FACEBOOK

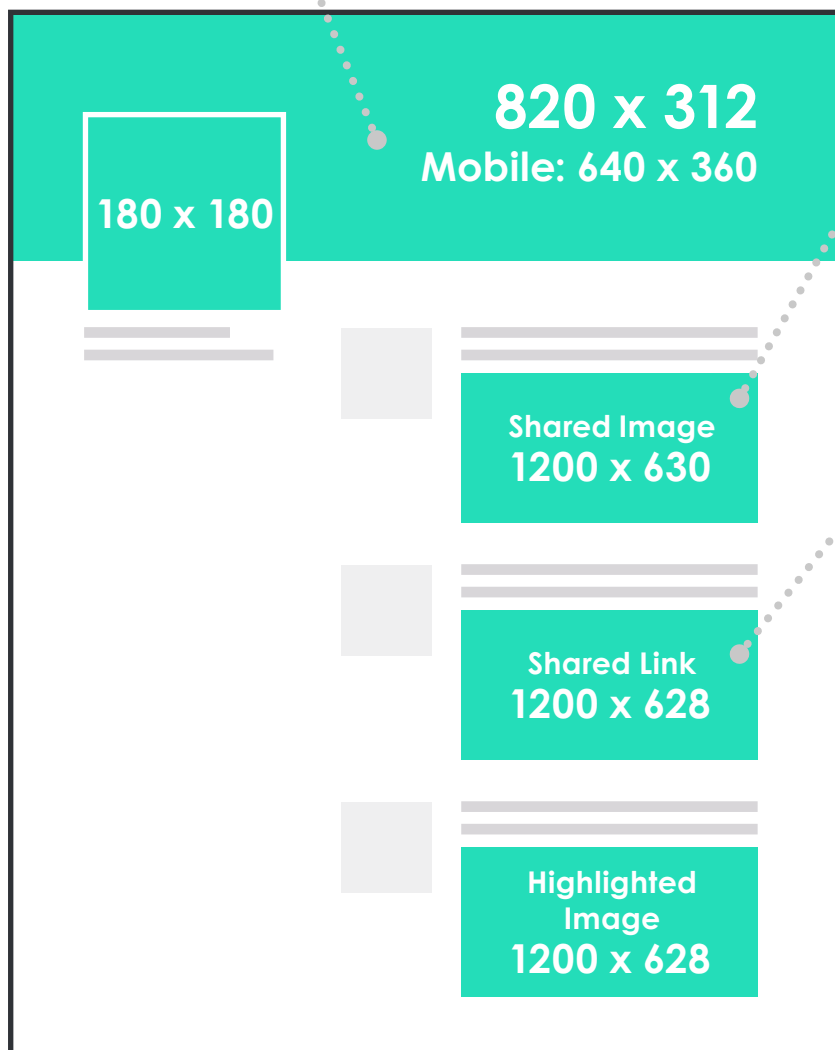## Cover Photo: 820 x 312 px
Image Guidelines

- Appear on page at 820 x 312 pixels
- Anything less will be stretched.
- Minimum size of 400 x 150 pixels.
- Smartphones display as 640 x 360px
- 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.

820 x 312
Mobile: 640 x 360

180 x 180

Shared Image
1200 x 630

Shared Link
1200 x 628

Highlighted Image
1200 x 628

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 628
Image Guidelines

Recommended upload size of 1200 x 628
- 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.

