

SocialMedia

Sizes, Dimensions and Ratios



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Personal & Biz Page Cover Photos

Cover Photo Size:

Computers: 820x312

Smartphones: 640x360

What to do: Upload an image that is at least 400x150
Loads fastest as sRGB JPG sized to 851x315. This is their official recommended size.

Profile Picture Size:

Computers: 170x170

Smartphones: 128x128

What to do: Upload a square image hopefully not larger than 170px. Fb will automatically size as needed. The image will be cropped to a circle pretty much everywhere.



What I do for my Cover Photo

I sized it 820x 360px and placed an overlay so I can visualize the cropping that will happen when it's viewed on smartphone and computer displays. Delete the overlays before exporting.

If you put in overlays for both sizes then you're in business. Just place your important information in the central area and it won't crop off the either the computer or phone app view.



[Download the Photoshop Templates](#)

Information Reference: <https://www.winwithteamwork.com/insights/2021-facebook-cover-photo-size>





Facebook Images

Image Dimensions:

Link Image Size or standard Image Post size:
1200x630

Practical Thoughts: You can be a bit flexible in the specific sizing you make your images. The desktop news-feed is about 500px on my personal desktop display (when page zoom is set to 100% in Safari) so fb is already downsizing the images for preview. The larger size is all about what happens when you click the image and you view it in their lightbox which is 1375px wide on my desktop display.

You'll see a lot of photographers recommending the 2048px size for fb posts. While there's nothing wrong with this approach, I find it a bit overkill. Fb will downsize it to 1920px anyway (and compress it a whole lot as noted below).

Compression and Color Space

Photoshop JPG compression: 8–10

Lightroom Export compression: 70–80%

Color Space: sRGB

Facebook will definitely crank every kilobyte of space out of your images. And I've seen many comments on how images just don't look good on Facebook. However, by using these parameters I've had very good results.

Standard Recommendation: 1200x630 (not shown full size)

Minimum Width: 470 (shown actual size)

Vertical Images:
Ratio of 2:3 or 500x750

What I do for my photos posted to Facebook

Mostly, I consider overall size and ratios. I'll start out by limiting the height and width to 1080 px. I'm not using the maximum allowable space of 1,920px on the long edge but as Facebook is going to resize things anyway I find this to be a good practice and I've never had problems with my images looking wonky. Plus, it keeps the images smaller without being annoyingly tiny.

If I'm doing a panorama image I'll do the long edge at 1,400px by whatever height is necessary for the image. If I'm ever concerned about truly showing my best work (minimizing the resizing fb will do which does affect perceived sharpness of a photo) I'll go ahead and do 1920px.

Information Reference: <https://www.falcon.io/insights-hub/topics/social-media-management/social-media-images-guides/>
<https://havecamerawilltravel.com/photographer/images-photos-facebook-sizes-dimensions-types/>
<https://www.socialmediaexaminer.com/social-media-image-sizes/>
<https://docs.google.com/spreadsheets/d/1xeGxDu54R-Pn4f5CHuaYE1slsfO29-om89lkUkU0VOg/edit#gid=0>
<https://docs.google.com/spreadsheets/d/16zR402-MriVnvXcPk-1JpOUwwfAJvYGF16VBpNlkVH0/edit#gid=1990145635>





Facebook Videos

Video Dimensions:

Standard Video: 1280x720

Vertical Video: 720x1280

360° Video: 4096x2048

Other Video Limits:

Max File Size: 4GB

Max File Size 360°: 1.75GB

Format: .MP4 or .MOV

.MP4 for 360°

Maximum Length: 120 minutes (30 for 360°)

Max Frame Rate: 30fps

For standard videos Facebook recommends:

H.264 encoding

square pixels

fixed frame rate

progressive scan

stereo AAC audio at 128kbps.

Story Videos:

Size: 1080x1920 (vertical)

Title Safe Area: 1080x1420

This means that 250 pixels on top and bottom are reserved for Facebook overlays such as buttons, calls to action and profile pics. Don't have anything super important in these top and bottom areas so they don't get covered up.



What I do for my videos posted to Facebook

Quite frankly, I don't do that much video. My standard practice has been one that can be characterized as being rather lazy. I will just upload something from my phone or if it's a cut from a longer video I'll leave it at 1920x1080. Facebook will downsize it for me. However, selecting the lower 1280x720 size will likely save valuable upload and processing time..

