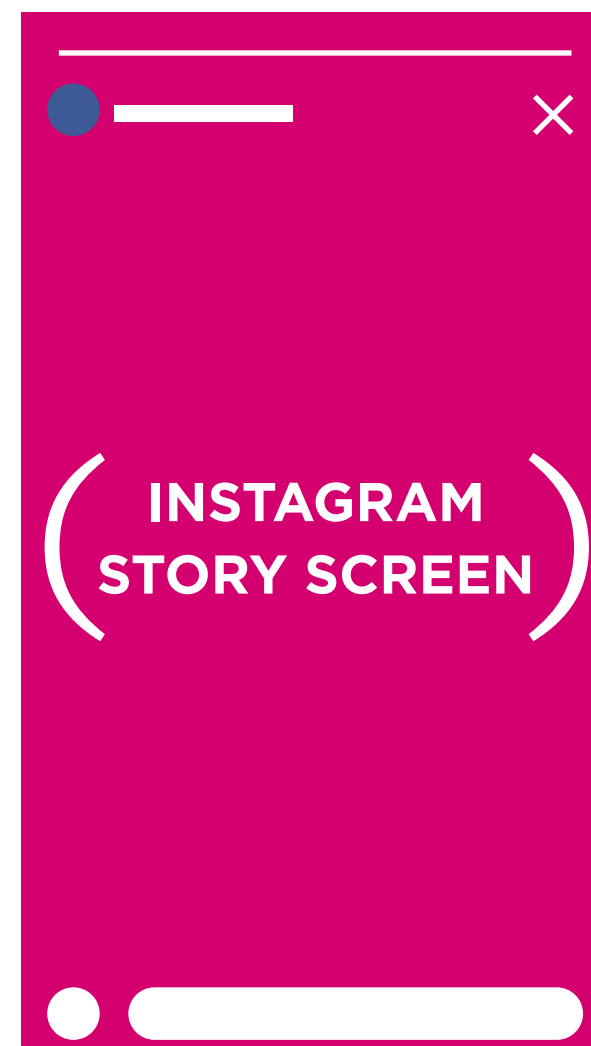
OR

1080 x 1080
PIXELS

Stories

These appear on the top of the user's feed, above the regular posts from the people they follow.

- Upload size: 1080 x 1920 pixels.
- Maximum size: 4GB.
- Instagram has a variety of stickers, emojis, animations, and tools you can use to jazz up your Insta stories. Be sure to experiment with these tools to help make your stories more eye-catching and engaging, [check out our blog that goes into the different ways to use them here.](#)



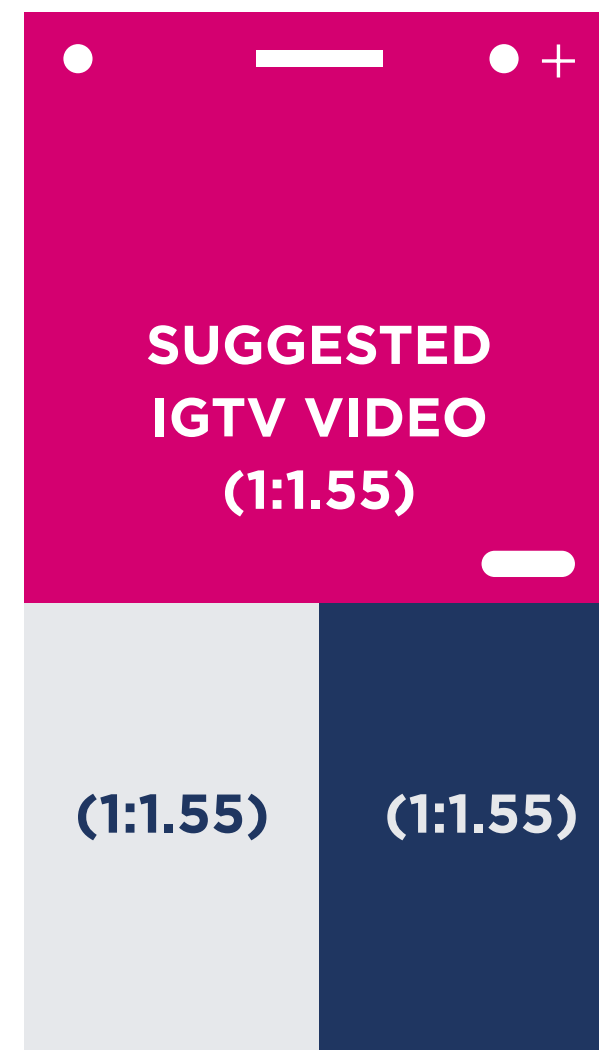
UPLOAD SIZE

1080 x 1920
PIXELS

IGTV Cover

This image appears at the top of the Instagram TV feed.