LINKEDIN

Personal Background image: 1584 x 396

1584 x 396
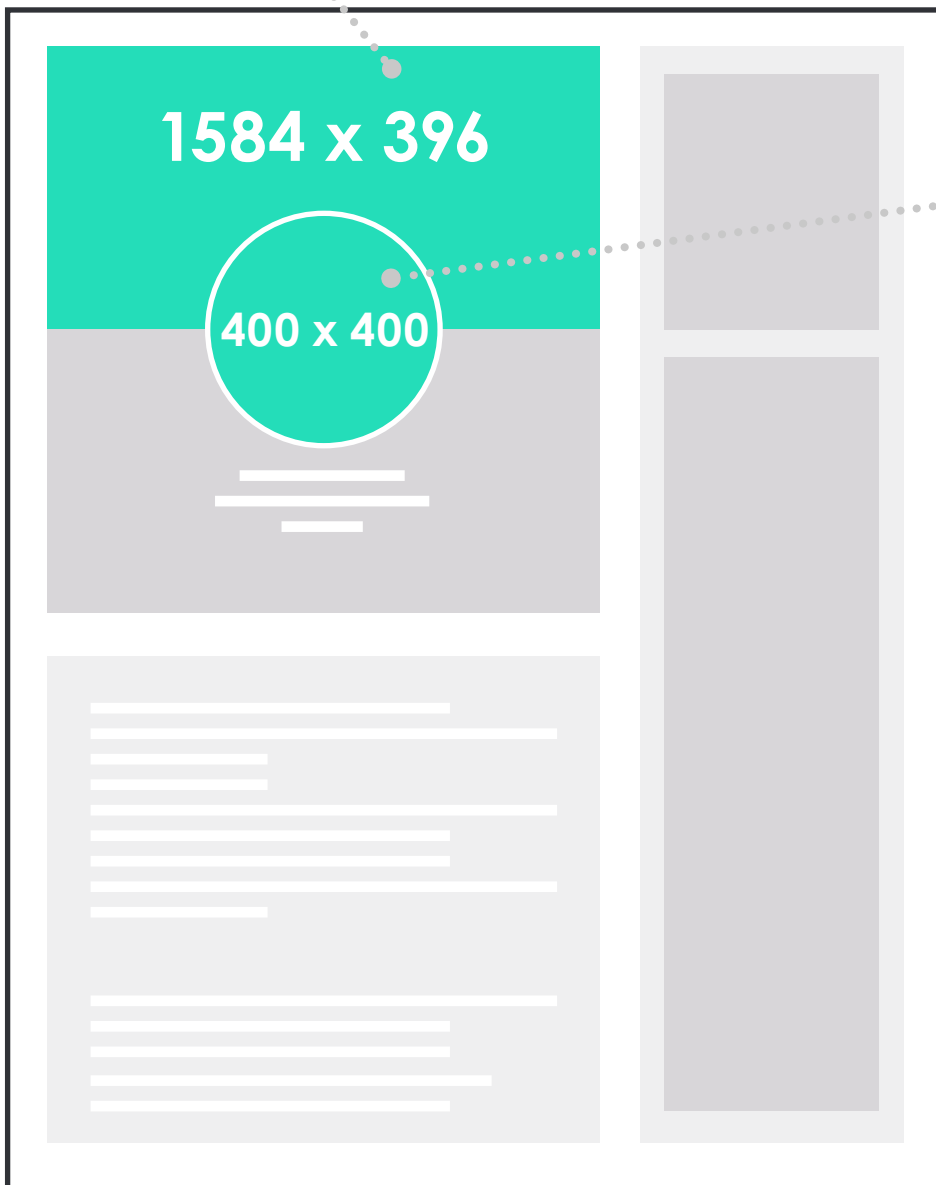
400 x 400

Profile image: 400 x 400
Image Guidelines

- Recommended between
  400 x 400 & 20.000 x 20.000 pixels
- Minimum 200 x 200 pixels
- 10mb maximum file size
- JPG, GIF or PNG files only

LINKEDIN

Standard Logo: 300 x 300
Image Guidelines

- 300 x 300 pixels recommended (300 x 300 minimum and resized to fit).
- Maximum 4 MB (Square 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!

Brand/Company Pages Image Sizes

1536 x 768

300 x 300

1128 x 376

646 x 220
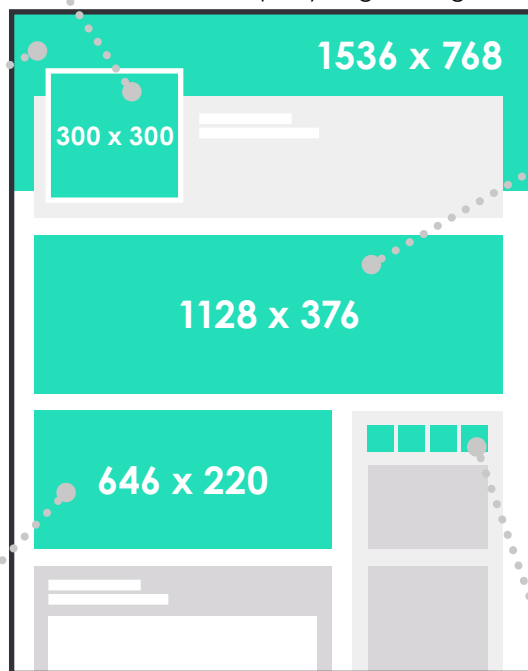
BG image: 1536 x 768
Image Guidelines

- Recommended:
  1536 x 768 pixels.
- Minimum size of
  1192 x 220.
- Maximum 4MB.
- Appears as
  1400 x 425 pixels.
- Image types include:
  PNG, JPG or GIF.

