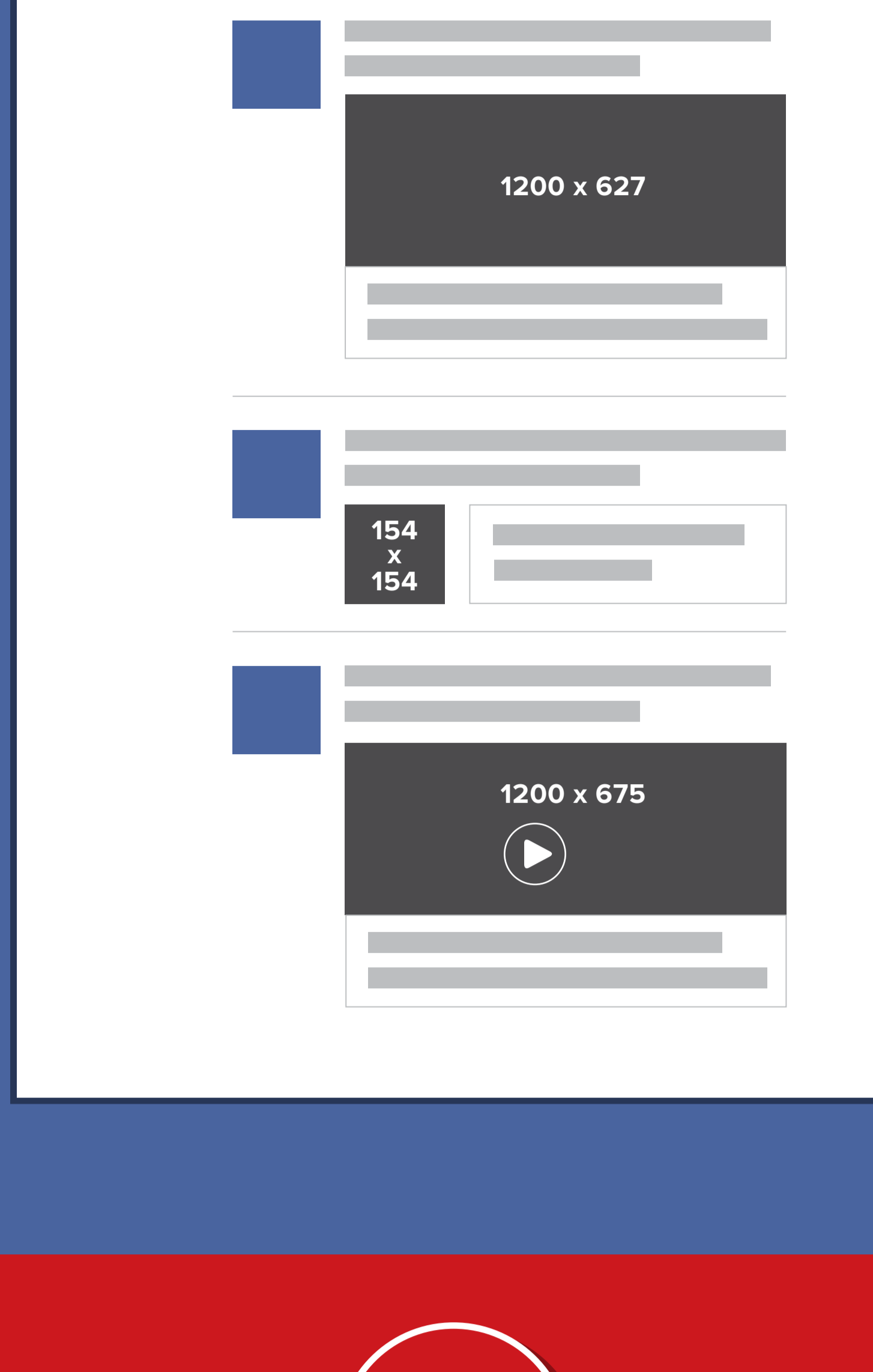
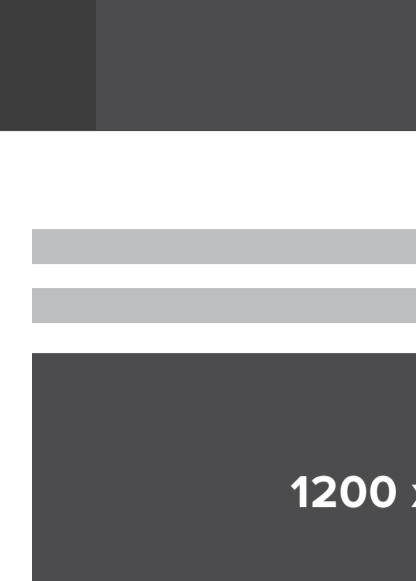


