

FACEBOOK

COVER PHOTO
851 x 315px
Optimum quality file type: PNG
Optimum file size 100KB

PROFILE PHOTO
180 x 180px
viewed as 160 x 160px

ABOUT YOU
Displays up to 255 characters

APP IMAGES
111 x 74px

STATUS UPDATE
Up to 63206 characters

DESKTOP



PREFERRED VIDEO FORMAT

Video Title 100 Characters
H.264 video with AAC audio in MOV or MP4 format
No more than 1280px wide
Aspect ratio multiples of 16px
Frame rate of video at, or below, 30fps
Use stereo audio with a sample rate of 44,100hz
Maximum <1 GB or 20 minutes
Displays on timeline as 504 x 283 px



PREFERRED TIMELINE IMAGE FORMAT

Recommended image upload size: 1200 x 1200px
Upload up to 2048px x 2048px
Suggest format: JPEG for fast upload, PNG for high quality images with text
Displays on timeline as 504 px max width, height varies

MOBILE PLATFORM

iPhone 5
(iOS 7 / Safari / Screen vertical)
- Single Column only

Single photo up to 620px wide, 412 px height

iPad 4
(iOS 7 / Safari / Screen vertical)
layout preserved but dimension change

Highlight 933 x 446 px
Single column 446px x 446px

LINKEDIN

LOGO Company Name: up to 100 characters

Profile 100 x 60 px
Comment logo 50 x 50 px
Up to 2 MB

COVER PHOTO 646 x 220 px

PRODUCTS & SERVICES

BANNER IMAGE 646 x 220 px

PRODUCT THUMBNAIL IMAGE 100 x 80 px

Title: up to 100 characters
Description: up to 2000 characters

UPDATES Description: up to 700 characters

SUMMARY Description: up to 2000 characters

GROUPS Group Logo up to 100 x 50 pixels, maximum size 100KB

LOGO Small Logo up to 60 x 30 pixels, maximum size 100KB
Hero Image minimum 646 x 200 pixels, maximum size 2 MB

SHARED LINK

THUMBNAIL 180 x 110 px Description: up to 230 characters

CAREERS

COVER PHOTO 974 x 238 px

PINTEREST

PROFILE PHOTO 165 x 165 px
Recommended square images up to 600 x 600 px

Company Name: 37 Characters
Description: 160 characters

PINS IN FEED 238 px x adjusted image height
Expanded size 736 px x image height

COVER IMAGE 217 x 147px

Images on websites needs to be a minimum of 80 x 80 to be able to be pinned

TINY THUMB 51 x 51px

BOARD PINS PREVIEWS 238px x height

INSTAGRAM

FEED PROFILE IMAGE 40 x 40 px

PROFILE IMAGE 110 x 110 px

Title: 100 characters
Bio: 150 characters

5 Thumbnail 161 x 161px

PHOTO 510 x 510 px

VIDEO 3-15 secs

LIGHTBOX VIEW 612 x 612 px

BANNER

6 Small thumb 205 x 205 px
1 Large thumb 410 x 410 px

IMPORTED BY PHONE
Usually a lower resolution of 612 x 612 px
Taken by Instagram app: 2048x2048 px

TWITTER

Keep important information within this area 74px

HEADER PHOTO Up to 5MB
Recommended 1500 x 500px
Display 935 x 280 px
Background (2MB max size)

PROFILE PHOTO On your page: 212 x 212px with border
Display: 77 x 77px with border
On Actual tweet: 48x48 px
Max file size: 500 x 500 px
Up to 3MB in JPG, GIF or PNG, photos automatically scaled

TIMELINE 140 characters – two lines of text.

PHOTO THUMBNAIL 525 x 262 px
Image: Up to 3 MB

VIDEO PREVIEW 525 x 262 px

SIDEBAR (recent image)
Photos and Videos
83 x 83px

YOUTUBE

CHANNEL ART:

mobile 640 x 175px

tablet 768 x 175px

desktop 1060 x 175px (max width)

web tv 2120 x 1192px

Best upload as 2560x1440 px

VIDEO
Upload up to 2560 x 1440 px
Title Up to 100 characters
Description Up to 5000 characters

VIDEO FORMATS

.MOV .MPEGPS
.MPEG4 .FLV
.AVI 3GPP
.WMV WebM

GOOGLE+

PROFILE PHOTO 250 x 250 px
(Square image will automatically become round)

COVER PHOTO Ratio 16:9
Recommended size 1060 x 608 px
Minimum size 480 x 270 px
Maximum size 2120 x 1192 px
(Outer edges cropped on mobile)

IMAGE Preview 497 x 373 px
Uploaded and viewed up to 2048 x 2048 px

VIDEO Preview 497 x 279 px
Upload up to 1080p resolution
Less than 15 mins unless linked with a YouTube account (up to 20 GB)

FEED Status Update up to 100,000 characters

SNAPCHAT

PHOTO: up to 10 secs
VIDEO: up to 10 secs
viewable for
STORIES: up to 24 hrs

Recorded on device

Uploading **previously recorded photos** and videos only available through third party apps e.g. Latersnap

VINE

SQUARE VIDEOS 480 x 480px
Recorded on device

Uploading **previously recorded videos** only available through third party apps e.g. VineUp

Shared on Facebook and Instagram feeds

VIMEO

PROFILE IMAGE 300 x 300 px

VIDEO UPLOADS standard definition
4:3 640 x 480 px
16:9 640 x 360 px

VIDEO UPLOADS high definition
720p HD video 1280 x 720 px
1080 HD Plus/PRO 1920 x 1080 px

SOCIAL MEDIA CHEAT SHEET

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