Information Reference:

<https://docs.google.com/spreadsheets/d/1xeGxDu54R-Pn4f5CHuaYE1slsfO29-om89lkUkU0VOg/edit#gid=0>
<https://docs.google.com/spreadsheets/d/16zR402-MriVnvXcPk-1JpOUwwfAJvYGF16VBpNlkVH0/edit#gid=1990145635>





Facebook Groups

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Cover Photo Size:

Computers: 1640x856

Safe/Crop zones: 125px on top and bottom will crop on desktop browsers.

What to do: Design your cover photo according to these dimensions and don't put critical information in the top and bottom 125px zones. Doing so may cause it to crop on desktop browser views and your viewers will lose out.

Template Diagram

They have a great template diagram on the referenced page at the bottom of this document. My diagram here shows the 125px zones that may get cropped on some mobile devices. I wish they'd make it this easy for personal page cover photos, but I suppose that's what I'm here to help you with :)

Crop Zone on desktop browsers

Artwork Safe Zone

What I do for my Cover Photo

I sized it just like Facebook recommends while leaving a bit of blank space on top and bottom for cropping that I know will happen. Works like a charm with none of the mystery that accompanies doing this for a page cover photo.



[Download the Photoshop Templates](#)

Information Reference: <https://blog.creatopy.com/facebook-group-cover-photo-size/>



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Instagram Pics and more

SocialMedia

Profile Picture Size:

On the Phone: 110x110

It's recommended that you upload even more resolution (170x170, the same as Facebook) so that the few people who view your Insta-feed on a computer will still see a high quality image for your profile pic.

Standard Images:

1080x1080

When I'm on my phone I just let it take care of sizing. There's no control anyway and the app makes it super simple. If I'm making something on my computer I will size it with these dimensions for optimum performance.

I've seen quite a few references to the 2048 size once again for uploading to Instagram from your computer. Doing so will provide you with the best possible chance of looking the best on all devices, especially those really high resolution phones.

Non-square Images:

Landscape: 1080x566

Vertical: 1080x1350

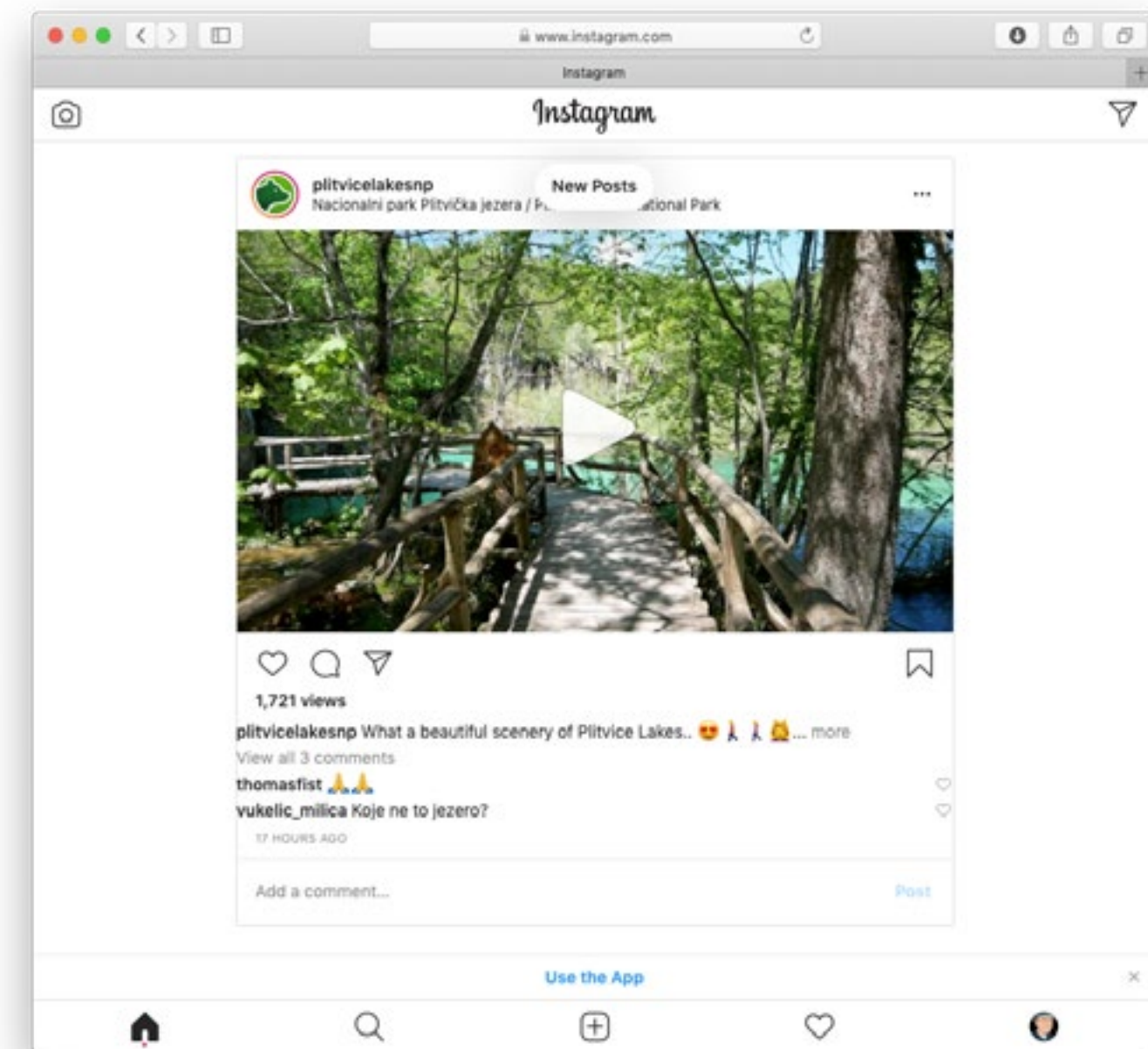
I like vertical as it really commands a presence on screen.