# THE ULTIMATE 2017 SOCIAL MEDIA IMAGE SIZING INFOGRAPHIC

Brought to you by: **Roadside**



Here is everything you need to post quality images on the most popular social media platforms.



**PROFILE PHOTO**  
160 x 160 px

**Image guide:**

- Photo will appear as 160 x 160 px
- Photo thumbnail will show as 32 x 32 px

This area will not be seen on mobile devices.

**828 x 315**

This area will not be seen on mobile devices.

**COVER PHOTO**  
828 x 315 px

**Image guide:**

- Anything else will be stretched
- Minimum 399 x 150 px
- Images should be RGB
- For mobile optimization, do not put any text within 150px of the left or right side

**SHARED IMAGE**  
1200 x 630 px

**Image guide:**

- Will appear in your news feed at a max width of 470 px (1:1 ratio)
- Will appear on your page at a max width of 504 px (1:1 ratio)

**SHARED LINKS**  
1200 x 627 px

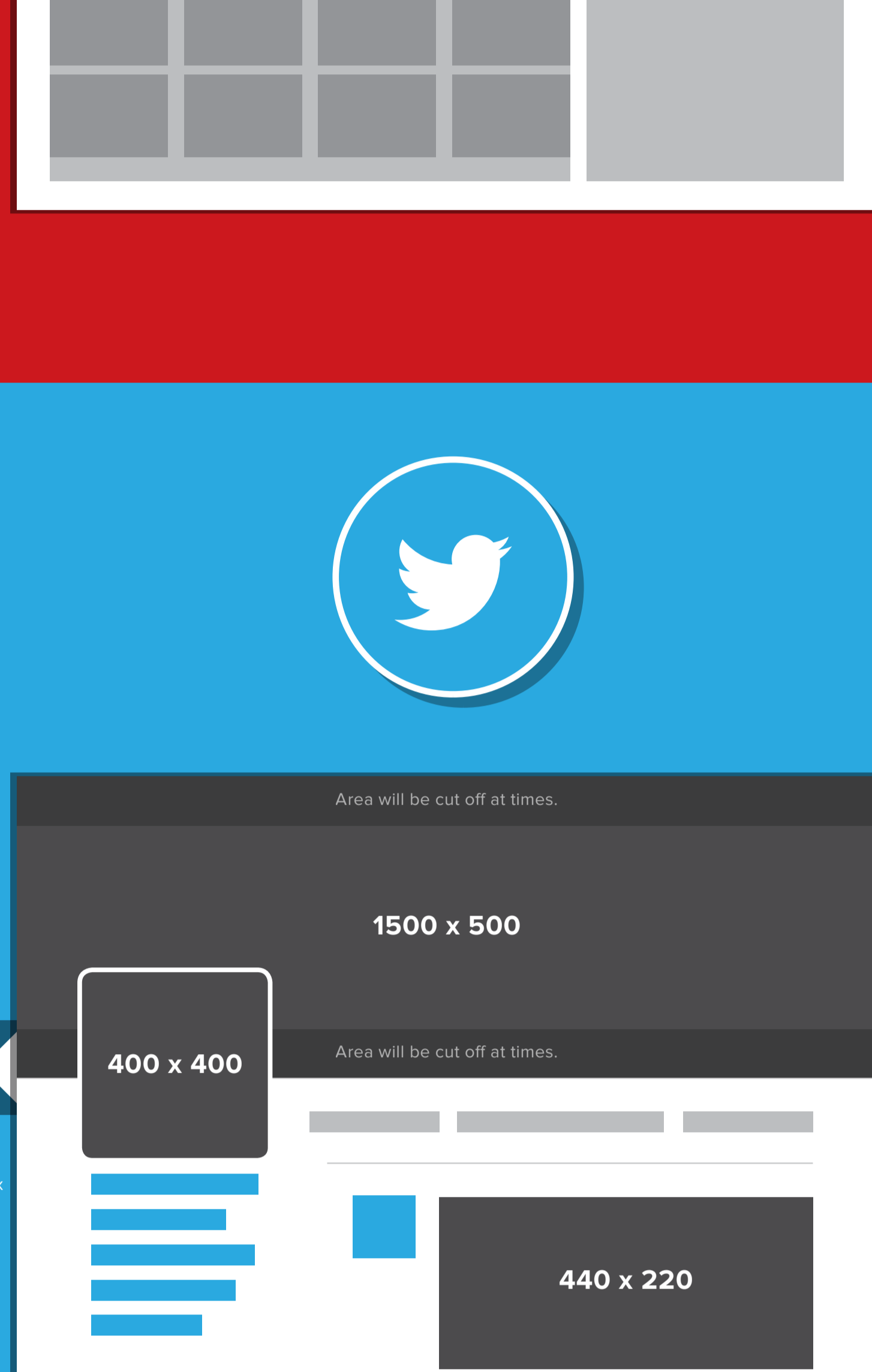
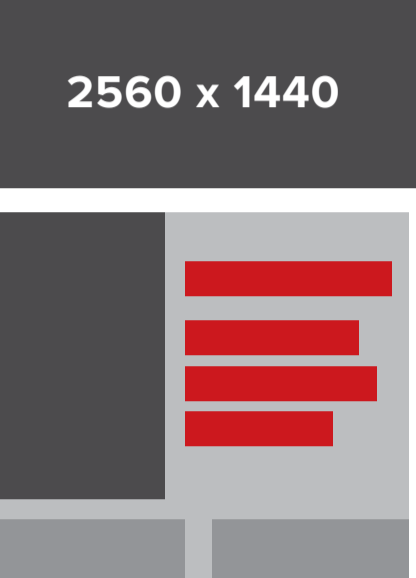
**Image guide:**

