

SOCIAL MEDIA

The Complete Guide to Video and Pictures on Social Media in 2019

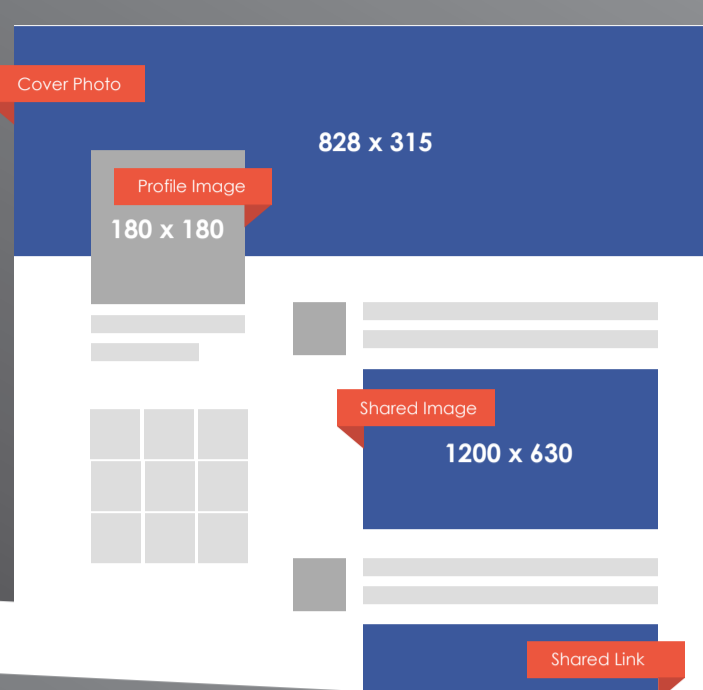


PICTURES

Formats: .jpg, .png
Cover Photo: 851 x 315 px
Profile Photo: Width of 720 px, 960 px or 2048 px, 1:1 aspect ratio
Link Image: at least 1200 x 628 px
Shared Image: 1200 x 630 px

VIDEO

Feed Video: 1280 x 720 px
Recommended Video Formats: .mp4, .mov
360 Video Format: .mp4
360 Video Size (minimum width): 600 px

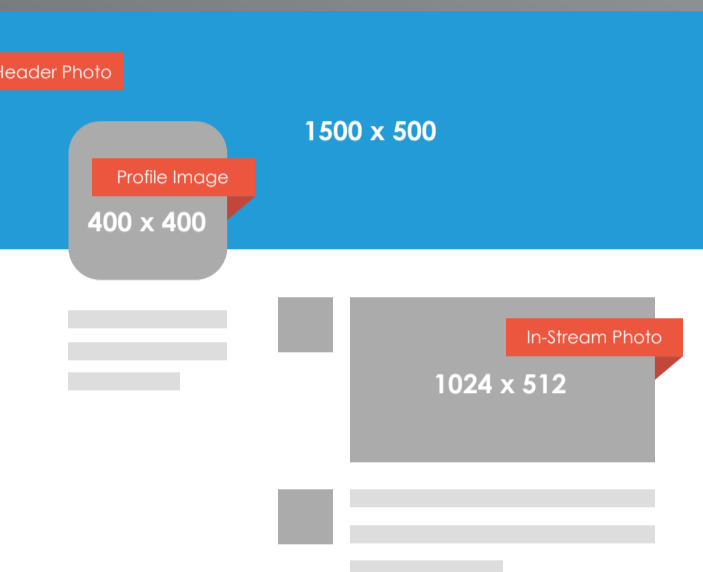


PICTURES

Formats: .jpg, .gif, .png
Header: 1500 x 500 px
Profile Photo: 400 x 400 px
In Stream Photo Preview: 1024 x 512 px

VIDEO

Video size (horizontal): 1280 x 1024 px
Formats: .mp4 for web, .mov for mobile
Video Maximum Length: 140 secs
Video size (vertical): 1200 x 1900 px