Hero Image: 1128 x 376
Image Guidelines

- Minimum 1128 x 376 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.

Business Banner Image: 646 x 220 (Minimum)
Image Guidelines

- Minimum 646 x 220 pixels.
- 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.

Square Logo: 60 x 60
Image Guidelines

- 60 x 60 pixels (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.

YOUTUBE

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.
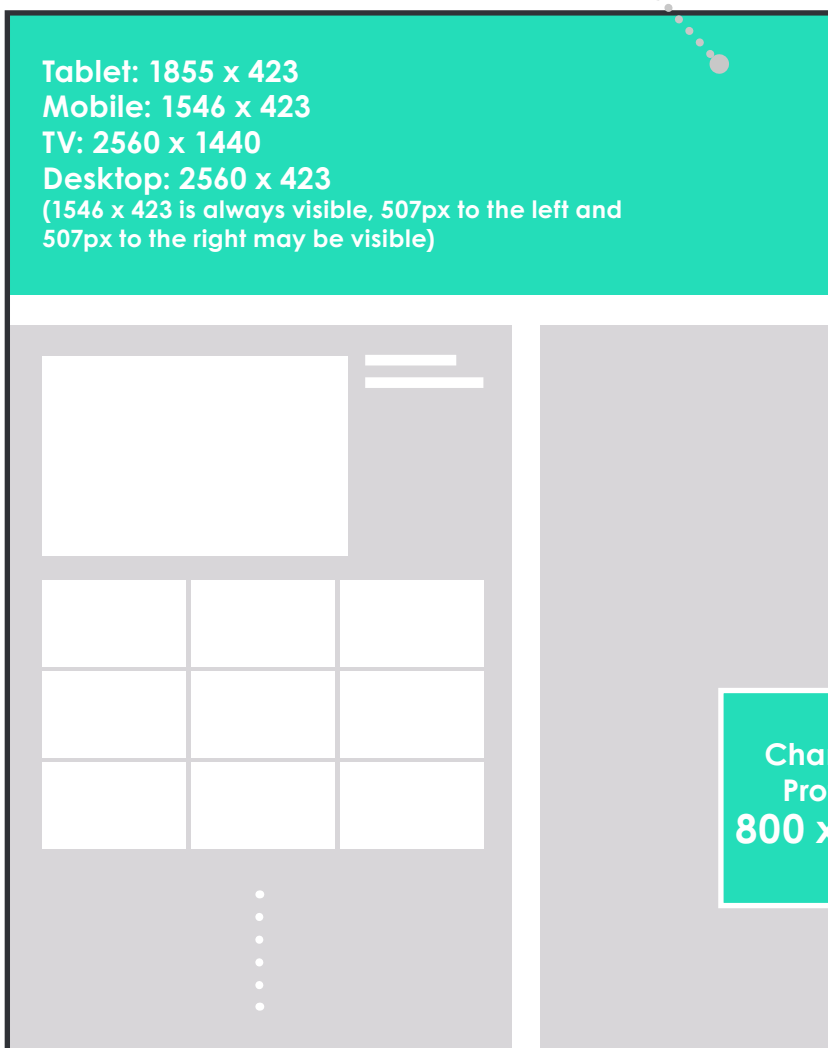
Display Sizes:
Tablet display: 1.855 x 423
Mobile display: 1.546 x 423
TV display: 2.560 x 1.440
Desktop: 2.560 x 423 (1.546 x 423 pixels are always visible); Flexible Area (may be visible): 507 pixels to the left and 507 pixels to the right of the safe area.

