





SOCIAL MEDIA IMAGE

& VIDEO SIZES 2018



make a websitehub.com





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.

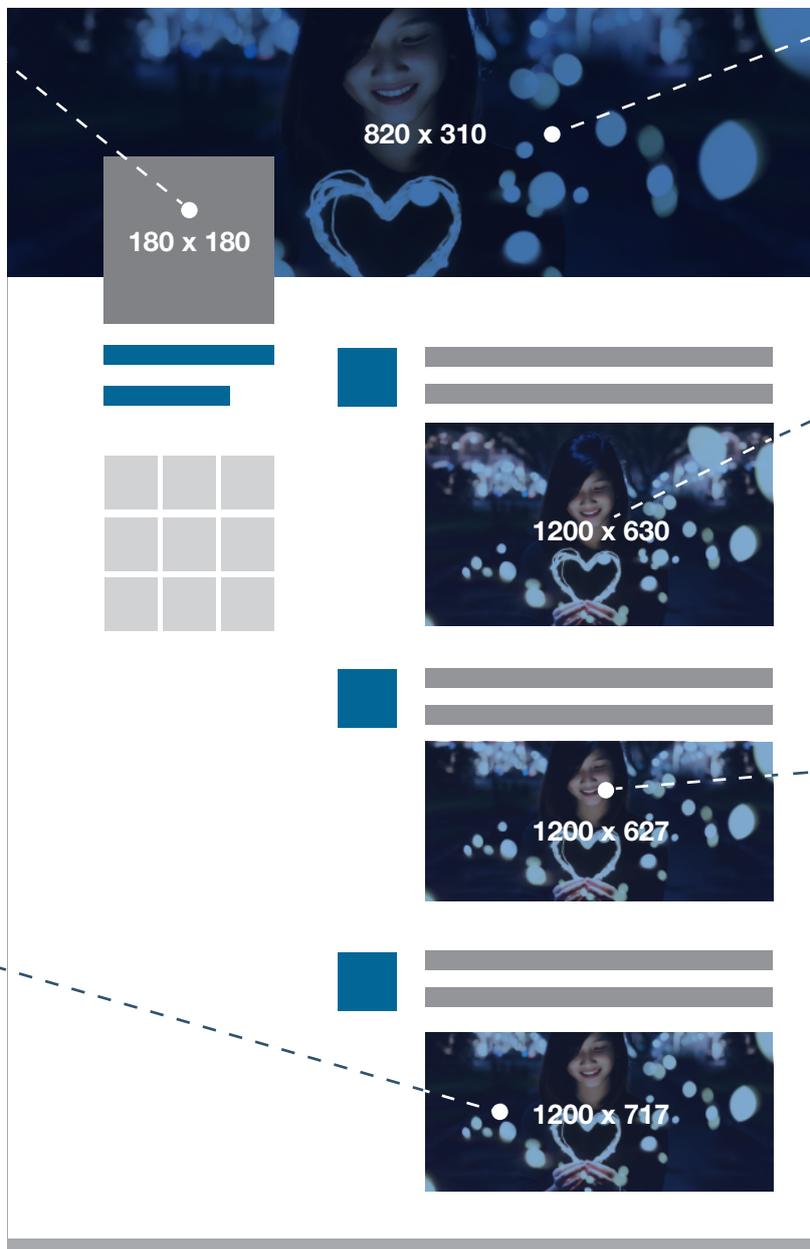
This will be the photo representing you or your brand on Facebook. This square photo will appear on your timeline layered over your cover photo.

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: 820 x 310 px

Image Guidelines

- Appear on page at 820 x 310 pixels
- Anything less will be stretched.
- Minimum size of 399 x 150 pixels.
- Smartphones display as 640 x 360
- For 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.

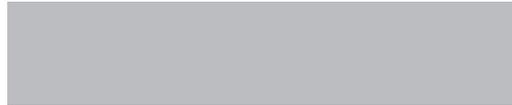
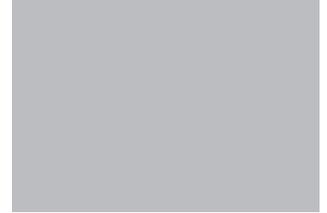
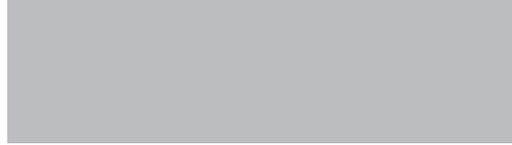
Facebook will scale photos under the minimum dimensions. For better results, increase image resolution at the same scale as the minimum size.



Event Image:
1920 x 1080 px

Image Guidelines

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





Channel Profile: 800 x 800

Image Guidelines

Recommended 800 x 800 pixels.
Displays as 98 x 98 pixels.
Image types: JPG, GIF, BMP or PNG.



