

Create a YouTube thumbnail

Introduction:

Social media platforms like Facebook, X and LinkedIn offer link previews when web links are shared that typically include the page title, a brief summary and a photo. You have the option to customize the photo used by selecting a social media thumbnail. The term thumbnail came into existence for still images. It's a reference to the human thumbnail and is used to describe the small size of an image, as in it's so small it's the size of a thumbnail. This term was used in this way to refer to images back in the 17th century.

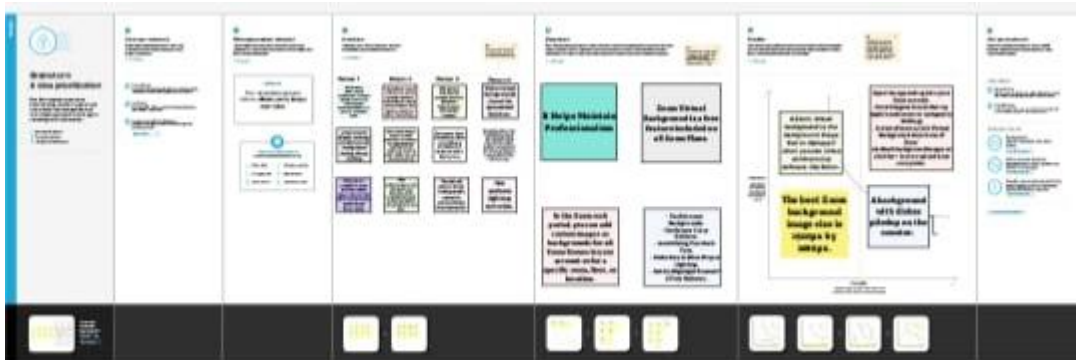
Uses of thumbnail in videos:

A video thumbnail is a still image that acts as the preview image for your video. It's kind of like a book cover. And, like a book cover, its job is to entice potential viewers to want to see more. The most straightforward advantage of thumbnails is that they allow your viewers to scan the video for content, in case they are interested in a specific portion instead of the whole video, and then seek back or forward to the desired point.

Elements for creating a best thumbnail:

- Include title text to deliver context.
- Use the best font style
- Fine contrast with bright background
- Use a relevant and great image
- Include an image of the face: Make eye contact with the views
- Consistency
- Analyze your competitor
- Create a design for a small screen.

Brainstorming Map:



Empathy Map:

