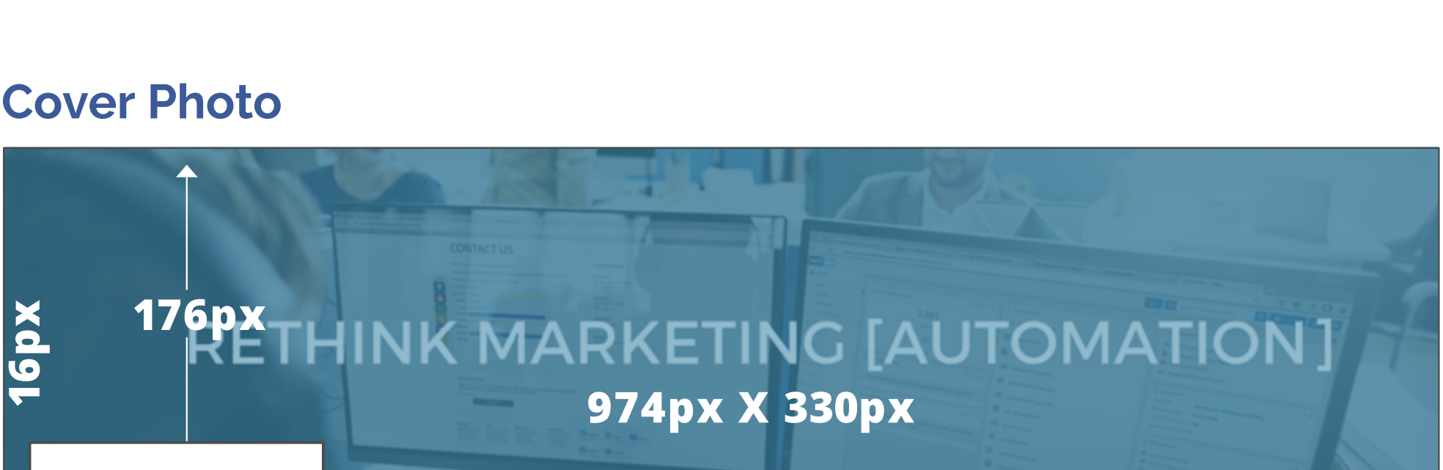
THE ESSENTIAL SOCIAL MEDIA CHEAT SHEET:

IMAGE DIMENSIONS

FACEBOOK

Cover Photo


16px
176px
RETHINK MARKETING [AUTOMATION]
974px X 330px
act-on
180px X 180px
25px
658px

(Displayed as 160x160)

Profile Picture

AD SPECS

Your ad will look different depending on where it shows on Facebook. Your ad may also display in a different format if you use a smaller than recommended image size. Below are examples of how text count and the images size could be different.

News Feed

Desktop:
Recommended
Image Size: 1200px X 628px
Text: 500 characters

On mobile devices with a screen size of 640 x 1136px:
Image: displays as 560px X 292px
Text: 110 characters