- Image will be pulled from link
- Square photo minimum: of 154 x 154 px
- Rectangle photo minimum: of 484 x 252 px

**VIDEO POSTS**  
1200 x 675 px

**Image guide:**

- Image will scale to 476 x 262 px
- Image aspect ratio: 16:9 or 1:1
- Squares photo minimum: of 154 x 154 px
- Maximum video size: 4GB



**PROFILE PHOTO**  
100 x 100 px

**Image guide:**

- Image will come from linked Google+ profile photo

**VIDEO UPLOADS**  
1280 x 760 px

**Image guide:**

- 16:9 Aspect ratio
- Dimensions must be at least 1280 x 720 px for HD videos

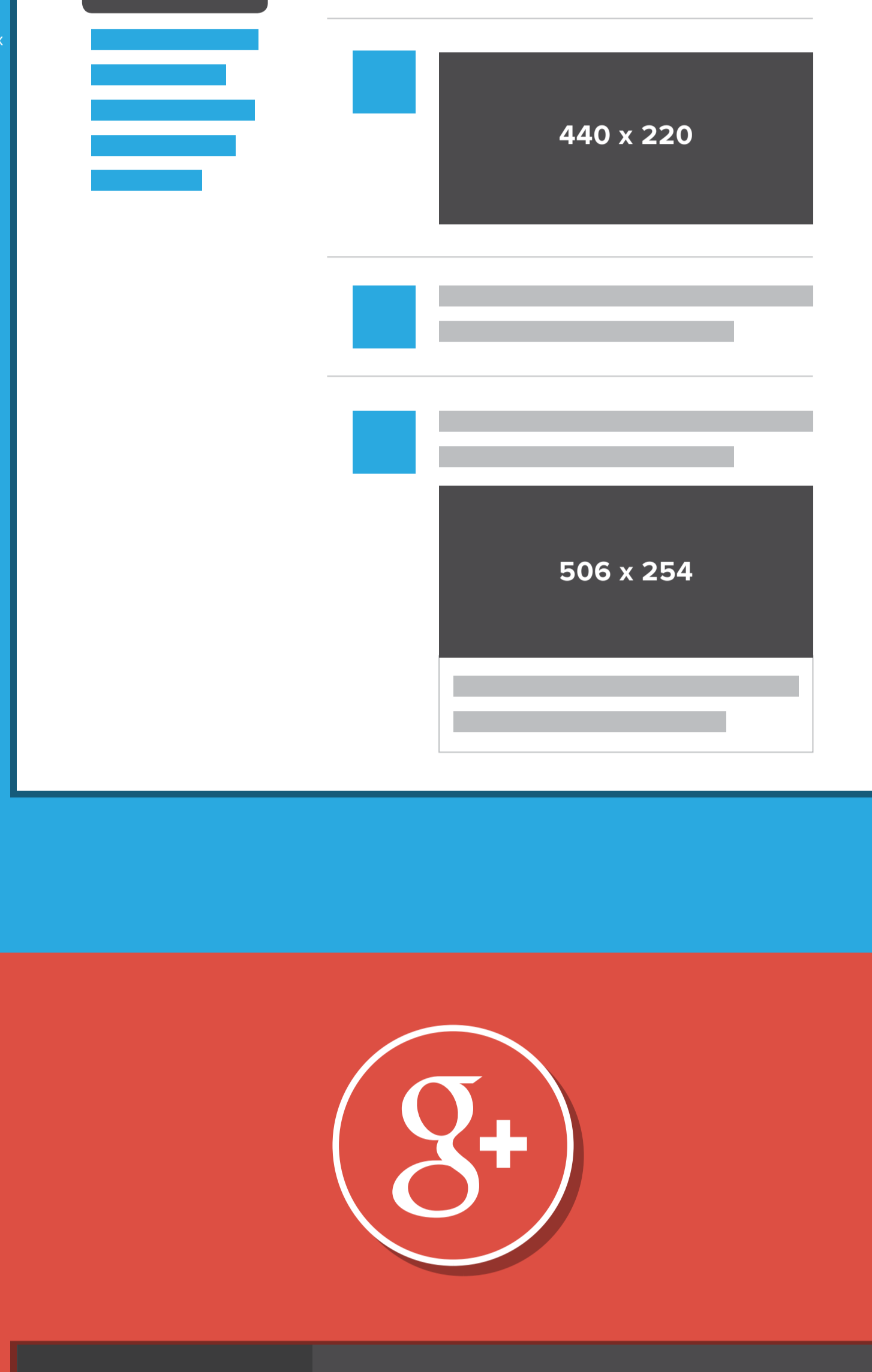
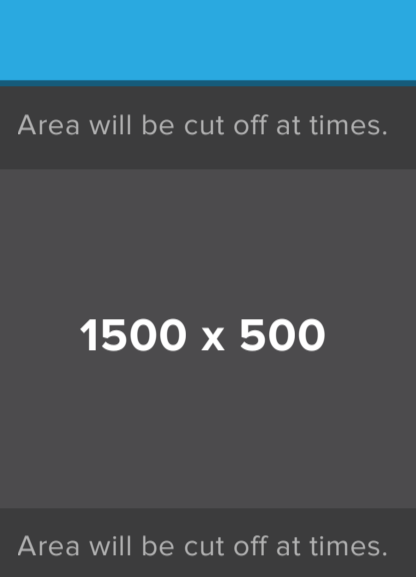
**2560 x 1440**

**CHANNEL ART**  
2560 x 1440 px

**Image guide:**

- Tablet display: 1855 x 423 px
- Mobile display: 1546 x 423 px
- TV display: 2560 x 1440 px
- Desktop display: 2560 x 423 px

**(Only the center 1546 x 423 px will be visible at all times)**



**PROFILE PHOTO**  
400 x 400 px

**Image guide:**

- Upload a square image
- Image will display as 200 x 200 px
- Maximum file size: 100 KB

Area will be cut off at times.

**1500 x 500**

Area will be cut off at times.

