

## FACEBOOK

### Facebook Profile Picture: 180 x 180 pixels

Must be at least 180 x 180 pixels, will be cropped if not square.

### Facebook Cover Photo: 820 x 312 pixels

Minimum size: 399 x 150 pixels. Displays as 820 x 312 pixels on desktop and 640 x 360 pixels on smartphones. Images smaller than that will be stretched.

### Facebook Shared Image: 1200 x 630 pixels

Resized for news feed but will display full size when clicked.

### Facebook Shared Link Image: 1200 x 627 pixels

Shows as 470 x 246 pixels in news feed, 484 x 252 pixels on page.

### Facebook Event Image: 1920 x 1080 pixels

Will be scaled down (or up) to a minimum width of 470 pixels. Don't use event images smaller than 470 x 174 pixels

### Facebook Video Uploads: 1280 x 720 pixels

Recommended formats are .MP4 or .MOV, with H.264 video codec. Before you upload your video, turn the volume on your computer all the way down and watch the video (that's how people will first see it in their feeds, so make sure it captures attention. After you upload your video, always carefully review the closed captions automatically provided - they usually need edits. Or you may upload your own captions file.

## TWITTER

### Twitter Profile Picture: 400 x 400 pixels

Displays as 200 x 200. Optimize to display as a square or circle.

### Twitter Header Photo: 1500 x 500 pixels

Keep text near the center for best display.

### Twitter Tweet Image: 1024 x 412 pixels

Minimum size of 440 x 220 pixels (all should have 2:1 aspect ratio).

## INSTAGRAM

### Instagram Image: 1080 x 1080 pixels

The standard upload size is 1080 x 1080 pixels. Images are re-scaled by the site. Square images are most common, but rectangular images also work. A rectangular image should be between 1080 x 1350 pixels and 1080 x 566 pixels.

### Instagram Profile Picture: 110 x 110 pixels

Minimum 110 x 110 pixels. Optimize to display as a square or circle.

## LINKEDIN

### LinkedIn Profile Picture: 400 x 400 pixels

Minimum size 200 x 200 pixels, maximum size 10000 x 10000 pixels. file size up to 10 MB

### LinkedIn Personal Cover Image: 1584 x 396 pixels

### LinkedIn Company Logo: 300 x 300 / 60 x 60 pixels

Use both a regular logo (minimum size 300 x 300 pixels) and a smaller logo (minimum size 60 x 60 pixels) for search results.

### LinkedIn Company Cover Image: 1536 x 768 pixels

The minimum size is 1192 x 220 pixels.

## YOUTUBE

### YouTube Profile Picture: 800 x 800 pixels

usually displayed much smaller, but you should keep it at 800 x 800 pixels to maintain its quality everywhere on the site

### YouTube Cover Image: 2560 x 1440 pixels

Display size can vary, so use 2560 x 1440 pixels for best results.

### YouTube Thumbnail: 1280 x 720 pixels

A custom thumbnail can also be chosen from the video upload.

### YouTube Video Uploads: 1920 x 1080 pixels

Recommended format is .MP4, H.264 video / AAC audio codec (96khz or 48khz stereo audio). Recommended bitrate to export a 1920 x 1080 pixel video is between 8-10 Mbps. Videos display at 16:9 aspect ratio (with black bars added to other ratios). Always review and correct automatically generated captions.

## GOOGLE+ *(Use this just for the search engine benefits!)*

### Google+ Profile Picture: 500 x 500 pixels

Minimum 250 x 250 pixels. Optimize to display as a circle.

### Google+ Cover Photo: 1080 x 608 pixels

Recommended size is 1080 x 608 pixels. Minimum size is 480 x 270 pixels, maximum size is 2120 x 1192 pixels.

### Google+ Shared Image: 497 x 373 pixels

Display size is 497 x 373 pixels. Minimum width is 497 pixels. Maximum size is 2048 x 2048 pixels.

## SNAPCHAT

### Custom Snapchat Filters: 1080 x 1920 pixels