The Basic Visual Rules for Social Media Platforms

Use these templates to format images on personal social pages across computers & mobile devices

To make a copy of the editable version, click here!

Linkedin

Tips: Patterns are a good way to fill the space. If you want to integrate text, try putting it along the top of the bar where your profile pic won't overlap.

It's best to preview your mobile profile before moving on.
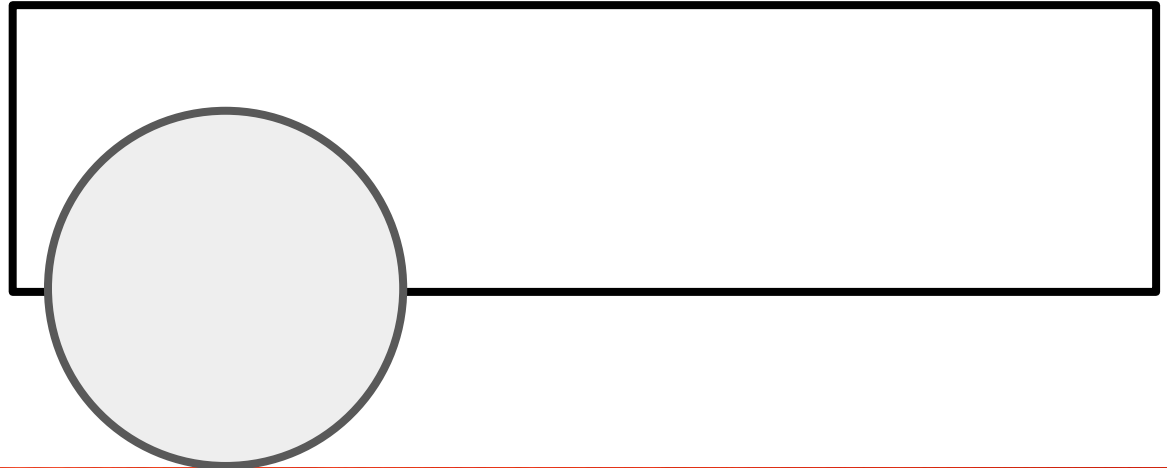
DIVE IN, BE WISE AND THRIVE

Stephanie Zellhoefer

Experience Design, Project Management, Operations Management, Public Speaker
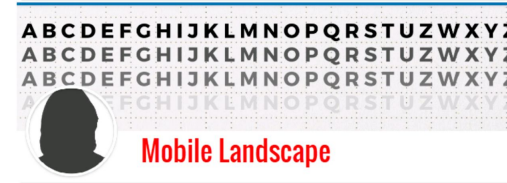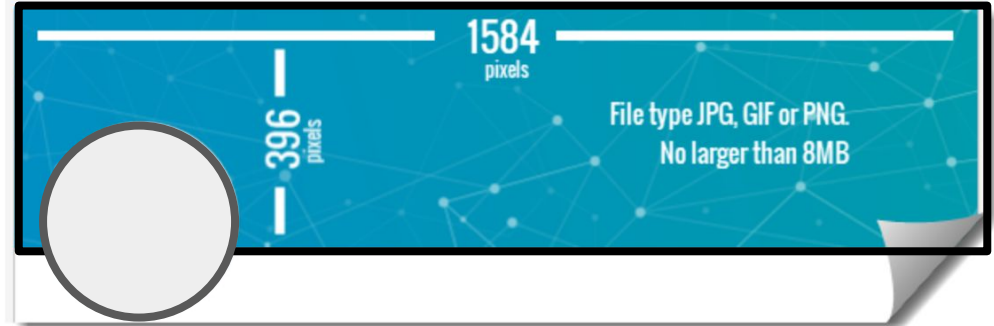// 2021: Perfection is in the Imperfection

Vendorspace

Long Beach, California, United States · **500+ connections**

PROFILE PIC AREA   SAFE ZONE

Linkedin

60% of LinkedIn users use mobile

The LinkedIn profile is responsive, which means the profile looks different depending on the screen size of the device you are using to view it. Think in terms of the screen size differences between a desktop monitor, a laptop, and a little iPhone. These different devices all have different screen sizes. You will find that the background image stays pretty much the same but the profile picture that is left aligned will cover more or less of the background photo depending on the device you are viewing it on.