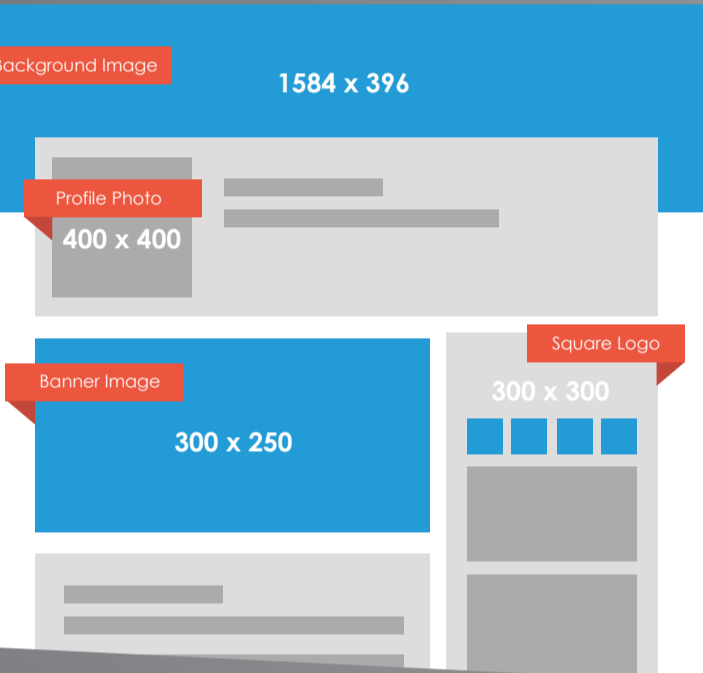


PICTURES

Formats: .jpg, .gif, .png
Profile Photo: 400 x 400 px
Square Logo: 300 x 300 px
Banner Image: 300 x 250 px
Background Image: 1584 x 396 px

VIDEO

Video Formats: .asf, .avi, .flv, .mov, .mpeg-1, .mpeg-4, .mkv, WebM
Video (maximum size): 4096 x 2304 px
Video (minimum size): 256 x 144 px

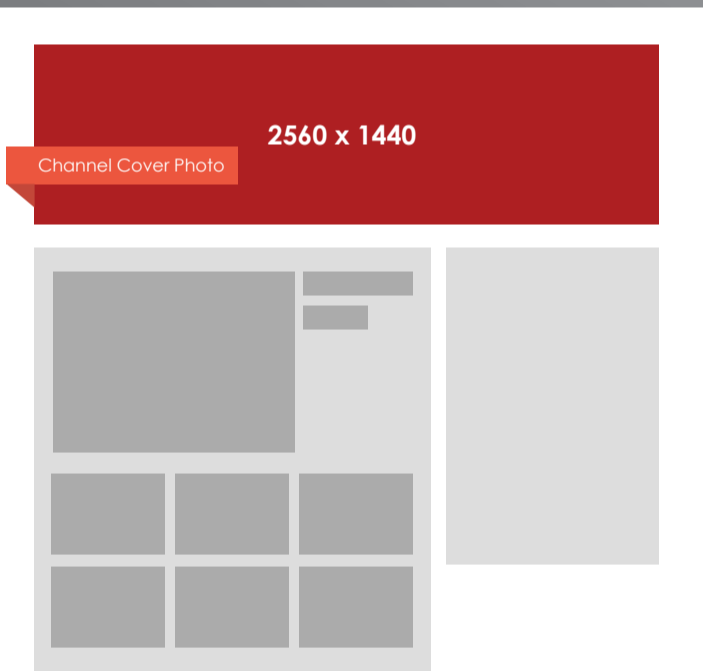


PICTURES

Profile Photo Pulled from Google Account
Channel Cover Art (for desktop): 2560 x 1440 px
Channel Cover Art (for mobile):
Text and Logo Safe Area: 1546 x 423 px

VIDEO

Video Formats: .mov, .mpeg4, .mp4, .avi, .wmv, .mpegs, .flv, .3gpp, WebM
Video Uploads: 1280 x 720 px
Video (240p): 426 x 240 px
Video (360p): 640 x 360 px
Video (480p): 854 x 480 px
Video (720p): 1280 x 720 px
Video (1080p): 1920 x 1080 px
Video (1440p): 2560 x 1440 px
Video (2160p): 3840 x 2160 px
Maximum length: 12 hours