**HEADER PHOTO**  
1500 x 500 px

**Image guide:**

- Maximum file size of 10 MB
- Since image has parallax settings, keep all important content centered vertically

**IN-STREAM IMAGE**  
440 x 220 px

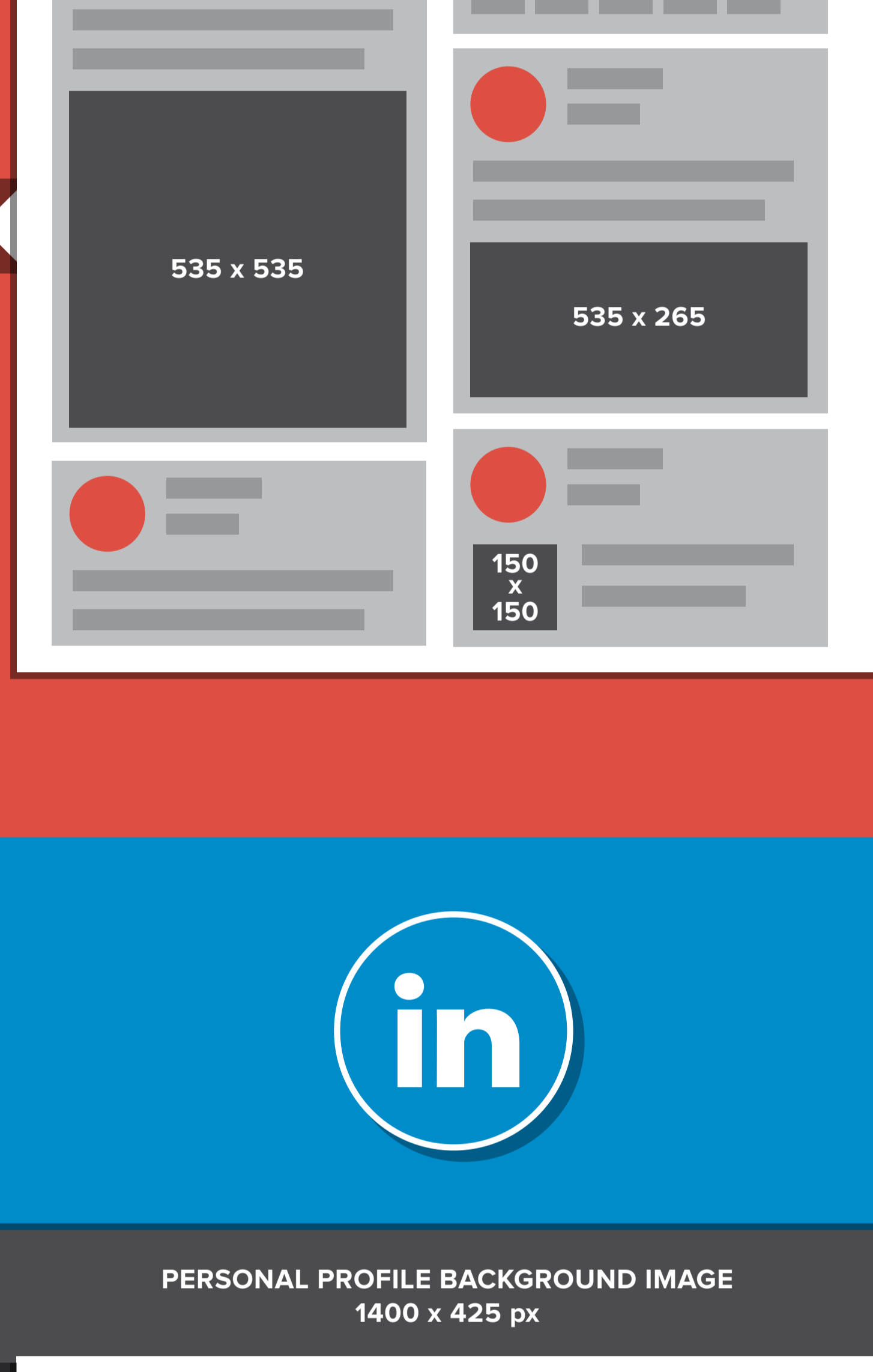
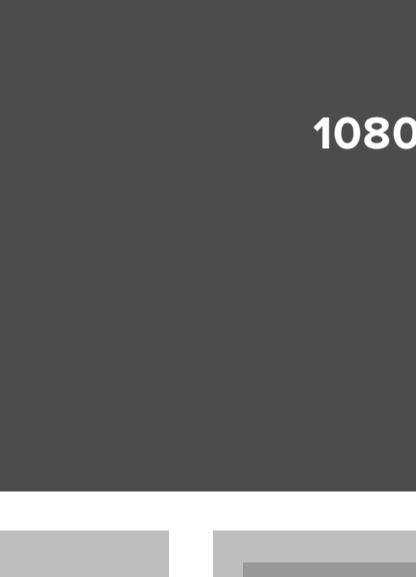
**Image guide:**