- Upload size: 420 x 654 pixels.
- These are videos, so be sure to upload animated or video content to this type of feed!

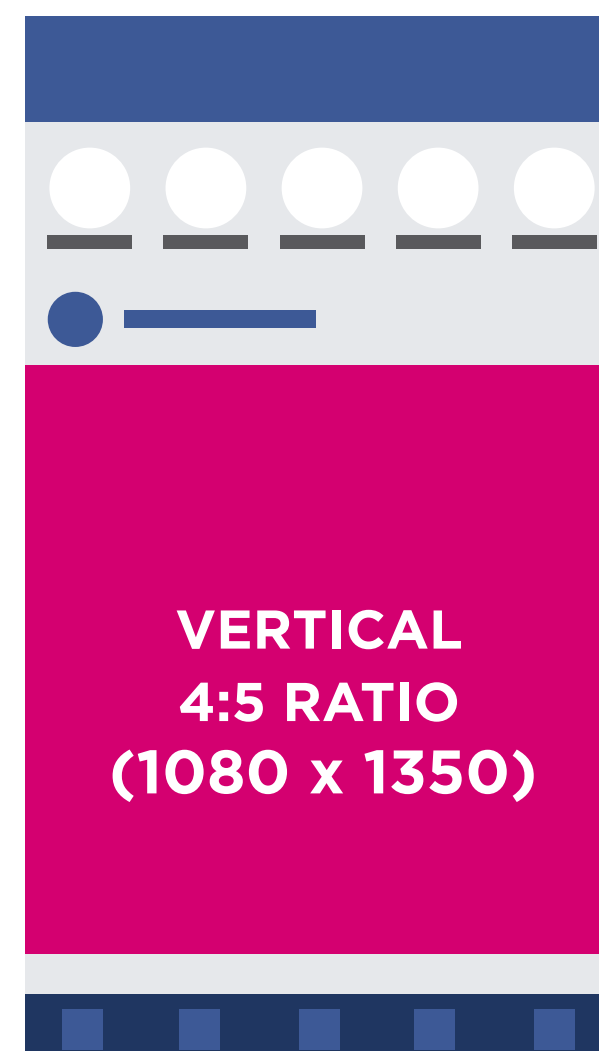


UPLOAD SIZE
420 x 654
PIXELS

Ad Images

Images that appear in your paid ads.