Posting from your computer:

If you tell your browser to "behave" like a mobile browser you can fool Instagram into thinking you're on your phone and you can upload images from your computer.

When you're on Safari on a Mac, first ensure you go to Safari>Preferences>Advanced and select the checkbox at the bottom that says "Show Develop menu in menu bar."

Then click menu item Develop>User Agent>Safari~iPhone and you now have a view similar to the one shown here. It's not as full featured as when you're in the app, but it sure is convenient if you want to get a quick pic posted without having to transfer it to your phone.



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Instagram Stories

To create a story you either need to have some photos in your camera roll that you can use as background "wallpapers" or custom create them on your computer.

Background size: 1080x1920

You can then add text, stickers, hashtags and if you have over 10K followers you can even provide a link.

Videos are also supported in stories.

Information Reference: <https://expertphotography.com/instagram-profile-picture-size-guide/>



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YouTube Display Sizes

Profile Picture Size:

800x800

Doing something this large ensures good quality across many different devices. Imagine your image on a 4K television screen. You need this much resolution to make it look good!

Channel Art:

Cover Photo: 2560x1440

Tablet Display: 1855x423

Mobile Display: 1546x423

TV Display: 2560x1440

It is very important to think about the placement of your design elements when creating your channel art. Notice that only when viewed on TV displays does YouTube show your entire file. Use my PS templates linked on the last page of this guide for ease in visualizing how your artwork will be cropped on the various devices.

Additional info:

Video titles are limited to 100 characters.

Descriptions are limited to 5,000 characters.

Channel Art: 2560x1440 (not shown full size)

Tablet Display: 1855x423 (not shown full size)

Mobile Display: 1546x423 (not shown full size)

Ensure your filesize is 2MB or less.

This is a full-size representation of the channel art dimensions. The outer rectangle is what will show on your TV Display. The faded inner rectangle with the extra space on the sides is what a tablet view will crop too and the brightest inner rectangle is what it will crop to in the phone app.

Video Thumbnails

YouTube recommend a size of 1280x720 for custom video thumbnails. I upload 1920x1080 and call it good. It's important to keep the 16:9 aspect ratio and not let your width go less than 640px. It'll just look too pixelated if you make it smaller than that.

Also keep your filesize to 2MB on these as well. Supported file types are JPG, GIF and PNG.

As I create more videos I'll plan to create custom thumbnail templates in Photoshop for each playlist so I can have a consistent look for each video in the playlist but also each playlist can have a distinct look all its own.

[Download the Photoshop Templates](#)

Information Reference: <https://www.vieodesign.com/blog/social-media-image-sizes-dimensions/>

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