- Min to appear expanded: 440 x 220 px
- Max to appear expanded: 1024 x 512 px
- Max photo file size: 5 MB
- Max animated gif file size: 3 MB

**LINKED IMAGE POST**  
506 x 254 px

**Image guide:**

- Clickable linkend id
- Max photo file size: 5 MB



**PROFILE PHOTO**  
250 x 250 px

**Image guide:**

- Minimum size: 120 x 120 px
- Upload a square image
- Photo will be cropped into a circle once uploaded

**250 x 250**

**1080 x 608**

**COVER PHOTO**  
1080 x 608 px

**Image guide:**

- Min dimensions: 480 x 270 px
- Max dimensions: 2120 x 1192 px

**PHOTO IN POST**  
535 x 535 px

**Image guide:**

- Max upload size: 2048 x 2048 px
- Min width: 497 px (height will be scaled accordingly)

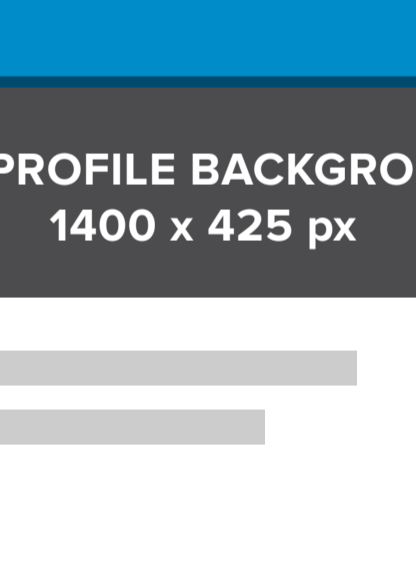
**535 x 535**

**535 x 265**

**LINKED POSTS**  
535 x 265

**Image guide:**

- When linking in a post, a photo will be pulled from the linked site
- Image will be scaled/cropped to fit 535 x 265 px
- If filled image is too small, it will scale/crop to 150 x 150 px



**PROFILE PHOTO**  
400 x 400 px

**Image guide:**

- Max file size: 4 MB
- Thumbnail will be 60 x 60 px so keep it simple & easy to read

**400 x 400**

**1400 x 425 px**

**PERSONAL PROFILE BACKGROUND IMAGE**  
1400 x 425 px

**BANNER PHOTO**  
646 x 220 px

**Image guide:**

- Max file size: 2 MB

**646 x 220**

**LOGO IMAGE**  
400 x 400 px

**Image guide:**

- Max file size: 4 MB
- Thumbnail will be 60 x 60 px so keep it simple & easy to read