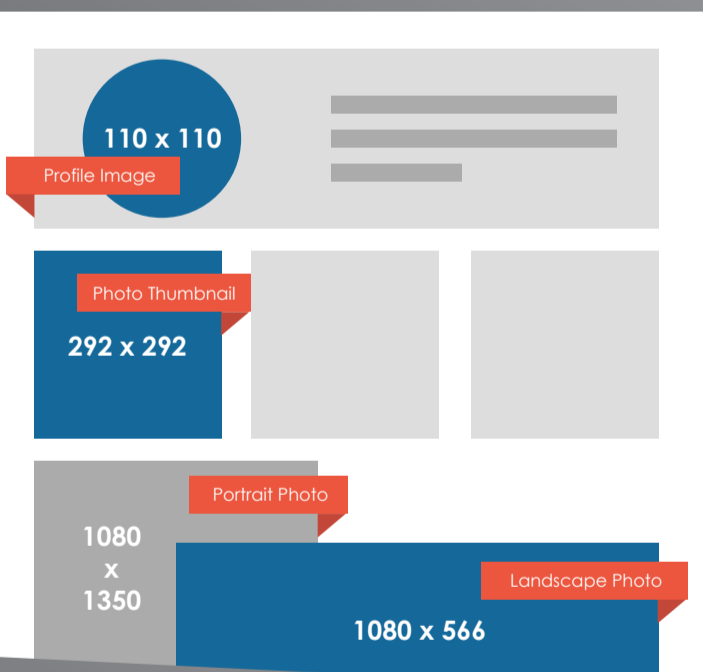


PICTURES

Profile Photo: 110 x 100 px
Photo Thumbnails: 292 x 292 px
Photo Size (landscape): 1080 x 566 px
Photo Size (portrait): 1080 x 1350 px
Photo Size (square): 1080 x 1080 px
Stories Image Size: 1080 x 1920 px
Highlight Category Covers: 1080 x 1920 px

VIDEO

Live Video: 1 hour
Video Post (profile): 3 to 60 secs
Video Post (story): 15 secs

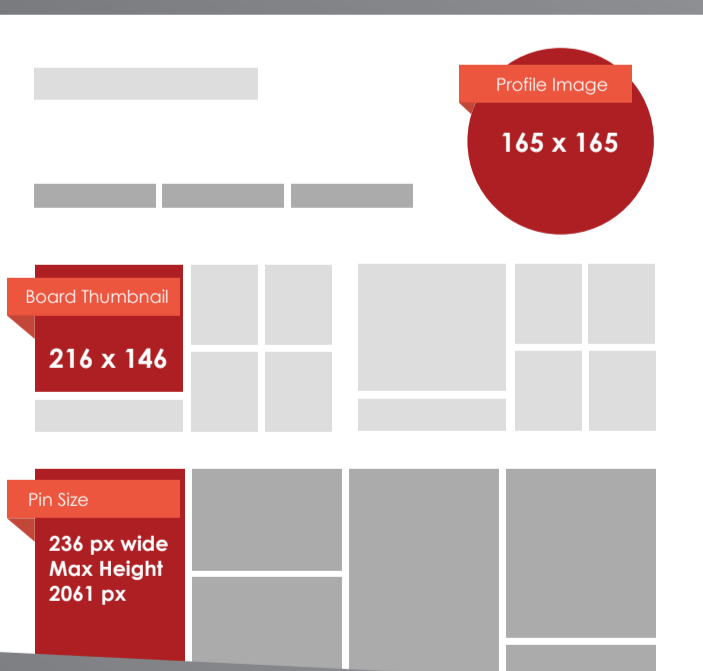


PICTURES

Formats: .jpg, .png
Profile Photo: 165 x 165 px
Large Board Thumbnail: 216 x 146 px
Small Board Thumbnail: 69 x 69 px

VIDEO

Video (square): 600 x 600 px
Video (vertical): 600 x 900 px
Video Formats: .mp4, .mov



PICTURES

Format: .mp4, .mov
Size: 1080 x 1920 px

VIDEO

Video Length: 3 – 10 secs
Geofilter: 1080 x 1920 px
Geofilter Format: .png

