

SOCIAL MEDIA SIZING GUIDE

Updated March 20, 2013

Facebook

Twitter

Pinterest

Google+

YouTube

A free resource from:

churchjuice
energizing church
communications



FACEBOOK

Cover Photo

851 x 315px

(Files sizes greater than 100K will be compressed.)

210px

23px

Profile Picture

180 x 180px
(min. upload size)

Shrinks to:

- 160 x 160px when displayed here
- 32 x 32px as a thumbnail in the News Feed

App Thumbnail
111 x 74px

Pinned Post Image

403 x 403px

(This is also a common preview size for regularly posted pictures.)

Picture uploads are limited to:

- 2048 x 2048 px

Link Image Thumbnail
154 x 154px

This image size can vary. If your image is larger than the standard size, the image might be wider.

Video Preview

403 x 226px



Maximum video upload:
1024 MB
20 minutes



Milestone or Highlighted Photo

843 x 403px

Facebook Ad

100 x 72px
5MB limit

Your ad can have up to 25 characters in the Headline and 90 characters in the body.

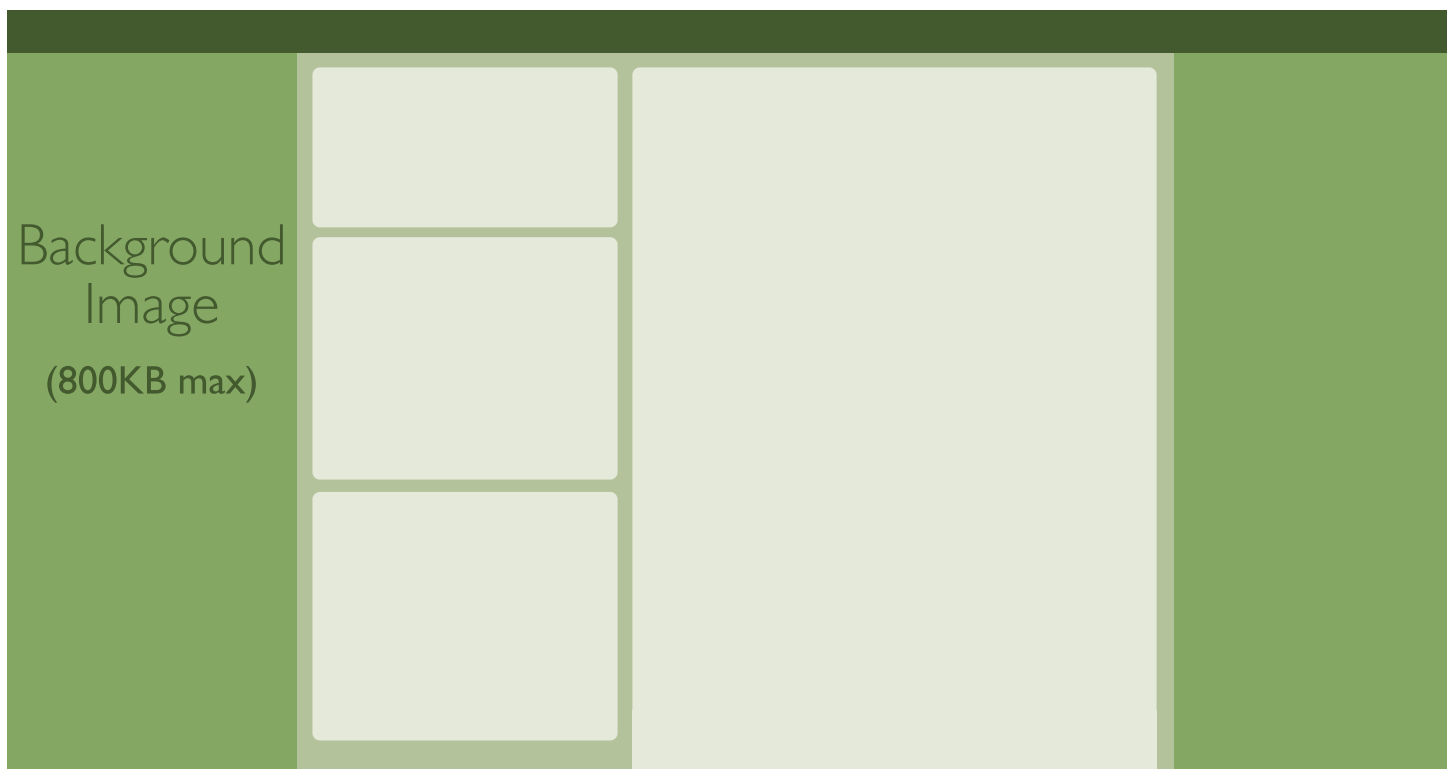
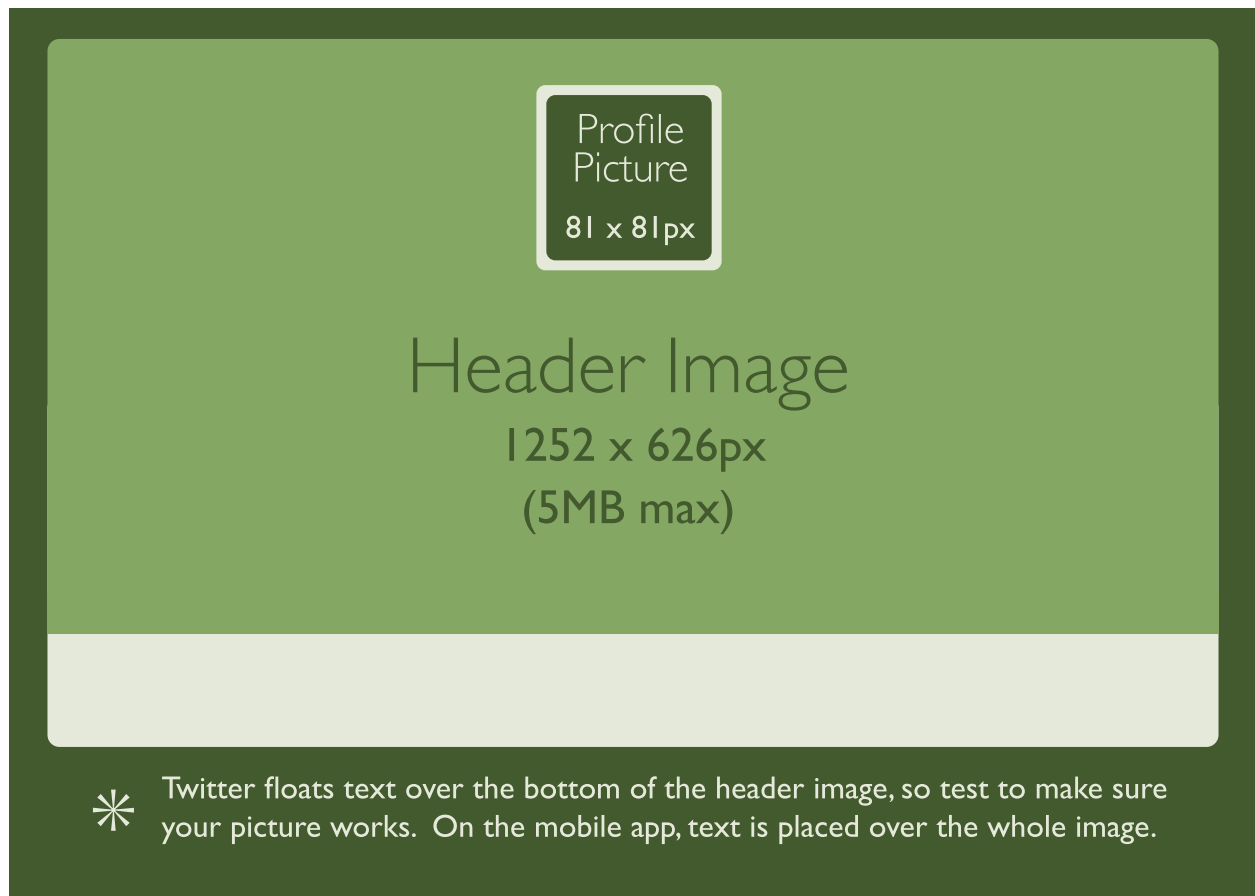


