

CHEAT SHEET:

Twitter Cards

SUMMARY CARD

Title: 70 characters maximum

Description: 200 characters maximum

Image resolution: 120px by 120px

Image file size: Less than 1MB

Image will be cropped to a 4:3 aspect ratio and resized to 120px by 90px when expanded and 120px by 120px when embedded.

LARGE PHOTO SUMMARY CARD

Title: 70 characters maximum

Description: 200 characters maximum

Image resolution: Minimum 280px wide x 150px tall

Image file size: Less than 1MB

PHOTO CARD

Image resolution: Minimum 280px wide x 150px tall

Image file size: Less than 1MB

Twitter will resize images, maintaining original aspect ratio, to fit the following sizes:

- **Web:** Maximum height of 375px, maximum width of 435px
 - **Mobile (non-retina displays):** Maximum height of 375px, maximum width of 280px
 - **Mobile (retina displays):** Maximum height of 750px, maximum width of 560px
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GALLERY CARD

Description text: 200 characters maximum

Image resolution: Minimum 280px wide x 150px tall

Image file size: Less than 1MB

You can specify up to 4 different images to show in the gallery card.

PLAYER CARD

Description text: 200 characters maximum

Video: H.264, Baseline Profile (BP), Level 3.0, up to 640 x 480 at 30 fps

Audio: AAC, Low Complexity Profile (LC)

Image resolution: Minimum 68,600 pixels (a 262px x 262px square image, or a 350px x 196px 16:9 image)

Image file size: Less than 1MB

Image to be displayed in place of the player on platforms that don't support iframes or inline players; make the same dimensions as your player.

PRODUCT CARD

Description text: Maximum 200 characters

Image file size: Less than 1MB

Image resolution: Minimum 160px x 160px

Twitter prefers a square image but will crop/resize images to a 1:1 aspect ratio as long as both dimensions are greater than or equal to 160 pixels.

APP CARD

Description: 200 characters maximum

Image resolution: Minimum 800px wide and 320px tall

Accepted image file formats: jpg, jpeg, png, and gif

Other needs: iPhone app ID, iPad app ID, Google Play ID

LEAD GENERATION CARD

Description: 50 characters maximum

Call to action: 20 characters maximum

Image resolution: Minimum 800px wide x 200px tall (4:1 aspect ratio required)

Image file size: Less than 1MB

Supported file types: jpg, jpeg, png, and gif

Other needs: Link to website privacy policy

WEBSITE CARD

Title: 70 characters maximum

Image resolution: Minimum 800px wide and 320 px tall

Image file size: 3MB maximum