Tablet: 1855 x 423
Mobile: 1546 x 423
TV: 2560 x 1440
Desktop: 2560 x 423
(1546 x 423 is always visible, 507px to the left and 507px to the right may be visible)

Channel Profile: 800 x 800
Image Guidelines

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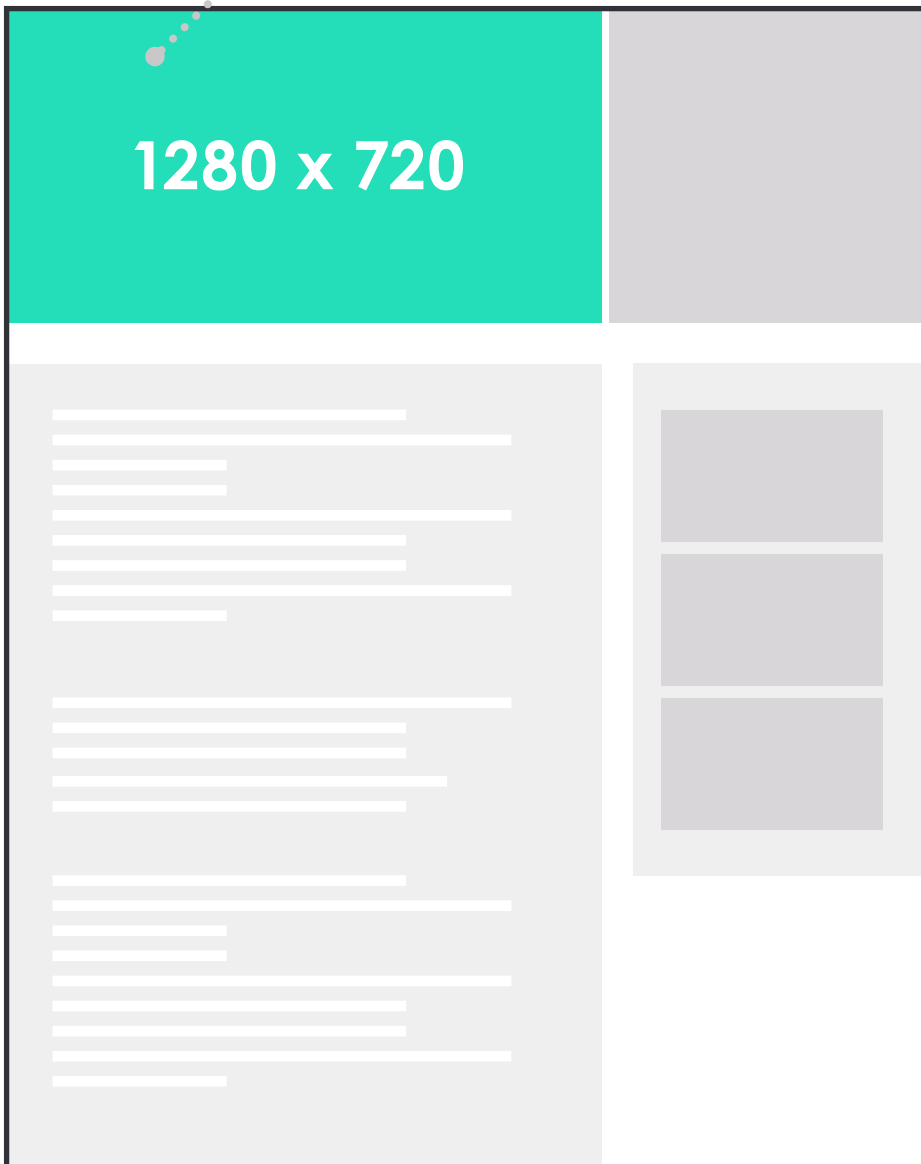- Displays as 98 x 98 pixels.
- Image types: JPG, GIF, BMP or PNG.

**Channel
Profile
800 x 800**

YOUTUBE

Video Uploads: 1280 x 720
Image 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.

1280 x 720

INSTAGRAM

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.
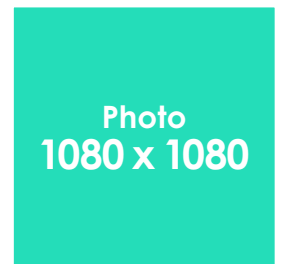- Square photo – Make sure to maintain an aspect ratio of 1:1.

110 x 110

Thumbnail
161 x 161

Original
1080 x 1080

Story
1080 x 1920

Photo
1080 x 1080

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.
- Smaller featured header images appear as 204 x 204 pixels, and larger featured header images appear as 409 x 409 pixels.

Instagram Stories:
1080 x 1920
Image Guidelines

- Recommended resolution is 1080 x 1920.
- Minimum resolution is 600 x 1067.
- Aspect ratio is 9:16.
- Max file size is 4GB.
- 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 Photo: 1500 x 500
Image Guidelines

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

1500 x 500

400 x 400
Displays at
200 x 200

440 x 220

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.