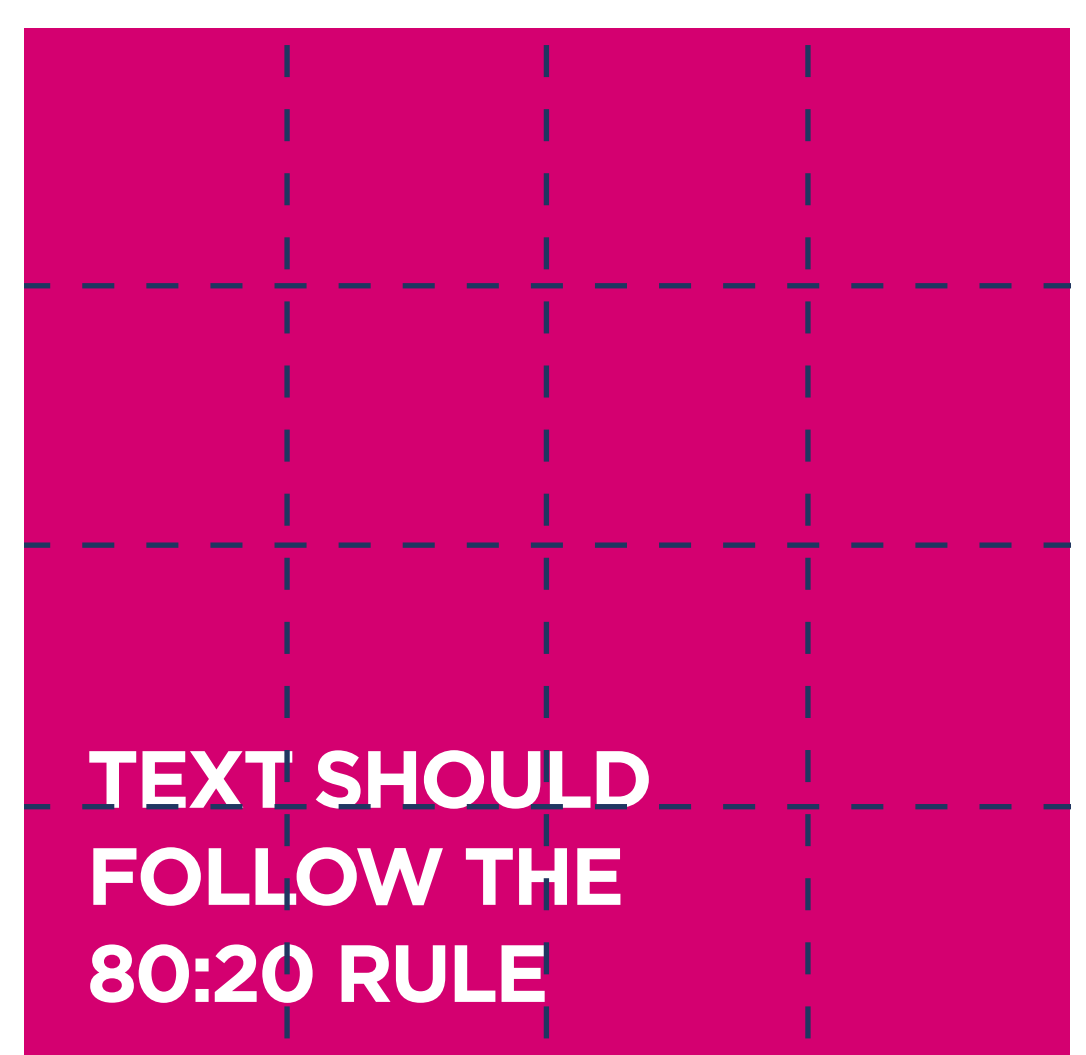
- Vertical images: 1080 x 1350 pixels.
- Square images: 1080 x 1080 pixels.
- You may upload more than one image depending on what type of ad format you choose.
- **Not Recommended:** Landscape images: 1200 x 628 pixels.



UPLOAD SIZE
1080 x 1350
PIXELS

NOTE: For All Ad Images

You should follow the 80:20 rule for your images. No more than 20% of the image should be text or it will get rejected by the platforms. Platforms want to avoid aggressive sales-y content, so be sure your images are engaging, relevant and clean.





Twitter

An online news and social networking site where people communicate in short messages called tweets.

Posting Frequency

It is recommended to tweet 15+ tweets a day, Monday – Friday for B2B & Monday – Sunday for B2C.

15+ tweets a day **X** **B2B:** MON-FRI
B2C: MON-SUN

Profile Picture

The image that represents your brand.

- Upload size: 400 x 400 pixels.
- Please note that, like Instagram and Facebook, this image will appear as a circle.



UPLOAD SIZE

400 x 400
PIXELS

Cover Photo

The image that appears as the background on the top of your profile.

- Upload size: 1500 x 500 pixels.
- Maximum file size: 5 MB.
- Image types: JPG, GIF, PNG.
- Cover photo dimensions vary between desktop and mobile, make sure any important aspects of your image are between 900 x 310 pixels so they don't get lost between devices.



