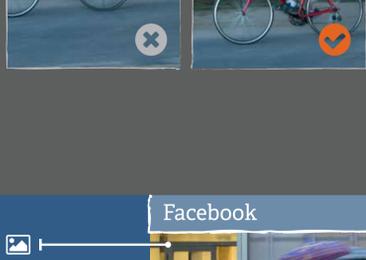


Smart Social Content

The 2015 Social Network Image & Video Size Guide



Too much text.
An awkward crop.
The wrong file size.

All kinds of minor mishaps can make your great content appear less than great on social channels. Keep this reference guide on hand to create smart social content for any channel.

Facebook

- Cover Photo 851x315
- Profile Photo ≥180x180
- Profile Photo Overlap 176x139
- Shared Image Timeline 1200x900
- Native Video 1280x720
- YouTube Video 157x157



For best quality, use PNGs, especially when images include text

Plan to promote? images must contain +20% text

Native video autoplays in News Feed, use the first few seconds to capture attention

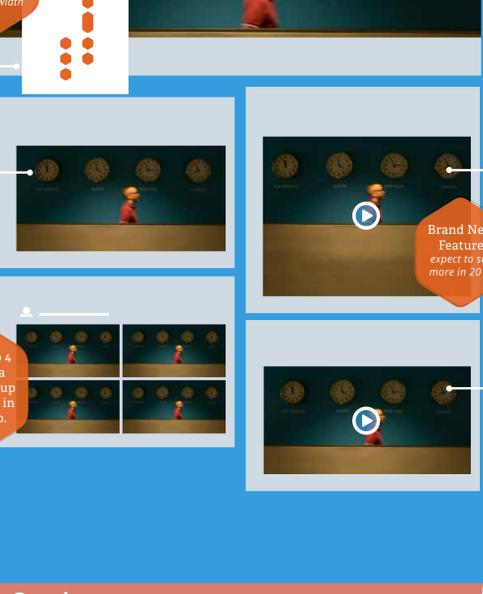
Text & Button Overlap 64 High

Shared Image News Feed 1200x1200

Shared Link 1200x627

Twitter

- Profile Photo 400x400
- Timeline Photo Preview 1024x512



Avoid key details in the lower left quadrant of your header photo; profile overlap varies with browser window width

Brand New Feature expect to see more in 2015

Share up to 4 photos in a tweet & tag up to 10 people in each photo.

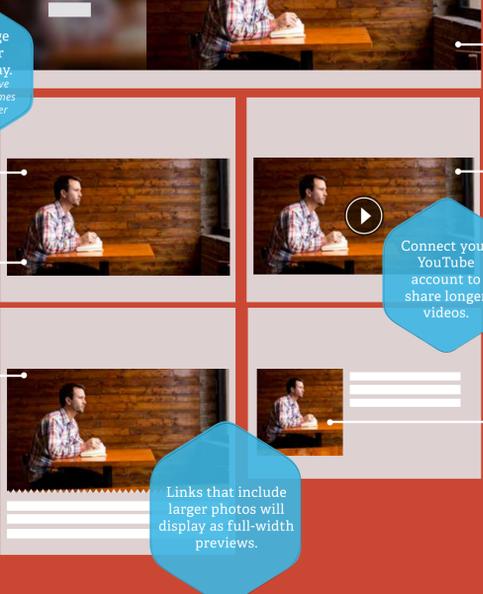
Header Photo 1500x500

Native Video ≤30 Sec Mobile Only

Animated GIFs 1024x512

Google+

- Profile Photo 250x250
- Shared Image ≥506 Width
- Animated GIFs Autoplays
- Shared Link Large ≥506x284



Share large media for best display, with responsive design, sometimes bigger is better.

Connect your YouTube account to share longer videos.

Links that include larger photos will display as full-width previews.