1584 pixels

396 pixels

File type JPG, GIF or PNG.
No larger than 8MB

ABCDEFGHIJKLMNOPQRSTUZWXYZ
ABCDEFGHIJKLMNOPQRSTUZWXYZ
ABCDEFGHIJKLMNOPQRSTUZWXYZ

Desktop Display   Add profile section ▼   More...   ✎

ABCDEFGHIJKLMNOPQRSTUZWXYZ
ABCDEFGHIJKLMNOPQRSTUZWXYZ
ABCDEFGHIJKLMNOPQRSTUZWXYZ

Mobile Landscape

ABCDEFGHIJKLMNOPQRSTUZWXYZ
ABCDEFGHIJKLMNOPQRSTUZWXYZ
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Mobile Portait

LinkedIn sizes

Get closer to your dream job with an impressive LinkedIn page that has high-quality and properly sized graphics by Canva.

Sizes > Social media > LinkedIn

px ▼

GRAPHIC	SIZE
Profile Photo	400 x 400 px
Cover Photo	1584 x 396 px
Shared Image	180 x 110 px

As a social platform, LinkedIn is most used by professionals to grow their professional network and find career opportunities. Likewise, companies use LinkedIn to find and connect with professionals and even other businesses within their industry in order to share content about their organization. Your LinkedIn page could be the beginning of a potential employer's or employee's assessment of you. Skills and credentials are definitely most important, but it wouldn't hurt to impress with visuals that are up to scratch. It's also important to note that LinkedIn requires different dimensions for personal profiles and for business or company pages.

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LinkedIn

Compliments of Canva

https://www.canva.com/sizes/linkedin/

Twitter

Twitter recommends you make the header 1500 x 500 pixels, but there's a catch. These images are responsive, meaning they change with the resolution and screen size of the device it's being viewed on. Use the template at the top when designing your dynamic image display.

Most viewers are on mobile.

TOP CROP AREA - 42 PIXELS TALL

SAFE ZONE

PROFILE PIC AREA
454 X 226 PIXELS
IN BOTTOM LEFT CORNER

BOTTOM CROP AREA - 42 PIXELS TALL

DIVE IN, BE WISE AND THRIVE

Edit profile

Stephanie Zellhoefer
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Experience Designer I Producer | Entrepreneur
2021: PERFECTION IS IN THE IMPERFECTION
COO Vendorspace The Yellow Pages for Event Vendors and Organizers

Twitter sizes

Add personality to your tweets with attractive and properly sized photos and graphics by Canva.

Sizes > Social media > Twitter

px ⌄

GRAPHIC	SIZE
Header Photo	1500 x 500 px
Profile Photo	400 x 400 px
Twitter Post	1024 x 512 px
Cards Image	800 x 320 px
Summary Card Image	280 x 150 px

While Twitter might ask its users to limit their character counts to 280, this social platform is still very popular, garnering 330 million monthly active users. Businesses, in particular, find it a useful communication and customer service tool thanks to its real-time interaction. And while most might not immediately think of it as a visual platform, Twitter does allow its users to post and share images on their feed and for their profiles.

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Twitter

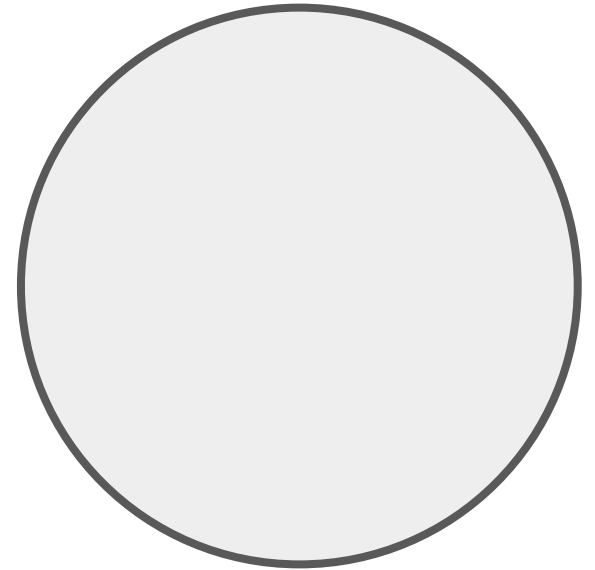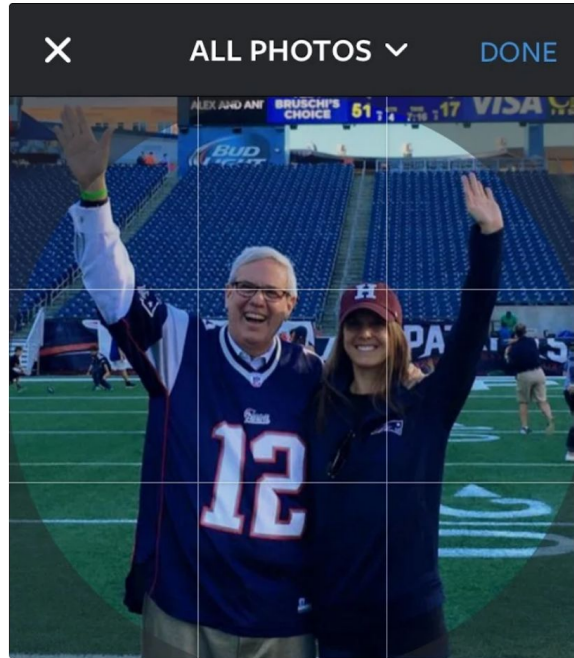**Compliments of Canva**