UPLOAD SIZE
1500 x 500
PIXELS

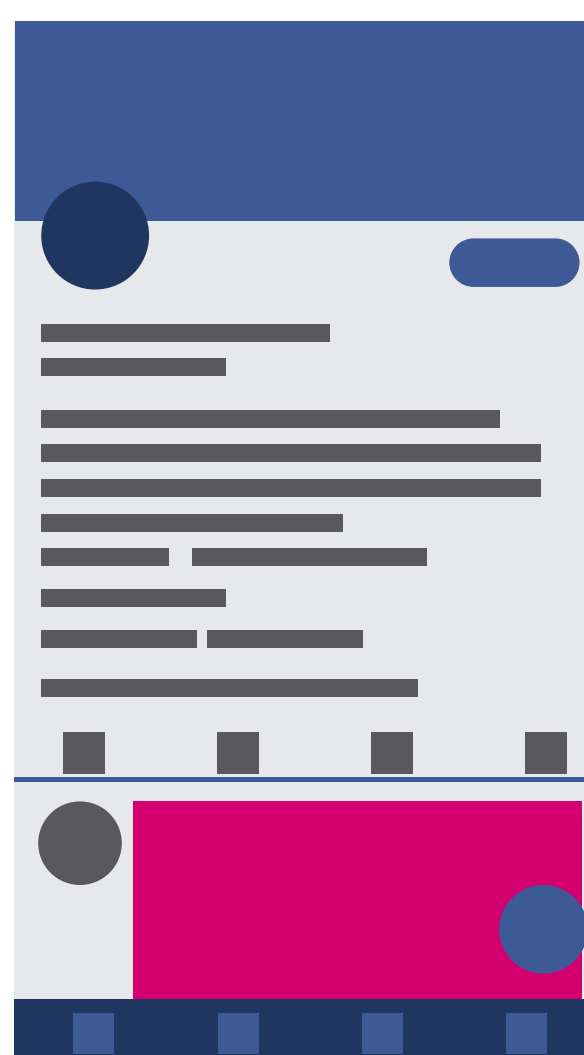
Images

These are images you'd put on your posts/share on your feed.

- Upload sizes: 1024 x 512 pixels.

Notes:

- When expanded, images appear at a minimum of 440 x 220 pixels and a maximum of 1024 x 512 pixels.
- Center your images horizontally for mobile optimization.
- You can share up to 4 images in one tweet.

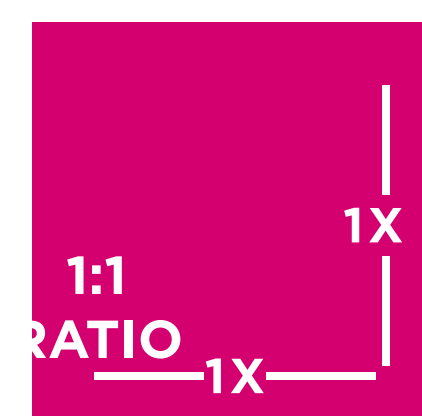
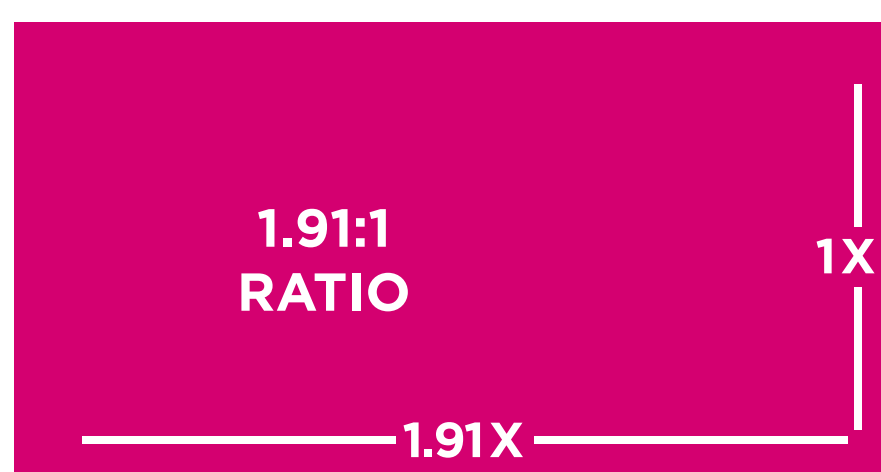


UPLOAD SIZE
1024 x 512
PIXELS

Ad Images

Images that appear in your paid ads.

- Upload sizes can vary:
 - 800 x 418 pixels (1.91:1 Ratio.)
 - 800 x 800 pixels (1:1 Ratio.)





LinkedIn

The world's largest professional social network with over 500 million users.

Posting Frequency

It is recommended to post 1 x a day, Monday – Thursday.