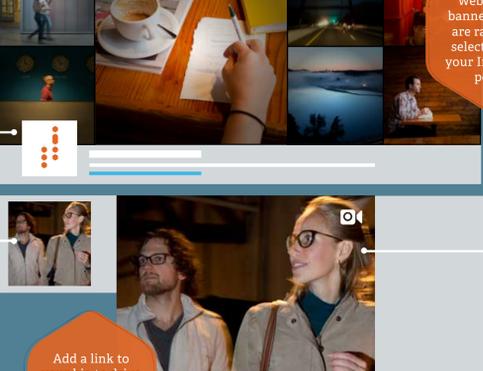
Cover Image 1080x608

Shared Video ≥506x284 Max Length: 15 min.

Shared Link Small 150x150

Instagram

- Profile Picture 110x110
- Photo Thumbnails 161x161



Web profile banner images are randomly selected from your Instagram posts.

Add a link to your bio to drive traffic to a site, there are no hyperlinks allowed in comments

Shared Video 640x640 3-15 sec. Autoplays & Loops

Photo 640x640

Pinterest

- Profile Picture ≥165x165
- Pin Preview 235x≤800
- Expanded Pin ≤735xInfinite Height



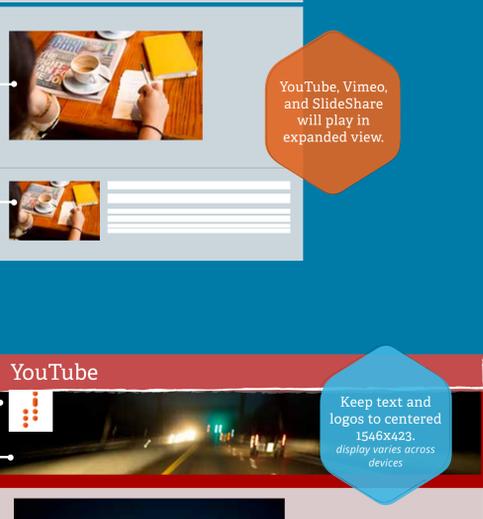
Multimedia like YouTube, Vimeo, and GIFs will play in expanded view.

Board Cover Image 215x145

Board Thumbnail 68x68

LinkedIn

- Banner Image 646x220
- Shared Image Large 360x≤265
- Shared Link 180x110



YouTube, Vimeo, and SlideShare will play in expanded view.

Standard Logo 100x600

Square Logo 50x50

YouTube

- Channel Icon 800x800
- Channel Art on TV 2560x1440
- Channel Art on Desktop 1546x423

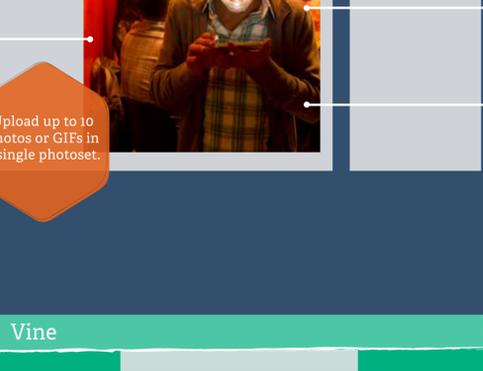


Keep text and logos to centered 1546x423, display varies across devices

Video 16:9 Max. Resolution: 2160p Max. Length: 11 hrs. Max. File Size: 128GB

Tumblr

- Profile Picture 128x128
- Dashboard View 540 Wide



Upload up to 10 photos or GIFs in a single photset.

Image Post ≤10MB View up to 1280x1920

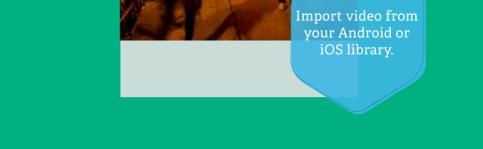
Native Video ≤100MB/day Autoplay & Loops

Shared Video YouTube, Vine, Instagram + more

Animated GIFs ≤10MB Max. Width 540

Vine

- Profile Picture Defaults to Twitter Profile



Import video from your Android or iOS library.

Video 540x540 Max Length: 6 sec. Autoplay & Loops

Snapchat

- Image 1-10 sec.
- Image ≤10 sec.



Add captions, drawings, and filters with in-app editing features.

Use Stories to share multiple video and photo snaps with followers.

Stories Viewable up to: 24 hrs.