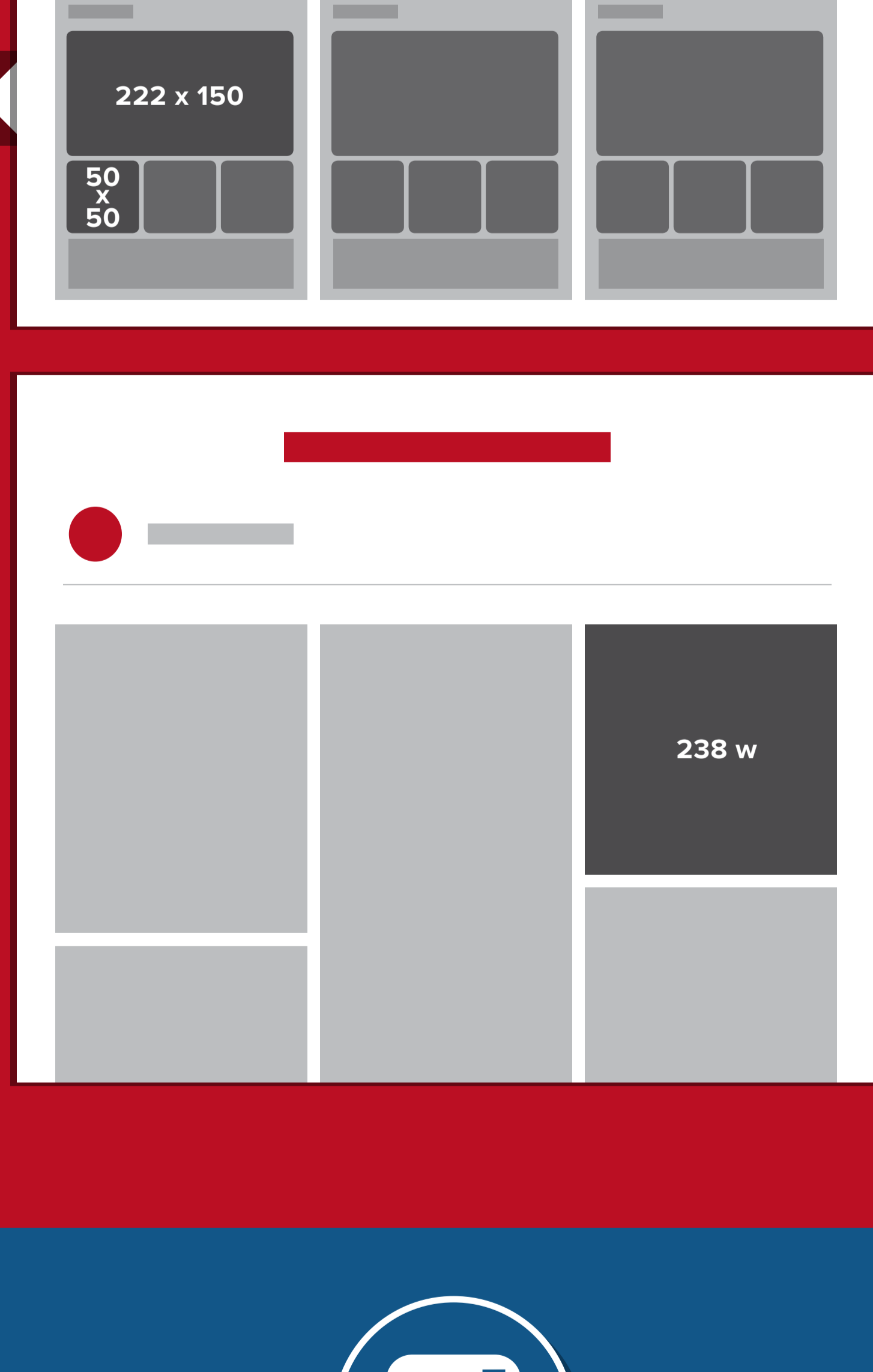
**400 x 400**

**974 x 330**

**CAREER PHOTO**  
974 x 330 px

**Image guide:**

- Image shown on your business profile's Career page
- Max file size: 2 MB
- Meant to attract employees



**PROFILE PHOTO**  
165 x 165 px

**Image guide:**

- Upload a square image
- Photo will be cropped into a circle once uploaded
- Max file size: 10 MB
- Image will shrink to 64 x 64 & 32 x 32 px on certain pages

**165 x 165**

**PROFILE PHOTO**  
165 x 165 px

**BOARD PREVIEWS**  
222 x 150 px

**Image guide:**

- Thumbnail size: 50 x 50 px
- Photos of different proportions will be cropped to fit in the preview boxes

