

SOCIAL MEDIA CUSTOM GRAPHICS CHEAT SHEET

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It seems as though every other week a popular social media platform makes a large change in layout presentation, meaning all of your graphics you worked so hard to perfect for your company's page become obsolete or disappear from your page completely. Here is a list of popular social media sites and their corresponding graphics specs in pixels so you can get back on track with fresh, updated designs...at least until next month!



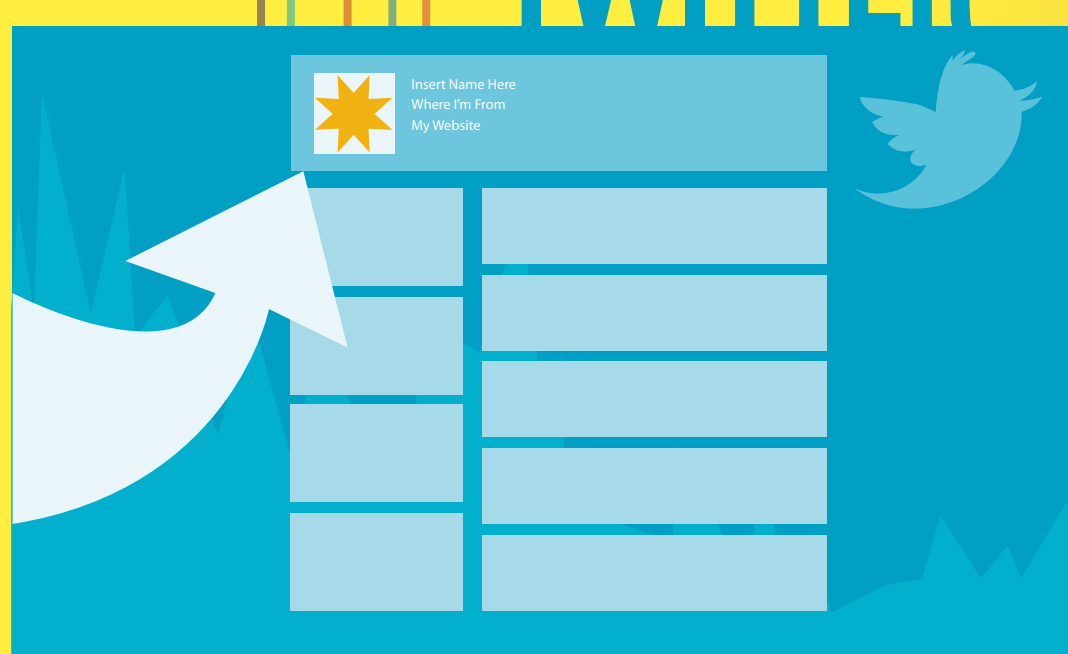
FACEBOOK



TIMELINE IMAGE/GRAPHIC:
851x315 pixels

PROFILE PIC:
200x200 pixels

TWITTER



CUSTOM BACKGROUND:
2000x1200 pixels

ICON:
200x200 pixels

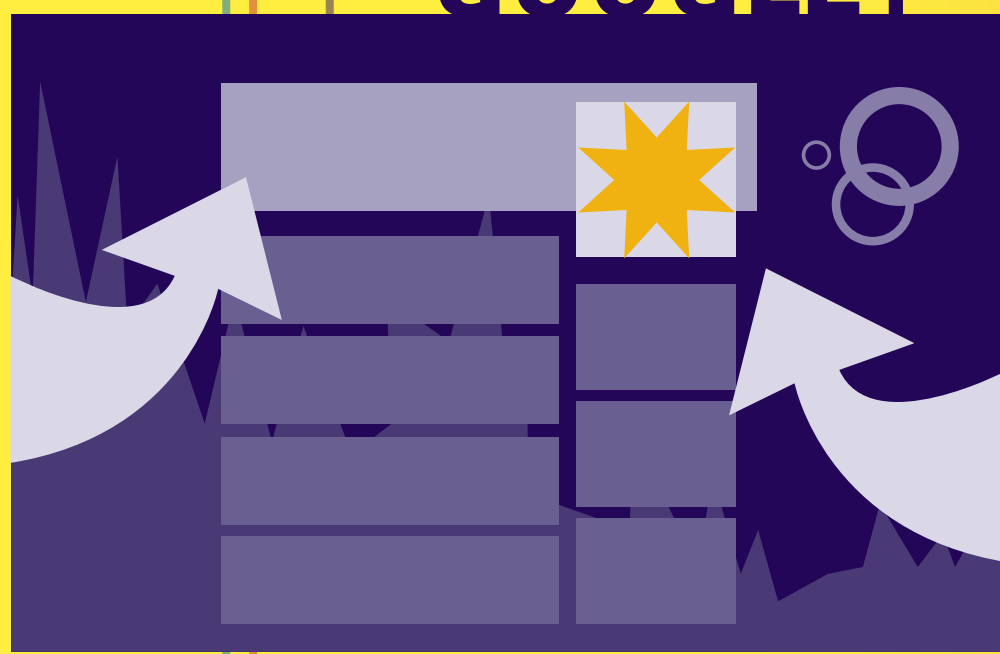
PINTEREST



PROFILE PIC:
180x180 pixels

*** ALL PINS MUST BE SAVED AS JPGS**

GOOGLE+



PROFILE PIC:
250x250 pixels

BANNER SINGLE:
940x180 pixels

BANNER 5 INDIVIDUAL:
150x150 pixels (each)

LINKEDIN



ICON:
200x200 pixels

3 CUSTOM BANNERS:
640x220 pixels

YOUTUBE



CHANNEL ICON:
96x96 pixels

CHANNEL BACKGROUND:
1600x1000 pixels

TIPS!

- ★ Each pixel ratio recommended above is the smallest scale you should use, either based on our experience or offered by the social media site.
- ★ It is best to save specifically for web devices in Photoshop and to make sure each graphic is at 72 pixels per inch so your graphics load quickly.
- ★ It is good to test the size of your graphics by logging in to the social media site you're designing for and upload your graphics to see if they fit and look good.

EXTRA!

- ★ Do you want a versatile icon for all of your different blogs, forums, chats, or other online communities? Then you want a Gravatar! A Gravatar is a Globally Recognized Avatar, or icon, that is used to differentiate you from others in such online communities.

GRAVATAR:
80x80 pixels

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