1 post a day **X** **MONDAY – THURSDAY**

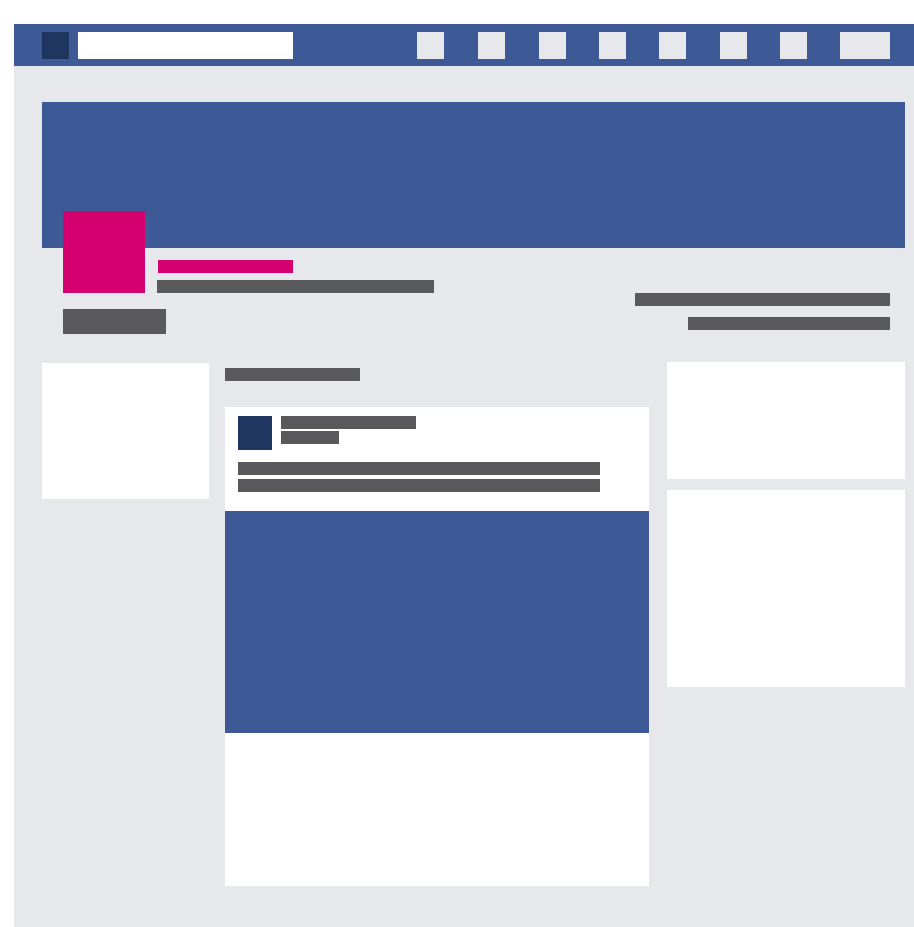
Company Logo

The image that represents your brand.

- Upload size: 300 x 300 pixels.
- Unlike the other platforms, LinkedIn profile pictures are square. The name of your business will appear next to the profile picture so there is no need to have a graphic with your entire business name on it.