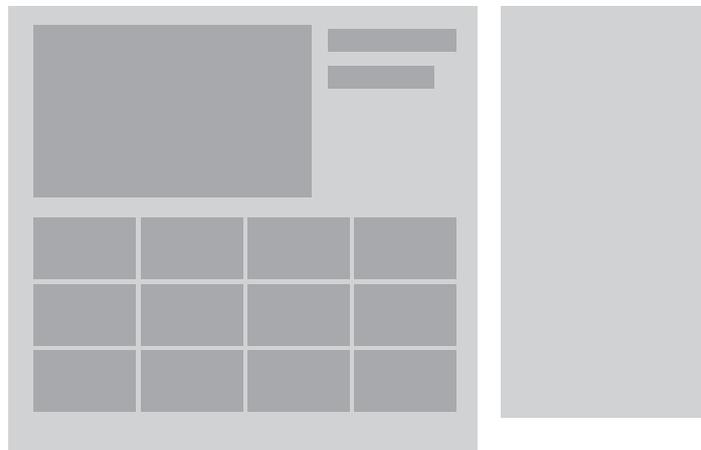
Channel Cover Photo: 2560 x 1440

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:

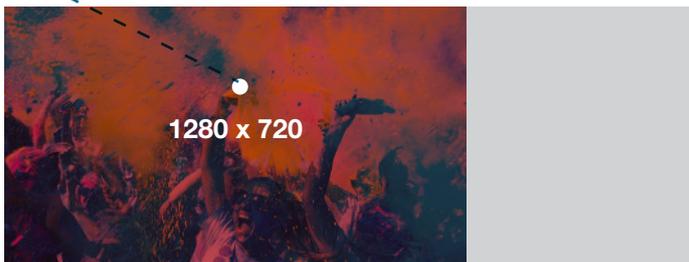
Tablet display: 1,855 x 423
Mobile display: 1,546 x 423
TV display: 2,560 x 1,440
Desktop: 2,560 x 423 (1,546 x 423 pixels are always visible); Flexible Area (may be visible): 507 pixels to the left and 507 pixels to the right of the safe area.



Video Uploads: 1280 x 720

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.



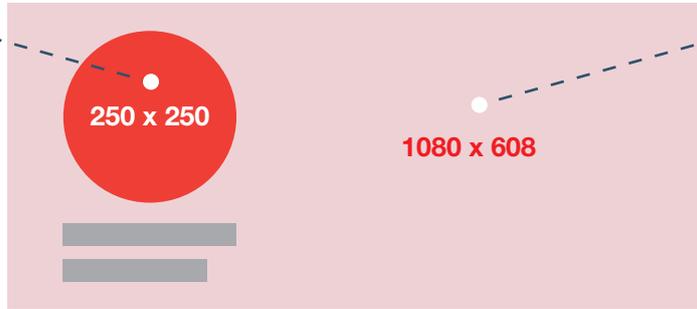


Profile Image: 250 x 250

Image Guidelines

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

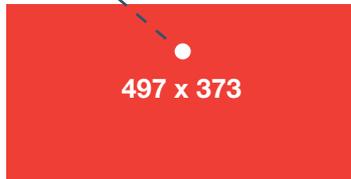
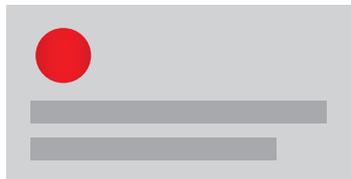
- Recommended 1080 x 608 pixels
- Minimum 480 x 270 pixels
- Maximum 2120 x 1192 pixels

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

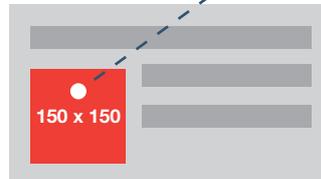
- Appears in home stream and on page at a width of 426 pixels (height is scaled).
- Minimum width of 497 pixels (will scale the height for you).
- Maximum upload 2048 x 2048 px
- Shared Link – 150 x 150 (thumbnail)



Shared Image: 150 x 150

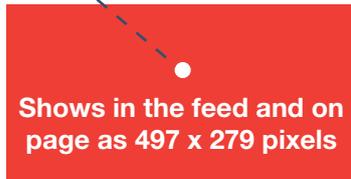
Image Guidelines

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



Shared Video: 496px wide

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.

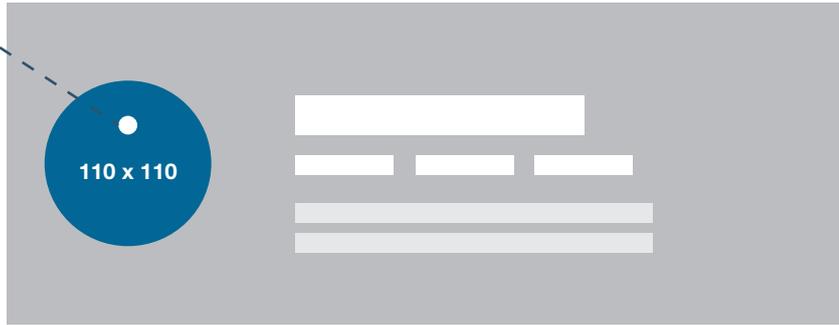




Profile Image: 110 x 110

Image Guidelines

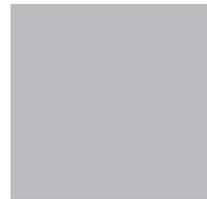
- Appear on your home page at 110 x 110 pixels.
- Square photo – make sure to maintain an aspect ratio of 1:1.