Facebook Application

810px width
unlimited height



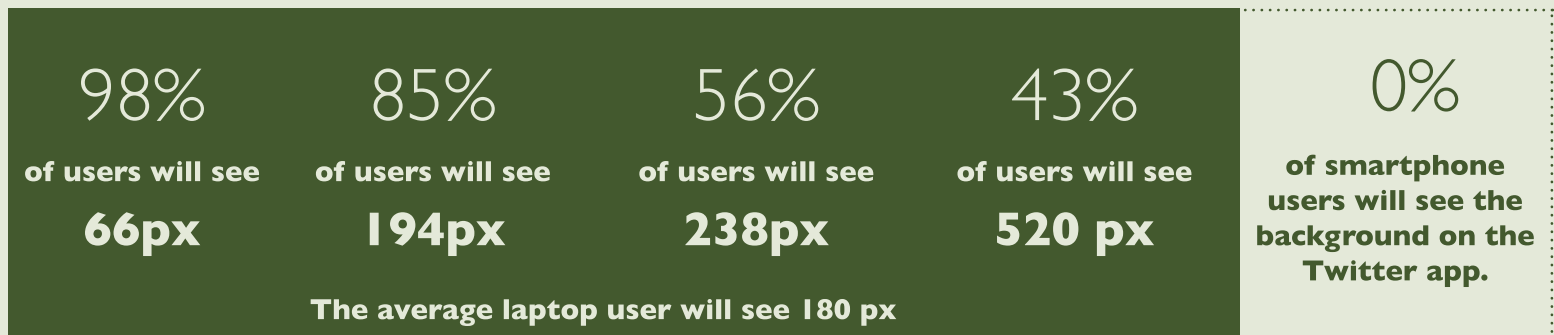
TWITTER



<p>66 to 520 Pixels</p> <p>This space varies based on screen size.</p>	<p>865 Pixels</p> <p>The Twitter feed and side bar will always take up this amount of space regardless of screen size.</p>	<p>66 to 520 Pixels</p> <p>Same as the other side. See the explanation on the next page.</p>
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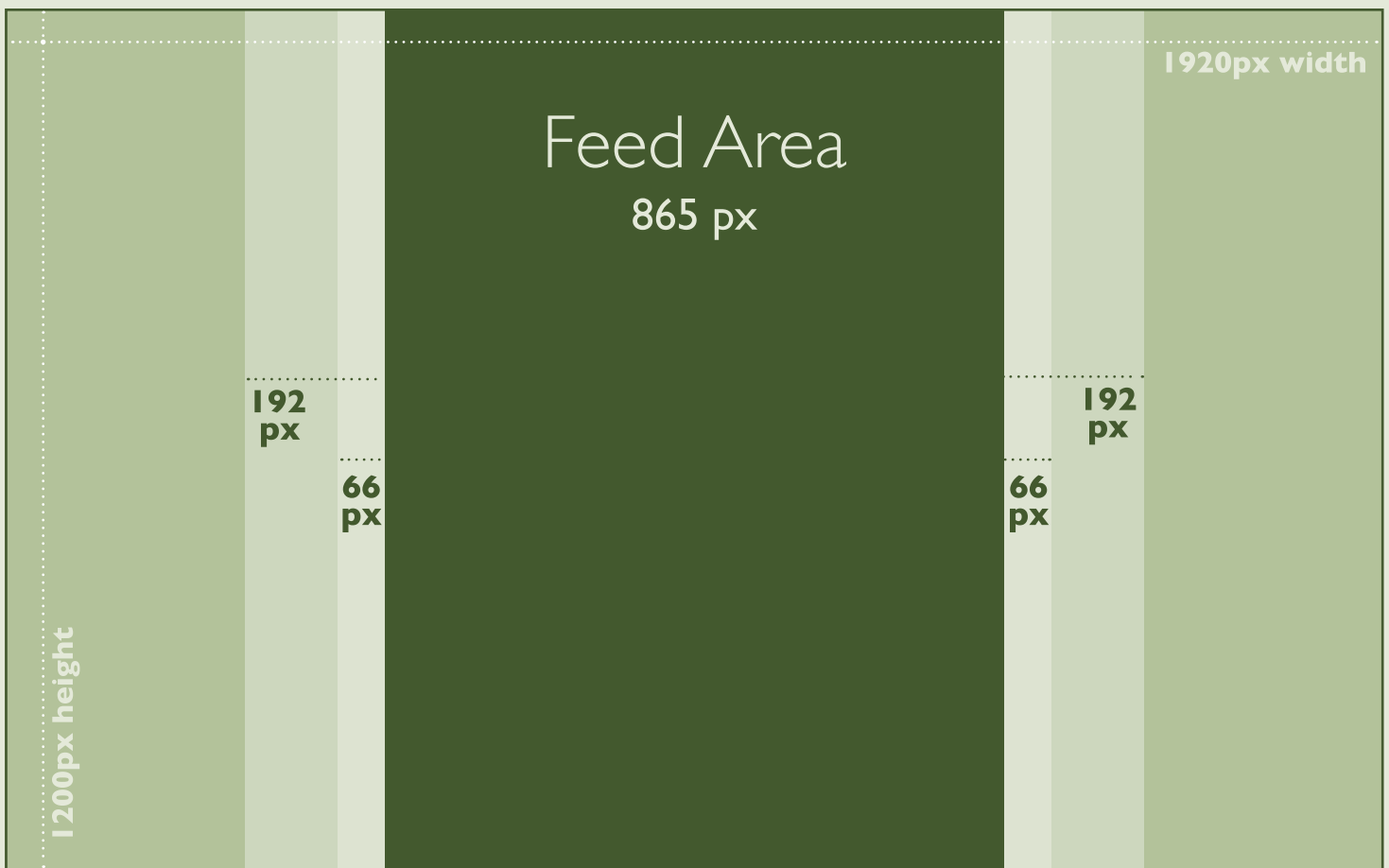
EXPLANATION

