



→ It's hard enough to get the perfect shot to tell your story, but then you upload it, and your cat's head is cut off! Every social network has different size requirements when it comes to images. If you want to make the most impact, your images need to be sized properly for each platform, and that can take a little extra work. This handy guide will tell you exactly what size images you need to produce for the four major social networks, and give you a few handy tips, too.



**TWITTER**

**Profile**

400 x 400 pixels

**Header**

1500w x 500h pixels

**In-Stream (Post)**

506w x 253h pixels



**FACEBOOK**

**Profile Photo**

180 x 180 pixels

**Cover Photo**

851w x 315h pixels

**Highlighted Image**

1200w x 717h pixels

**TIMELINE & NEWSFEED**

**Shared Image**

1200w x 630h pixels

**Shared Link**

1200w x 630h pixels



**PINTEREST**

**Profile Picture**

165 x 165 pixels

**Pins (main page)**

192 pixels wide\*

**Pins (on board)**

222 pixels wide\*

**Pins (expanded)**

600 pixels wide\*

**Pins (enlarged)**

500 pixels wide\*

**PIN BOARD**

**Large Thumbnail**

222w x 150h pixels

**Small Thumbnail**

55 x 55 pixels



**INSTAGRAM**

**Profile Picture**

110 x 110 pixels

**Thumbnails**

161 x 161 pixels

**Instagram Feed**

1080 x 1080 pixels

**NOTE**

*Social networks change their layout frequently, so these image sizes may change at any time. Stay tuned to our website and we'll keep you in the loop so you'll know when you need to update your images!*