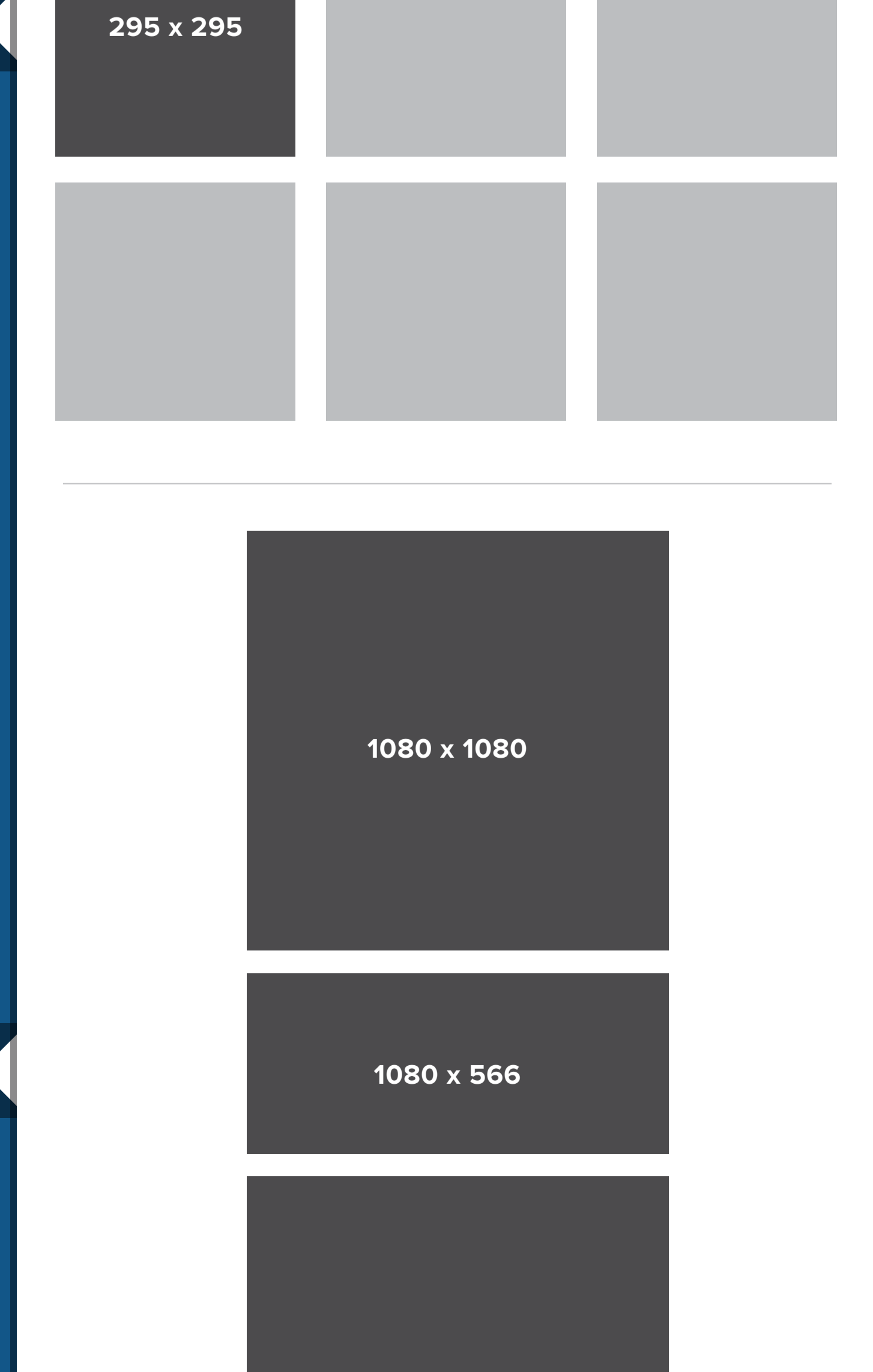
**222 x 150**

**50 x 50**

**PIN PREVIEWS**  
238 px wide

**Image guide:**

- Width in preview will be 236 px wide with the height scaled accordingly.
- When clicked on, image will show at a height of up to 565 px wide with the width scaled accordingly.



**PROFILE PHOTO**  
110 x 110 px

**Image guide:**

- Square photo (1:1)

**110 x 110**

**PROFILE PHOTO**  
65 x 65 px

**Image guide:**

- Upload a square image
- Photo will be cropped into a circle once uploaded
- Max file size: 10 MB

**IMAGE GALLERY**  
295 x 295 px

**Image guide:**

- Square photo (1:1)

**295 x 295**

**SQUARE PHOTO**  
1080 x 1080 px

**Image guide:**

- Instagram will scale these down to 612 x 612 px
- Appear in feed at 510 x 510 px

**1080 x 1080**

**1080 x 566**

**HORIZONTAL PHOTO**  
1080 x 566 px

**Image guide:**

- Instagram will scale these down to fit

**1080 x 566**

**1350 x 1080**

**VERTICAL PHOTO**  
1350 x 1080 px

**Image guide:**

- Instagram will scale these down to fit