Right Column
Image: 254px X 133px
Text: 90 characters

Photo Post
Minimum: 504px X 504px
Recommended: 800px X 800px

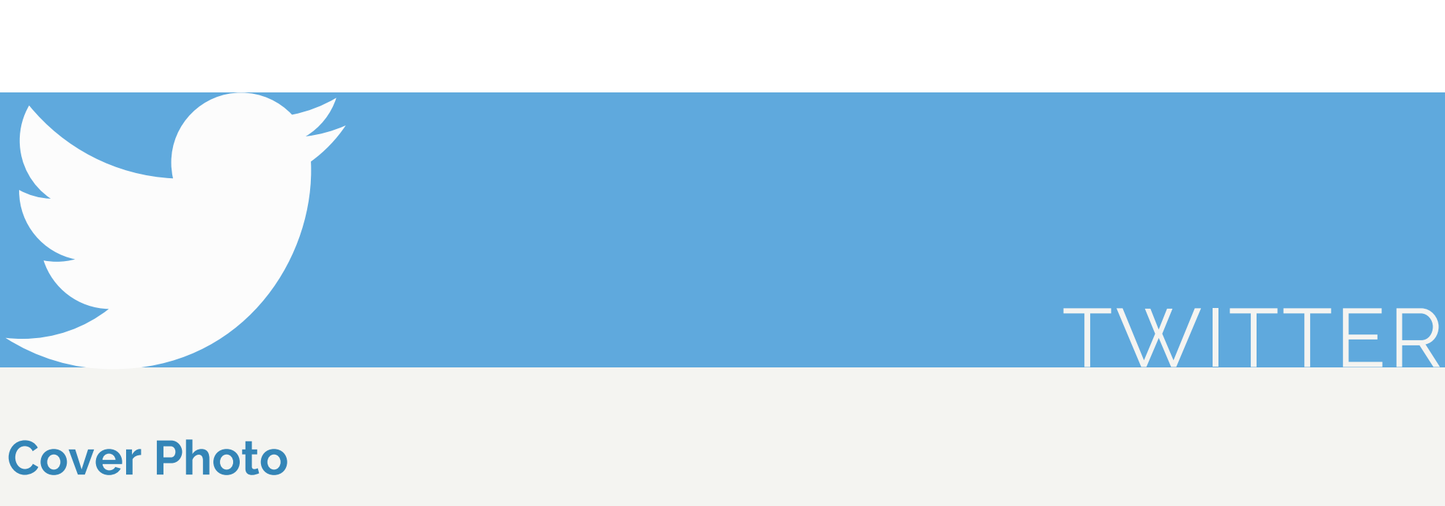
Landscape Recommended: 1024px X 512px
Thumbnail Preview: 158px X 158px

App/Tab Thumbnail:
Image: 111px X 74px

Event Cover Size:
Image: 1020px X 1080px

TWITTER

Cover Photo


RETHINK MARKETING [AUTOMATION]
1500px X 500px
max file size 10MB
act-on
400px X 400px
TWEETS
PHOTOS/VIDEOS
FOLLOWING
FOLLOWERS
FAVORITES
Follow

(Displayed as 200x200;
Max file size 100kb)

Profile Photo

Shared Image
Appears as: 506px X 506px
Recommended: 1024px X 512px

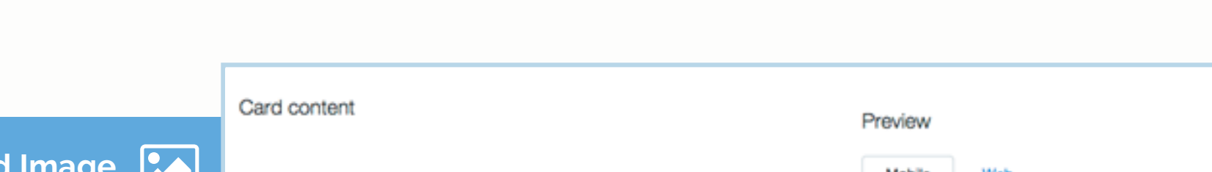
Max file sizes:
5MB for photos,
3MB for animated GIFs

AD SPECS

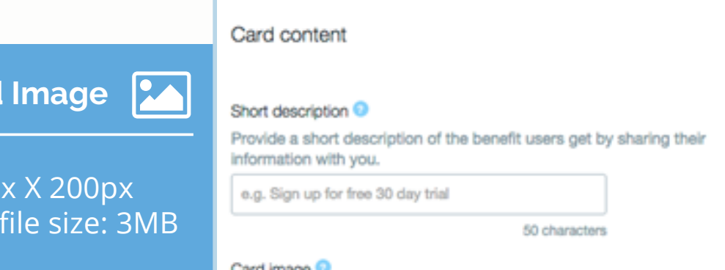
See
http://www.wordstream.com/blog/ws/2015/04/28/twitter-ads

Ad Promoted Tweets/Accounts/Trends
(Same 140 characters but has the "Promoted by")

Promoted Tweet Sample


Staples US @Staples
Exclusive giveaway! If you got a #WorstGift before, we want to know about it. Enter to win tech like tablets & more: bit.ly/t7Xb2K
Promoted by Staples US
STAPLES
Reply
Retweet
Favorite
Open
Dismiss