**Photo Thumbnails:
161 x 161**

Image Guidelines

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



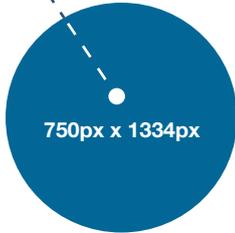
Video to Stories
750px x 1334px

Video Guidelines

On Instagram, you can upload a video to your timeline or share it to Instagram stories.

The correct size to use will be determined by where you publish it

The maximum duration of the video should be 10 seconds.

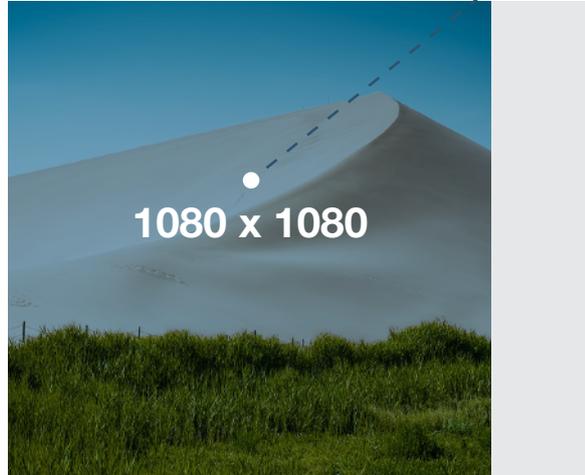


750px x 1334px

Photo Size: 1080 x 1080

Image Guidelines

- The size of Instagram images has been increased to 1080 x 1080 pixels.
- Instagram still scales these photos down to 612 x 612 pixels.
- Appear in feed at 510 x 510 pixels.



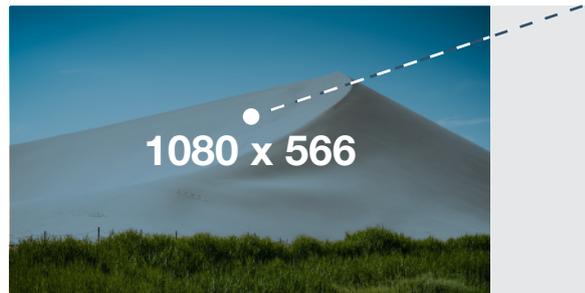
1080 x 1080

Landscape: 1080 x 566

Image Guidelines

Instagram landscape dimensions recommended: 1080px x 566px.

It is also possible to use a smaller size such as 600px x 400px.



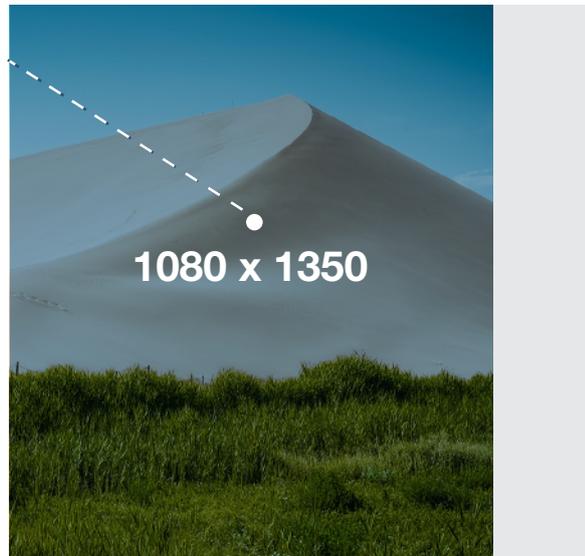
1080 x 566

Portrait: 1080 x 1350

Image Guidelines

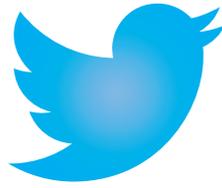
Instagram portrait size recommended: 1080px x 1350px.

However, Instagram will show it as a 600px x 749px image.



1080 x 1350





Header Photo:
1500 x 500

Image Guidelines

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



Profile Photo: 400 x 400

Image Guidelines

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



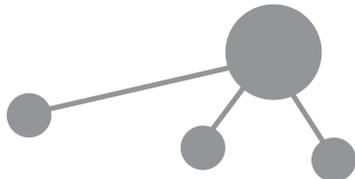
In-Stream Photo: 440 x 220

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.



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