Some design features are more complicated than they need to be, and creating a custom Twitter background is one of those. How much of the background gets displayed depends on a user's screen size. So if you create something too big, there's a chance the sides of your image will be blocked by the 865 pixel middle chunk of the Twitter feed. Here's a breakdown based on computer user screen size:



SO WHAT TO DO?

- Make your file 1920 x 1200px (the largest size anyone will see).
- Add content in the 66-194px range from the edge of the 865px Twitter feed area to accommodate the majority of users.
- When uploading, choose the “Center” background position option to assure content on both sides of the Twitter feed area shows up.





PINTEREST

Profile
Picture

165 x 165px

..... Pinterest recommends uploading a 600 x 600px original image.

Pin
Preview

Approx. 235px x
scaled height



.....
Profile icon shrinks to 32 x 32px

..... Profile icon shrinks to 49 x 49px

Full Size Pinned Image
735px x unlimited height

g+

GOOGLE+

Cover Photo

2120 x 1192 max
(16:9 ratio)



Profile
Picture

250 x 250px
(square cropped to a circle)



Profile
Icon
48 x 48px

Photos

2048 x 2048px max

Videos

15 minute max/up to 1080p

(preview cropped to 497px width)

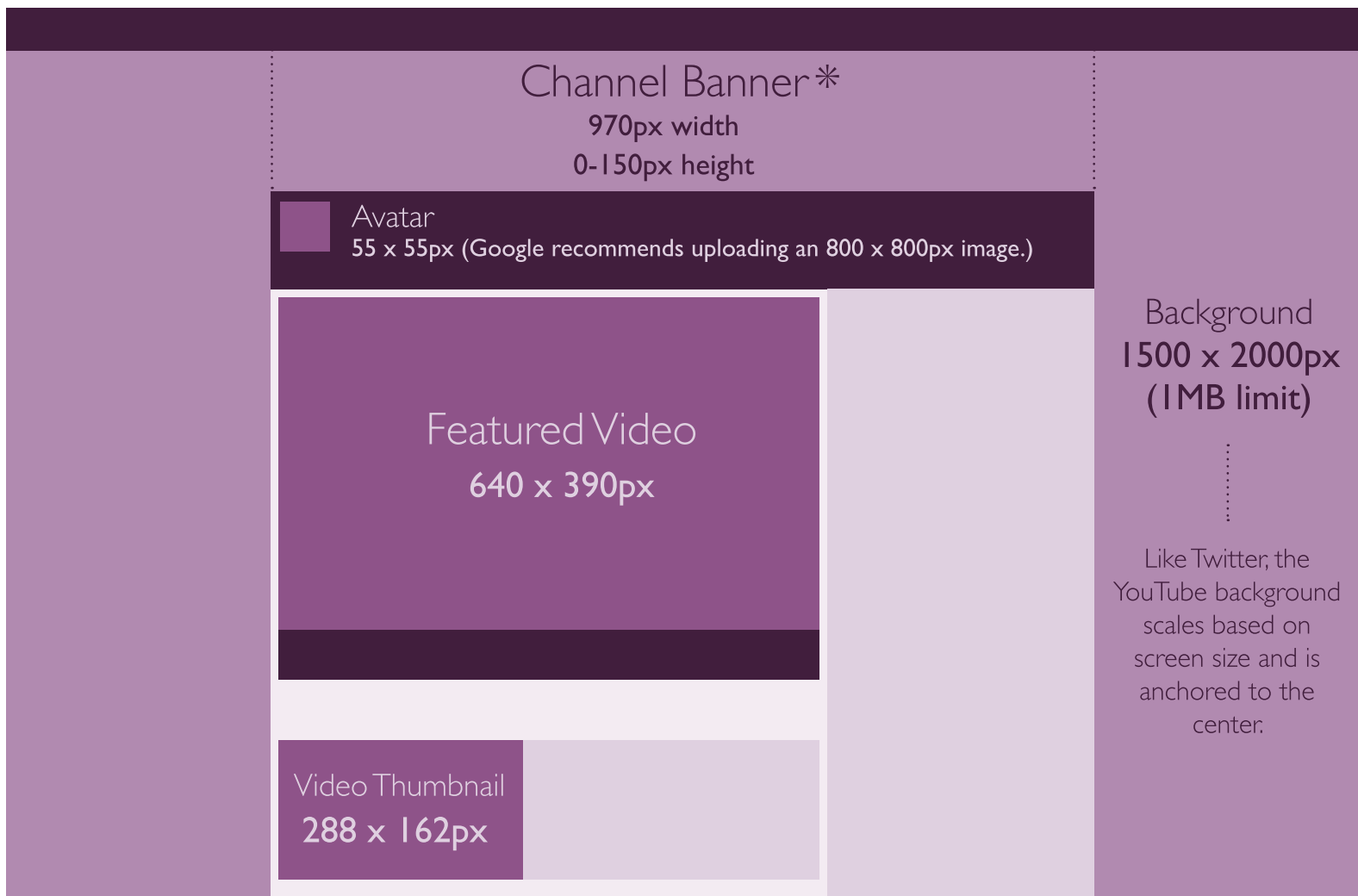
Event Image

940 x 280px



YOUTUBE

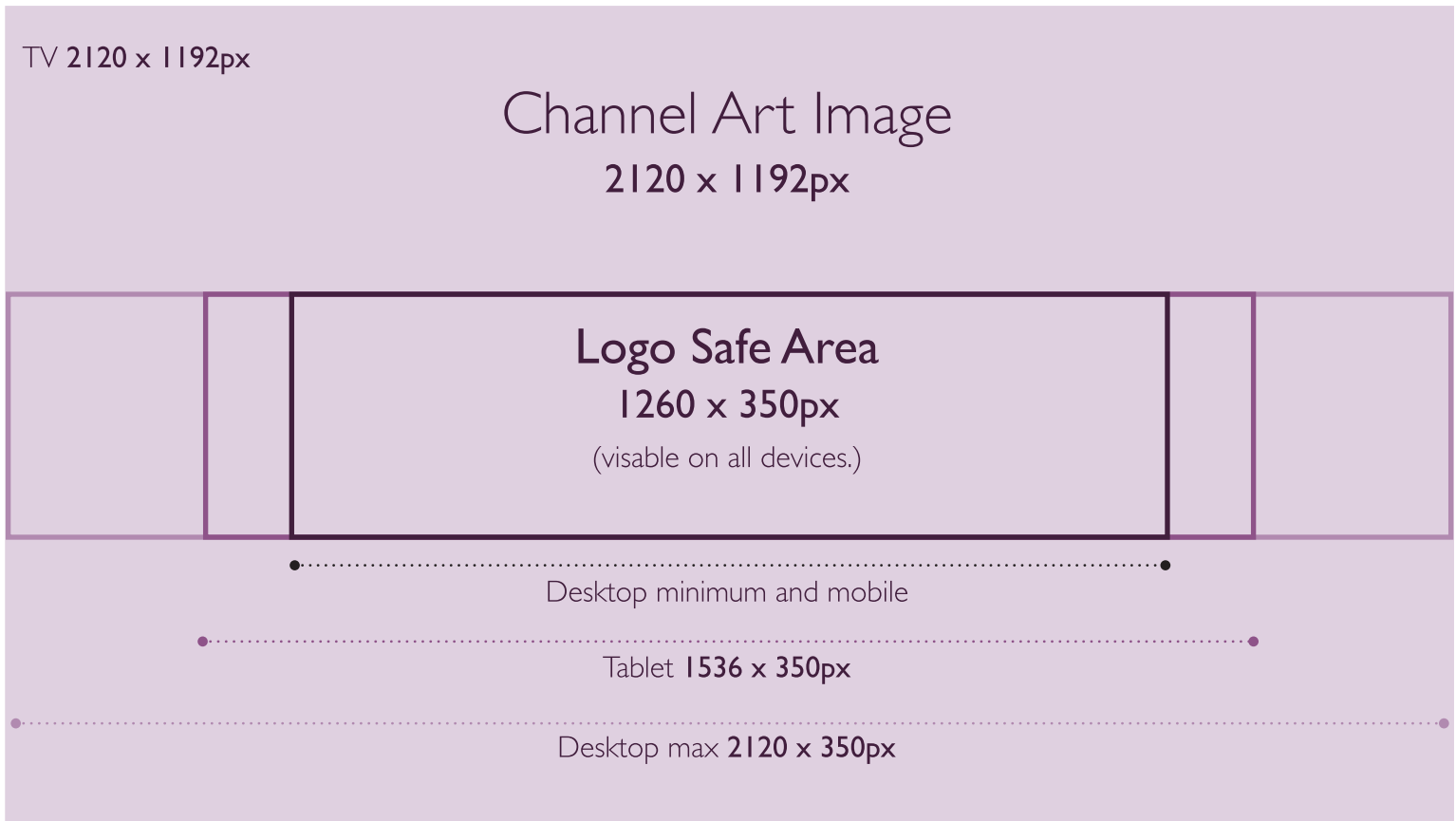
PART ONE: BEFORE MARCH 2013



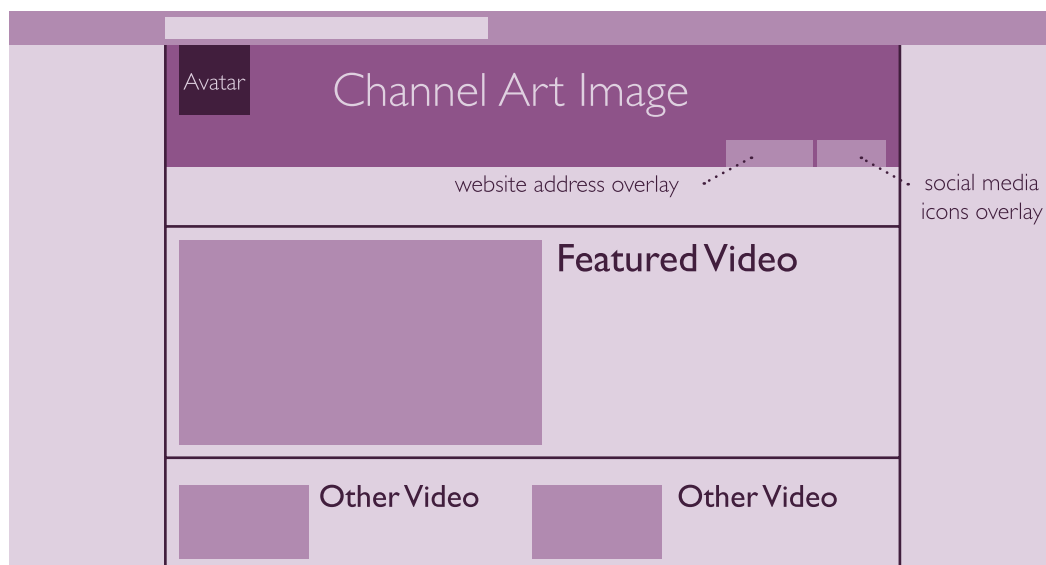
- * The channel banner is actually a part of the background image and not a separate element. It can vary in height and is clickable, so it can be mapped to a URL. This feature is only available to “brand channel partners.” You can sign up for free at www.youtube.com/non-profits.

PART TWO: ONE CHANNEL

YouTube will begin rolling out a newly designed layout in March 2013 called One Channel. It's less customizable, but easier to create something that will display correctly across multiple devices like desktop computers, tablets, phones and TVs. There is a "safe area" that will always be visible and some flexible room that will appear on other devices. For all platforms except TVs, the image will crop to be a horizontal banner. Also, all sizes are set to make the images ready for retina display gadgets.



Desktop
Example



CREDITS & REUSE POLICY



The *Social Media Sizing Guide* is compiled by Jerod Clark. He's the project leader for Church Juice, a ministry of ReFrame Media that helps churches use media better. For more information, visit www.churchjuice.com.

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