Promoted Account Sample

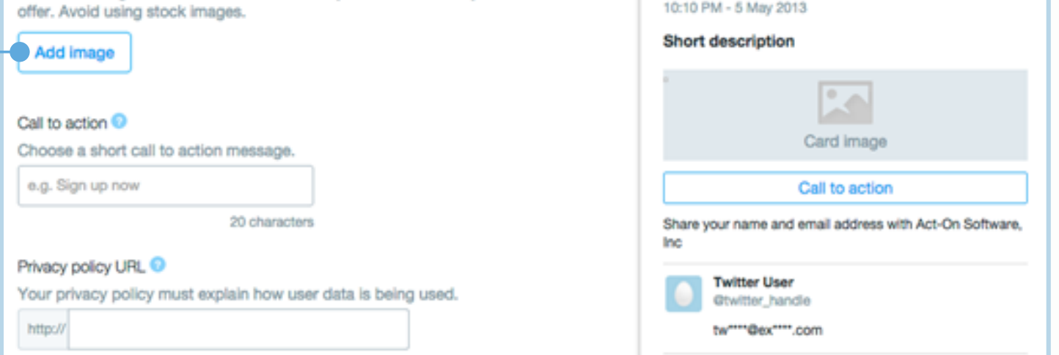

The Barista Bar @baristabar
Craving coffee? Follow us today for special coffee deals in your neighborhood!
View on Twitter
Promoted by The Barista Bar
1 RETWEET 4 FAVORITES

Lead Generation Card

Card Image
800px X 200px
Max file size: 3MB

(Wordstream recommended 440 x227)

Avoid images with a lot of text or any elements that seem like buttons and links as it can distract from the desired action.


Card content

Short description
Provide a short description of the benefit users get by sharing their information with you.
e.g. Sign up for free 30 day trial
50 characters

Card image
Your card image communicates the value of your business and your offer. Avoid using stock images.

Call to action
Choose a short call to action message.
e.g. Sign up now
20 characters

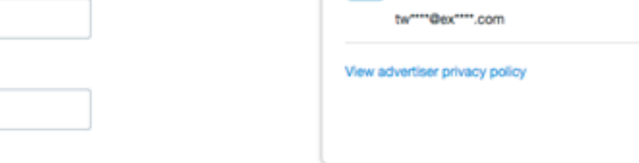
Privacy policy URL
Your privacy policy must explain how user data is being used.
http://

Card Details (Fallback) URL
http://

Preview
Act-On Software, Inc @ActOnSoftware
The card for your Promoted Tweet will look something like this!
10:10 PM - 5 May 2013
Short description
Share your name and email address with Act-On Software, Inc
Twitter User @twitter_handle
tw****@ex****.com
View advertiser privacy policy
Add image
Mobile
Web
Card image
Call to action

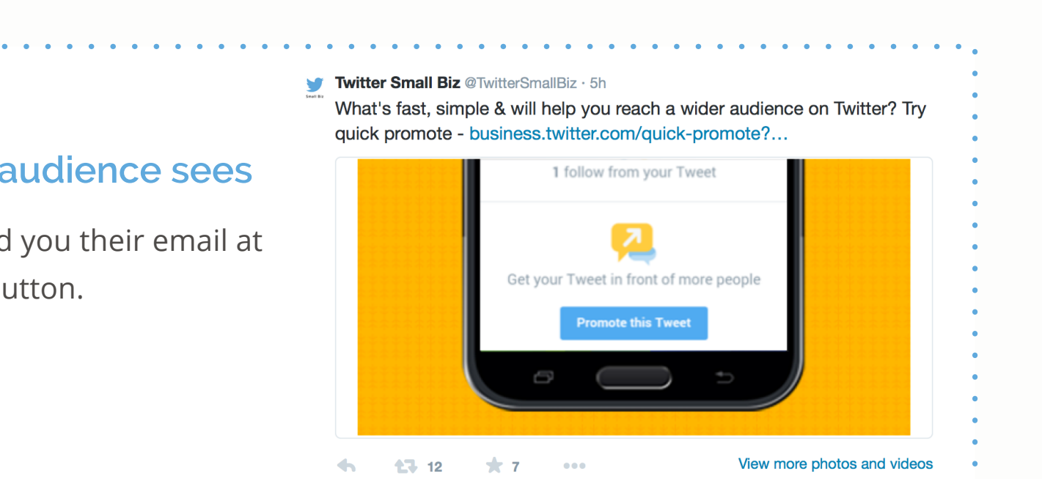
What your audience sees

Users can send you their email at the click of a button.


Twitter Small Biz @TwitterSmallBiz · 5h
What's fast, simple & will help you reach a wider audience on Twitter? Try quick promote - business.twitter.com/quick-promote?…
1 follow from your Tweet
Get your Tweet in front of more people
Promote this Tweet
12
7
View more photos and videos

Web Card

Card Image
Minimum width: 800px
Minimum height: 320px
Max file size: 3MB


Card content

Card image
Your card image communicates the value of your business and your offer. Avoid using stock images.

Website URL
This is the URL of your website.
http://

Headline
Add a headline that tells users what this page is about.
70 characters

Call to action
Choose a short call to action message.
Read more

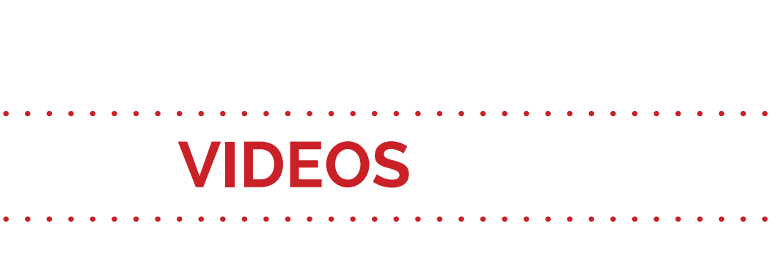
Preview
Act-On Software, Inc @ActOnSoftware
The card for your Promoted Tweet will look something like this!
10:10 PM - 5 May 2013
Add image
Mobile
Card image
Headline
Read more

YOUTUBE

Profile Photo

800px X 800px

Channel Cover


RETHINK MARKETING [AUTOMATION]
2560px X 1440px

VIDEOS

Custom Video Thumbnail

1280px X 760px

Videos must have **16:9** image ratio
To be HD, video must be at least
1280px X 720px

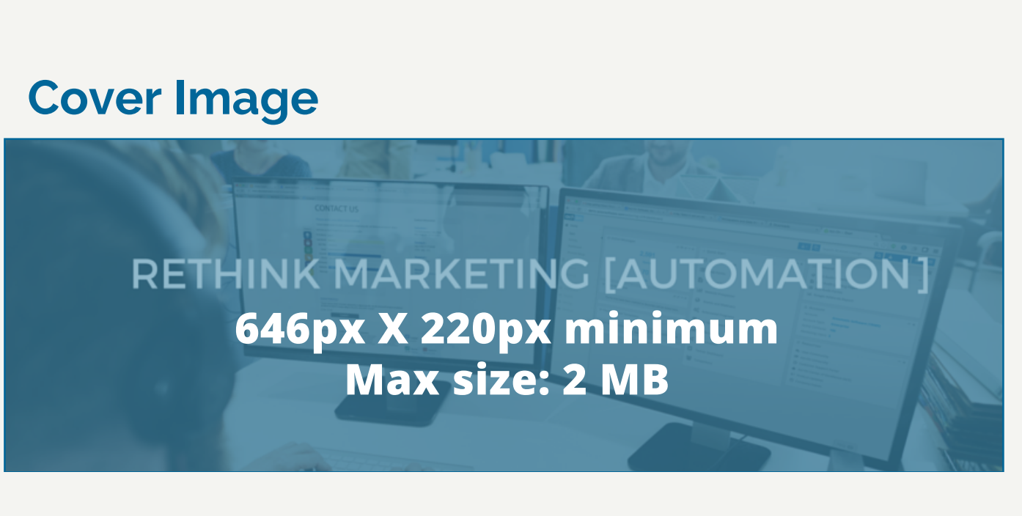
http://makeawebsitehub.com/social-media-image-sizes-cheat-sheet/

LINKEDIN

Standard logo

Recommended: 400px X 400px, PNG, JPG, GIF
Max size: 4MB
Appears as: 60px X 60px

Cover Image


RETHINK MARKETING [AUTOMATION]
646px X 220px minimum
Max size: 2 MB

Company Comment Logo
30px X 30px
http://goingsocial.ca/the-linkedin-cheat-sheet-for-image-sizing-dimensions/

Group Logo
100px X 50px
Max: 100kb

Small Logo
60px X 30px
Max: 100kb
https://help.linkedin.com/app/answers/detail/a_id/14/related/1

Thumbnail
180px X 110px

Link Title
Description: **240 characters**

Shared Image
1200px X 625px
http://blog.boostability.com/linkedin-image-sizes-infographic/