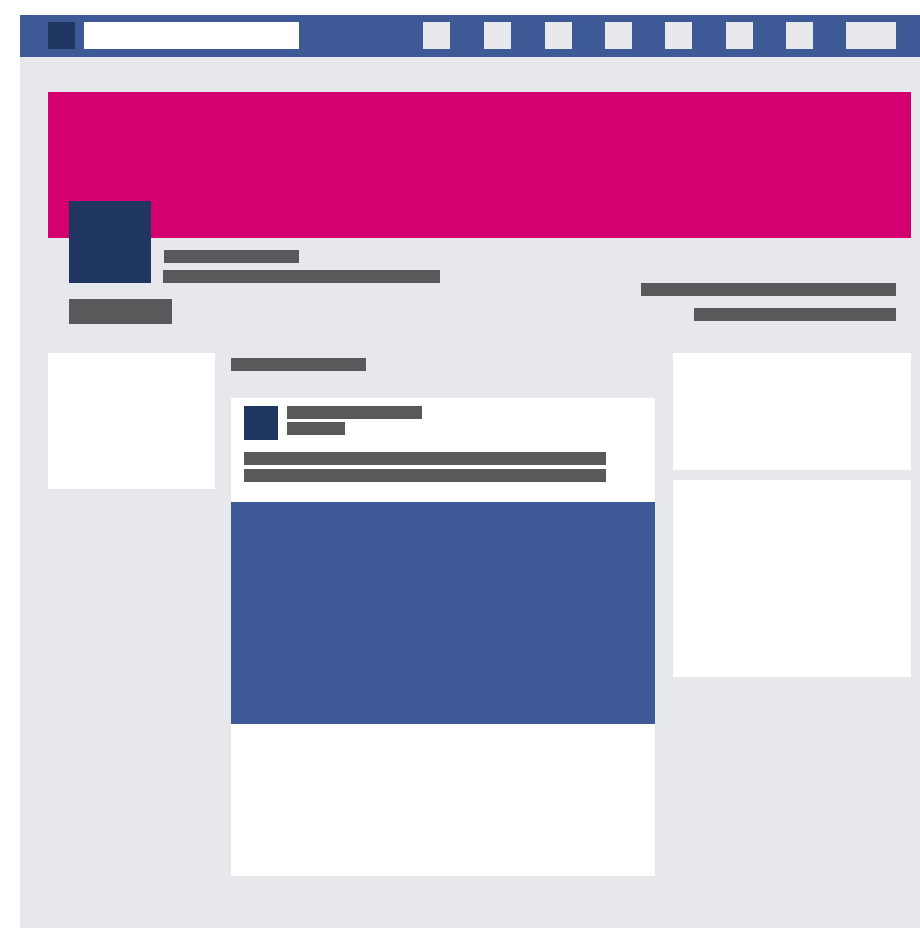
UPLOAD SIZE
300 x 300
PIXELS



Cover Photo

The background image at the top of the page.

- Upload size: 1536 x 768 pixels.
- Cover photo dimensions vary between desktop and mobile, make sure any important aspects of your image are between 640 x 310 pixels so they don't get lost between devices.

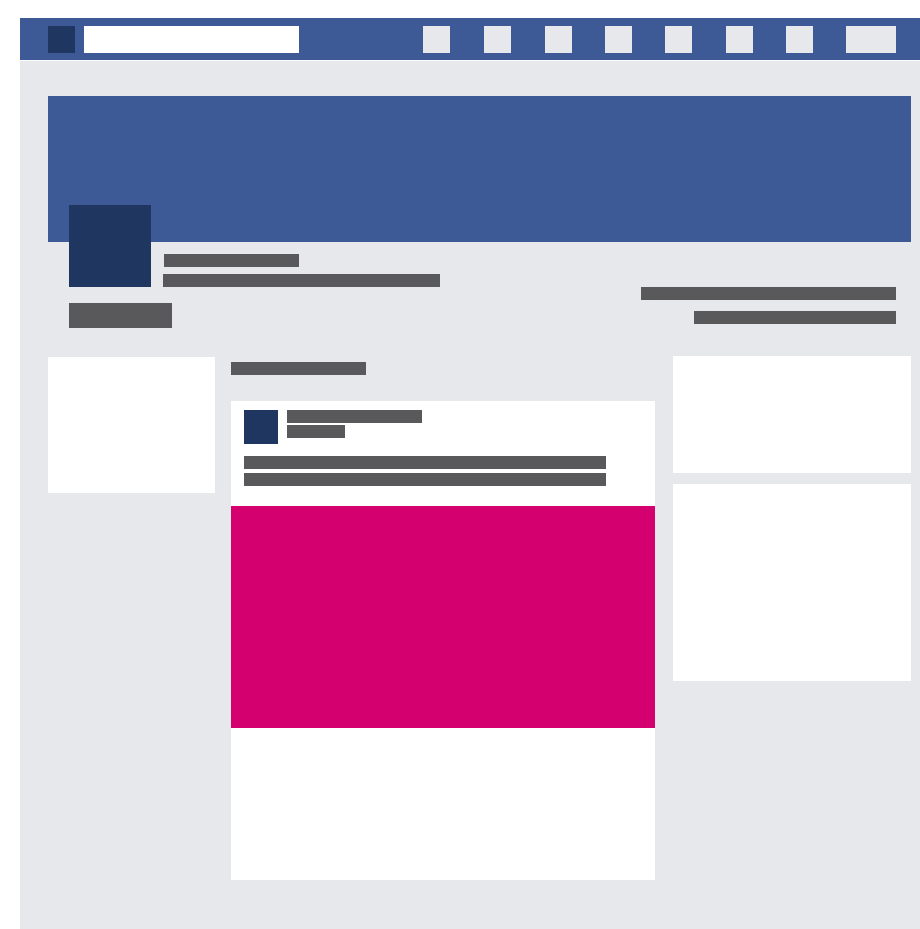


UPLOAD SIZE
1536 x 768
PIXELS

Images

These are images you'd put on your posts/share on your feed.

- Upload size: 1200 x 630 pixels.
- You can upload up to 9 images to one post.
- You can add alt image text of up to 120 characters on each image.