https://www.canva.com/sizes/twitter/

Instagram

Image to profile ratio

For reference, keep in mind the minimum profile picture size for Instagram is 110 x 110 pixels -- a perfect square. Don't deviate too far from this minimum; staying below 200 x 200 is encouraged so users don't see a blurry or stretched photo when visiting your profile page.

In the example below, you'll see the corners are shaded, meaning Instagram will cut them off in the actual profile photo,

You can move that circle around or pinch-to-zoom until it's cropped just the way you like it.

✕　ALL PHOTOS ⌄　DONE

Instagram sizes

Make sure your posts are like-worthy with the best quality images through Canva's sizes guide and templates library.

Sizes > Social media > Instagram

px ⌄

GRAPHIC	SIZE
Profile Photo	110 x 110 px
Square Images	1080 x 1080 px
Images	1080 x 1350 px
Stories	1080 x 1920 px

In an already visual world, Instagram stands out among other social networks as a simple but effective way to share photos and videos, from #nofilter selfies to branded content. Instagram allows you to post square, portrait, and landscape oriented images and videos. And, on such a visual platform, high-quality, appropriately sized images are important and can help your feed stand out from the rest.

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Instagram

Compliments of Canva

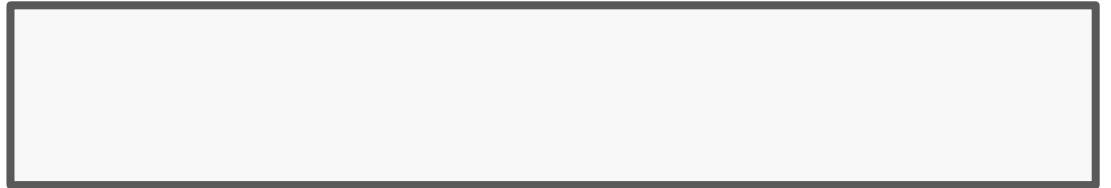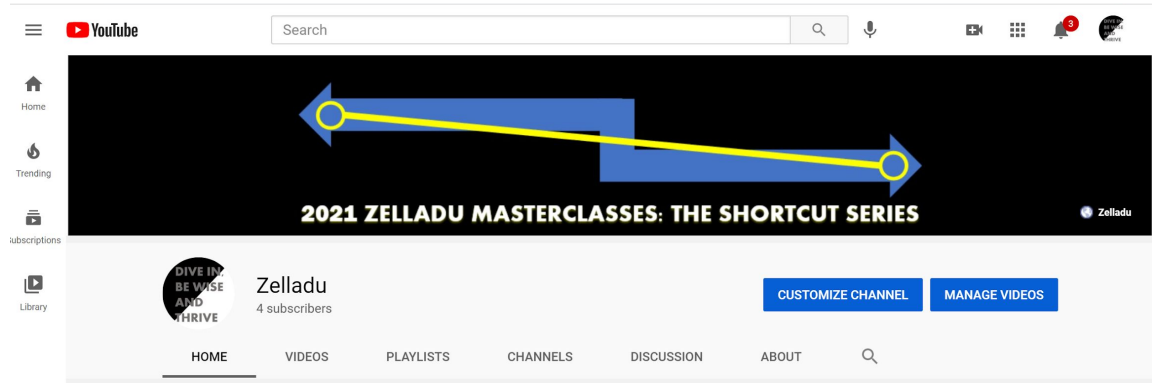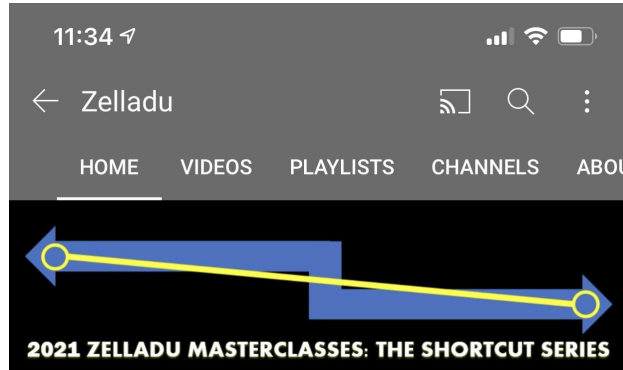https://www.canva.com/sizes/instagram/

