



# **SOCIAL MEDIA**



# FACEBOOK

Although facebook generally will accept most photo sizes when creating advertising content it's important to follow these guidelines for the best results.

Ad image sizing. With so many different advertising capabilities on FB, it's important to note the sizing and best practices behind your chosen creatives

## GENERAL SIZES



Shared Image:  
**1200 px by 630 px**



Shared Image + Link:  
**1200 px by 628 px**



Cover Photo:  
**1920 px by 1080 px**



Profile Photo:  
**180 px by 180 px**



Facebook Stories:  
**1080 px by 1920 px**

## ADVERT SIZES



News Feed, Marketplace  
& Messenger Ads  
**1200px by 628px**



Collection Ads:  
**400px by 150px**



Carousel Ads:  
**1080px by 1080px**



Video Ads:  
**Ratio: 16:9 or 9:16,  
4GB Max**



# INSTAGRAM

Gone are the days of only square formats there are many options now for instagram. There is also instagram stories to think about which are great ways to reach your desired audience.

## FEED POST SIZES



Square Image:  
**1080 px by 1080 px**



Vertical Image:  
**1080 px by 1350 px**



Horizontal Image:  
**1080 px by 566 px**

For IGTV keep your videos vertical and follow these rules:

- 1080 pixels by 1920 pixels
- Aspect Ratio: 9:16
- File Size: Under 650 MB
- Length: 15 seconds – 10 minutes OR up to one hour long for you bigger accounts

## INSTAGRAM STORIES



**1080 px by 1920 px**



**Max 4gb File Size**



**9:16 Aspect Ratio**



# LINKEDIN

LinkedIn is a great space to really highlight the best parts of your brand, therefore your images should be up to par. Lucky for you, we have all the insights. Follow these image guidelines to elevate your business' presence on our favorite networking site:

## FEED POST SIZES



Business Profile Photo:  
**400px by 400px**



Cover Photo:  
**1536px by 768px**



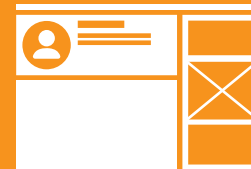
Post Images:  
**1200px by 628px**



## CAROUSEL AD

- Minimum of 2 cards no more than 10 cards
- Max file size: 10 MB
- 1080x1080 pixels with a 1:1 aspect ratio
- JPG, PNG and GIF (non-animated only)

## ADVERT SIZES



Medium Rectangle:  
**300 x 250 pixels**



Wide Skyscraper:  
**160 x 600 pixels**



Leaderboard:  
**728 x 90 pixels**



**TWITTER**



**YOUTUBE**

## GENERAL SIZES



Header Photo:  
**1500 px by 500 px**



Profile Photo:  
**400 px by 400 px**



Shared Image:  
**1024 px by 512 px**



Twitter ad size (image):  
**800 x 428**



Twitter ad size (video):  
**720 x 720 (square),  
1280 x 720 (landscape),  
720 x 1280 (portrait)**



Cover Photo:  
**2560 px by 1440 px**



Profile Photo:  
**800 px by 800 px**



Thumbnail Image:  
**1280 px by 720 px**



Standard video:  
**1280 x 760 pixels**



Companion banner ads:  
**300 x 250 pixels**