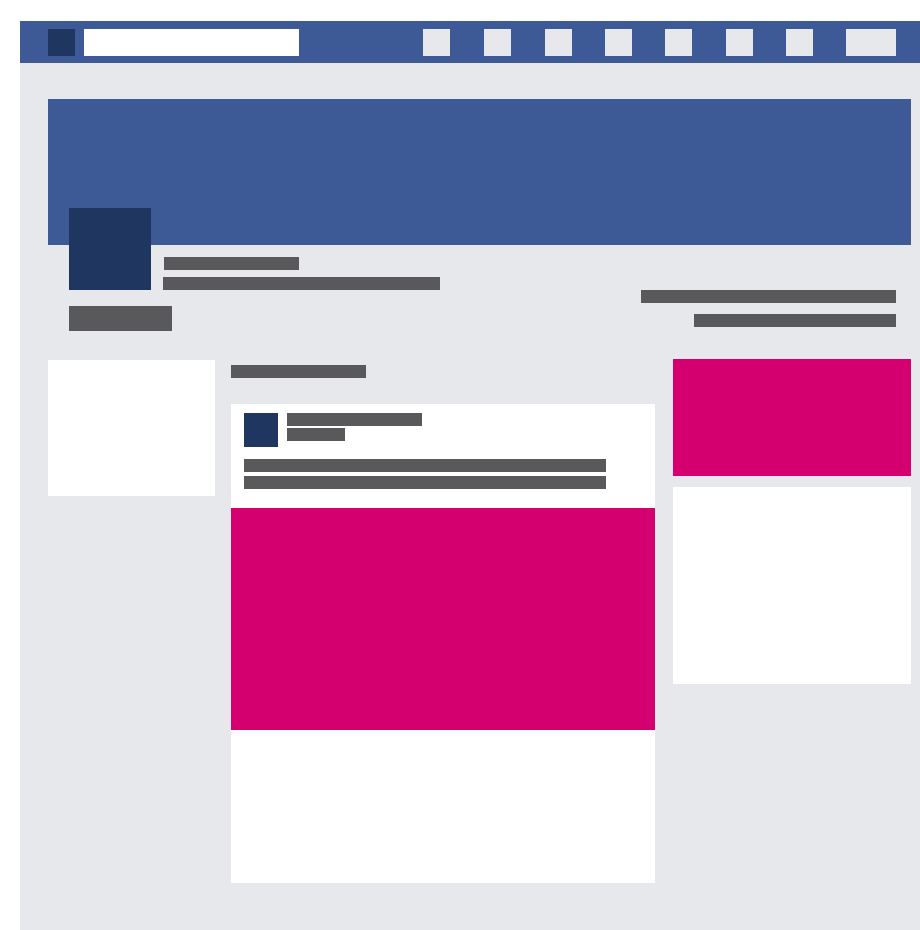


UPLOAD SIZE
1200 x 630
PIXELS

Ad Images

LinkedIn has a variety of ad formats to choose from, our image recommendations can be a guide if this is your first foray into their ads.

- Upload sizes can vary:
 - 300 x 250 pixels.
 - 17 x 100 pixels.
 - 160 x 600 pixels.
 - 728 x 90 pixels.
 - 496 x 80 pixels.



UPLOAD SIZE VARIES



Pinterest

An article and photo sharing platform with over 250 million active monthly users.

Posting Frequency

It is recommended to pin 11 pins a day, Monday – Sunday.

11 pins a day **X** **MONDAY** – **SUNDAY**

Profile Picture

The image that represents your brand.

- Upload size: 165 x 165 pixels.
- Appears on the homepage as a circle.