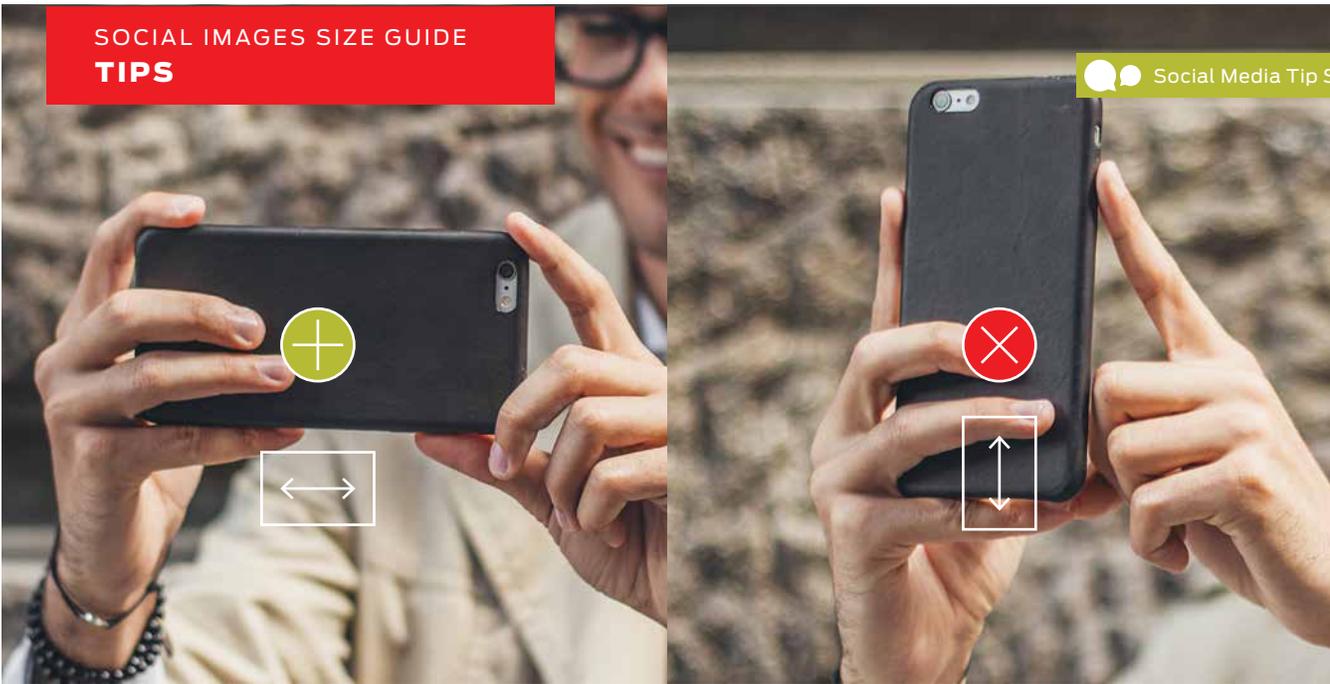
*\* Any height.*



more →

**SOCIAL IMAGES SIZE GUIDE  
TIPS**

**Social Media Tip Sheet**



**HOLDING YOUR CAMERA**

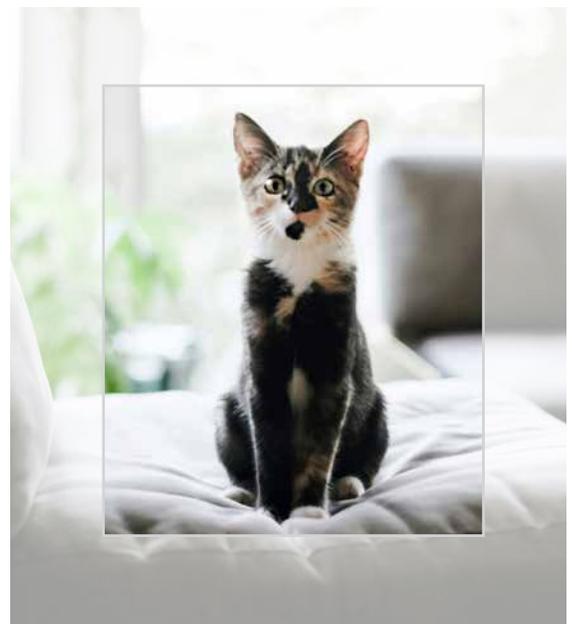
Most social media sites use square or horizontal images.

However, when we snap photos with our phones, most of us hold the phone vertically. This results in a tall, skinny image, when what we need is a wide, short image. To take photos that will better fit your social media dimensions, simply hold your phone (or camera) sideways (horizontally) when you take a photo. This will help you compose it with social media in mind.

**CROPPING PHOTOS**

Have you ever gotten a GREAT shot of an animal, but when you look at it, you realize there's something...unpleasant showing in the background?

You want to crop everything out of the photo to get a nice tight shot on the face or body of the animal. Most cell phones have software built right into the camera so you can do simple cropping, but if you need more editing or effects, try a program called Picmonkey.com. It's a 100% free website for photo editing—simply upload your photo, make your edits and save the new version. It's also available as a mobile app for 99¢. MANY free and low-cost web-based photo editors and apps are available—just do a web search and read the reviews in the app store for your device to find the best one for your needs.



**SOCIAL IMAGES SIZE GUIDE  
GLOSSARY**

 Social Media Tip Sheet



→ Here are a few handy terms to know when we're talking about images.

No. **1**

**DPI**

Dots per inch (really, pixels per inch). Refers to the resolution of an image. High resolution = high-quality images and large file sizes (best for printing). Low-resolution graphics = smaller file sizes, better for the web. 300 dpi/ppi is great for printing; 72 dpi/ppi is great for the web.

No. **2**

**DIMENSIONS**

The height and width of an image. For the web, we express dimensions in pixels, such as 700 x 300 pixels. For print, dimensions are typically stated in inches, like 8 ½ x 11 inches. When you see an image size in pixels, the width is always stated first, and the height second. So a 700 x 300 pixel image is 700 pixels wide, and 300 pixels tall.



→ **EMILY GARMAN** has been involved in animal welfare for 15 years. She founded TheSocialAnimal.com to teach animal advocates how to use social media to raise money and recruit volunteers and has spread her expertise internationally. She has consulted with and written courses for major animal welfare organizations. She is available for website development, fundraising, and social media consulting and training. For more tips, ideas and tutorials, subscribe to her blog at TheSocialAnimal.com.

**ABOUT THE AUTHOR**

No. **3**

**PIXEL**

A unit of measurement for photos and graphic files. It's basically a really small dot, and a lot of these really small dots make up your image. Abbreviated as px.

No. **4**

**RASTER IMAGE**

A raster image is made up of pixels. Photographs and web graphics are almost always raster images.

No. **5**

**VECTOR IMAGE**

A vector image is not made up of pixels, but of mathematical data expressed as curves, points, paths, lines and other shapes. You don't have to understand the math (thank goodness!), but know that vector images are very high-resolution and can be expanded to large sizes (like for billboards or banners) and still retain a perfect clarity, whereas raster graphics will eventually get fuzzy if they are enlarged too much.