Products & Services
Banner image: 646px X 220px
Thumbnail image: 100px X 80px
Product title: 100 characters
Description: 1,000 characters
http://goingsocial.ca/the-linkedin-cheat-sheet-for-image-sizing-dimensions/

CAREERS PAGE

The company page has a job section to post job openings.
The cover photo size of careers section is **974px X 238px**

Career Cover Image

974px X 238px

GOOGLE+

Cover Photo

Profile Photo
250px X 250px minimum

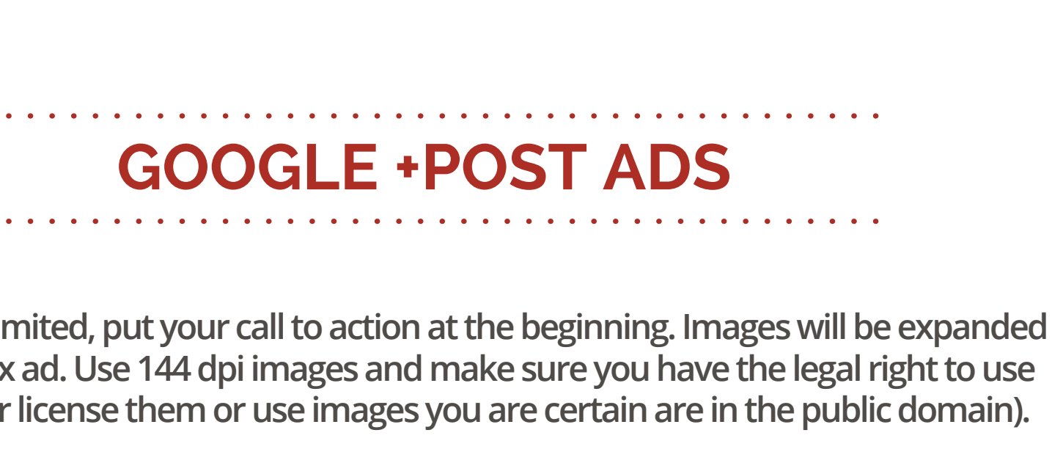

1080px X 608px
RETHINK MARKETING [AUTOMATION]
Act-On Software
1,276 followers · Marketing Automation for Fast-Growing Businesses
ABOUT
FOLLOW

Image must be **16:9** (or it will be cropped to size; you'll have some control over the crop). Place the most important information in the **TOP MIDDLE** as the outer edges are cropped on mobile.

Shared Image
497px X 373px
Appears as: 150px X 150px

GOOGLE +POST ADS

Text space is limited, put your call to action at the beginning. Images will be expanded into a lightbox ad. Use 144 dpi images and make sure you have the legal right to use them (own or license them or use images you are certain are in the public domain).

Ad image format options are:
300px X 250px
160px X 600px
728px X 90px

INSTAGRAM

Profile Photo

110px X 110px

Image Feed

Thumbnail/ Preview Images
161px X 161px

Square Images
161px X 161px
Recommended:
1080px X 1080px

Landscape Images
600px X 450px

Portrait Images
1080px X 1350px

PINTEREST

PROFILE

Photo
165px X 165px

Title: 100 Characters
Description: **200 characters**

BOARDS

Board Titles

Large Thumbnails
222px X 150px

Small Thumbnails
50px X 50px

Pins
Appear in the feed as 236px wide
Recommended image size:
735px X 1102px

Board Pin Preview:
222px wide

AD SPECS

Pins on the Main Page

Preview
192px wide

Ad Promoted Pin

600px wide

Image aspect ratio of 2:3 to 1:3.5 and a minimum width of 600 px

↕ SOURCES ↕

https://www.facebook.com/help/125379114252045
https://www.facebook.com/business/ads-guide/clicks-to-website/links/

http://www.wordstream.com/blog/ws/2015/04/28/twitter-ads

https://help.linkedin.com/app/answers/detail/a_id/32617/~/adding-a-homepage-image-or-logo-to-company-pages
http://goingsocial.ca/the-linkedin-cheat-sheet-for-image-sizing-dimensions/

https://business.pinterest.com/en/pinterest-guides

http://makeawebsitehub.com/social-media-image-sizes-cheat-sheet/

act-on.com