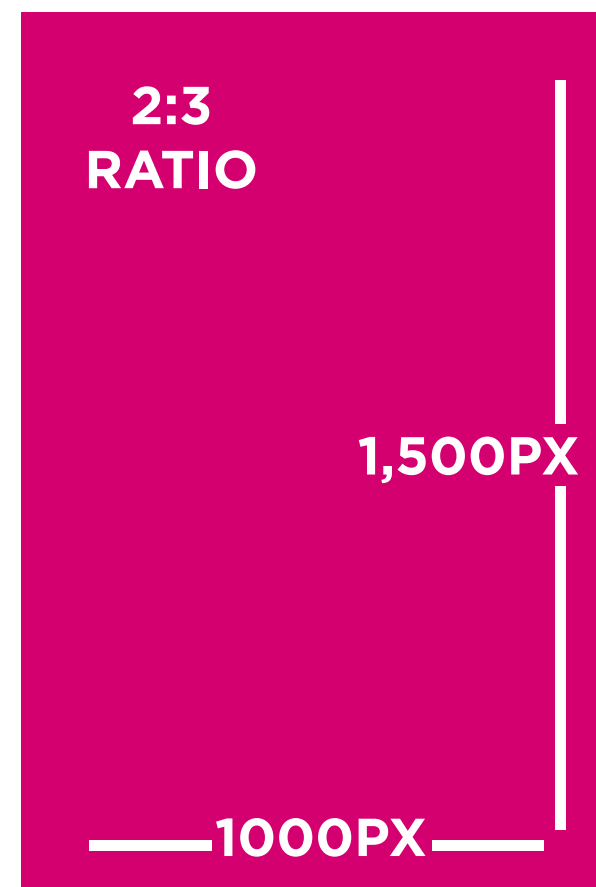
UPLOAD SIZE

165 x 165
PIXELS

Pins

Images that are shared to your boards.

- Upload size: 1000 x 1500 pixels.
- Most pins will size themselves when you pin from another site or publisher.

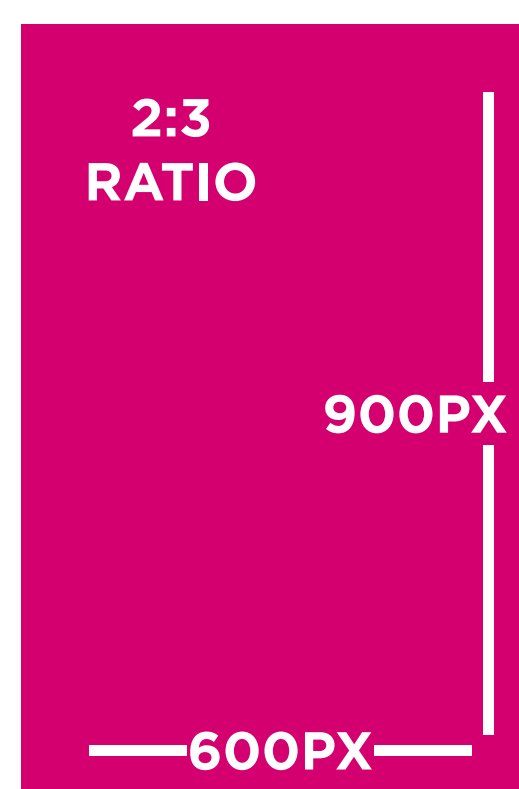


UPLOAD SIZE
1000 x 1500
PIXELS

Ad Images

Images that appear in your paid ads.

- Upload size: 600 x 900 pixels.
- The number of images per ad depends on the ad format that you choose.



UPLOAD SIZE
600 x 900
PIXELS



The second largest search engine in the world with 1.9 billion users.

Posting Frequency

It is recommended to post at least 1 x a week. Choose a day and consistently post on that day so your subscribers know when to expect new content.

1 post a week **X** A set day each week

Company Logo

The image will appear as your channel profile picture.

- Upload size: 800 x 800 pixels.



UPLOAD SIZE

800 x 800
PIXELS

Cover Photo

The image that appears as the background on the top of your profile.

- Upload size: 2560 x 1440 pixels.
- Desktop and smartphone appearance: 1546 x 423 pixels.



UPLOAD SIZE
2560 x 1440
PIXELS

Videos

The videos you create and upload to your channel.

- Upload size: 1920 x 1080 pixels for horizontal or 1080 x 1350 for vertical (4:5 ratio)
 - These are the sizes you need to be considered full HD.



UPLOAD SIZE
1920 x 1080
PIXELS

OR

UPLOAD SIZE
1080 x 1350
PIXELS

Ads

These are the ads that will play on YouTube.

- Upload sizes can vary:
 - horizontal: 300 x 250 pixels.
 - vertical ads: 1080 x 1350 pixels.



UPLOAD SIZE
300 x 250
PIXELS

Don't Forget



Quality, in-depth content beats mediocre, high-volume content any day of the week.

It's important to think about your users. Truly good content considers where and how its audience consumes media and content. Be sure your images are optimized by platform, there is no longer a one-size-fits-all solution. [Feeling overwhelmed? Let us help!](#)