

SOCIAL SPECS AT A GLANCE

01/2017

Multimedia content, such as graphics and videos, plays an integral role in engaging social media audiences—no matter the platform! With the ever-changing social media landscape, it can be difficult to keep up with the format, aspect ratio, and file size specifications across each social network. Martino Flynn has developed the following reference guide to help you create the multimedia social content your fans are looking for.



COVER PHOTO: 851 x 315
PROFILE PHOTO: 180 x 180
NEWS FEED IMAGE: 1200 x 1200
TIMELINE PHOTO: 740 x 740
SHARED LINK RECTANGLE: 1200 x 627
SHARED LINK SQUARE: 600 x 600
NATIVE VIDEO: 1280 x 720
YOUTUBE VIDEO: 158 x 158



NATIVE VIDEO: less than 30 sec, 512 MB max
HEADER PHOTO: 1500 x 1500
PROFILE PHOTO: 400 x 400
TIMELINE PHOTO: 1024 x 512



PROFILE PICTURE: 110 x 110
PHOTO: 1080 x 1080
PHOTO THUMBNAILS: 161 x 161
SHARED VIDEO: 1080 x 1080
VIDEO POST: 15 sec max, 15 MB max
STORIES: viewable up to 24 hrs



BANNER IMAGE: 1500 x 1500
PROFILE PHOTO: 500 x 500
COVER IMAGE: 646 x 220
SHARED IMAGE: 360 wide
SHARED LINK: 180 x 110
BLOG POST IMAGE: 698 x 400

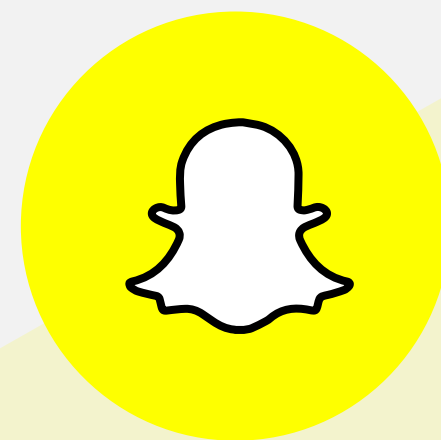


IMAGE: 1 – 10 sec
VIDEO: less than 10 sec
STORIES: viewable up to 24 hrs