YouTube

YouTube isn't just a video-sharing platform, it's also the second largest search engine in the world. Over 1 billion hours of YouTube videos are watched everyday by users worldwide. From original short firms and music videos to vlogs and cat videos, you can use YouTube to promote your unique content and brand. But apart from having great videos, it's important to have high quality and relevant image art and icons for your channel.

2560 x 1440 pixels with a maximum file size of **2MB**. Your channel art banner will automatically scale to anywhere between 640 x 175 pixels (narrowest) to 1060 x 175 pixels (widest)

YouTube

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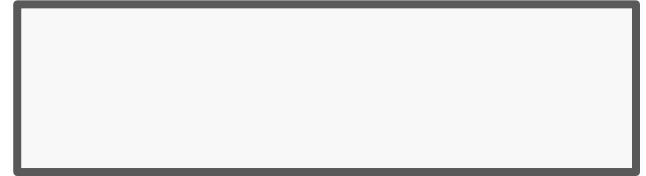

11:34

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HOME   VIDEOS   PLAYLISTS   CHANNELS   ABOU

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DIVE IN,
BE WISE
AND
THRIVE

Zelladu
4 subscribers

EDIT CHANNEL   MANAGE VIDEOS

Uploads

The Objective of a
Personal Brand

57:28

Masterclass Shortcut Series Sharpening Your Personal Brand
30 views · 5 days ago

YouTube sizes

Size up your social media graphics on the huge video-sharing platform by referring to Canva's dimension guide and using one of many available templates.

Sizes > Social media > YouTube
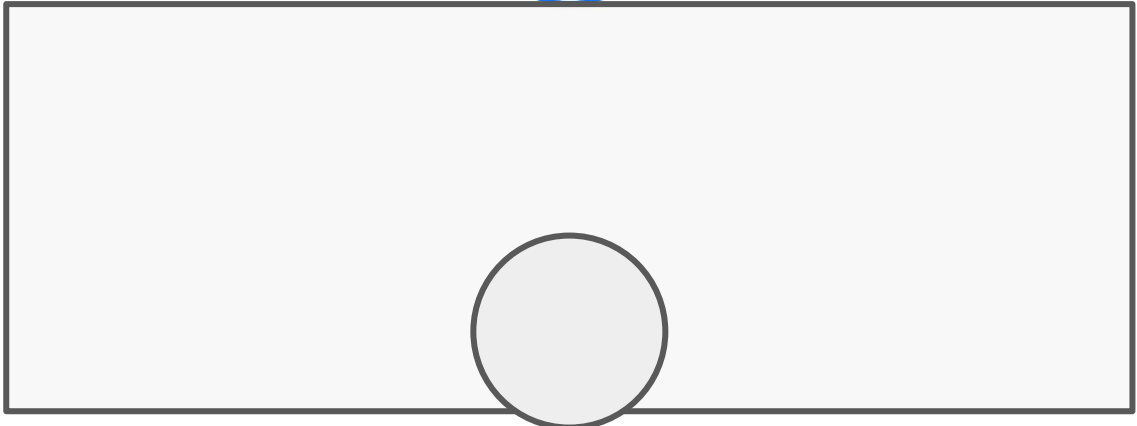
px ⌄

TYPE	SIZE
Channel Icon	800 x 800 px
Channel Art	2560 x 1440 px
Desktop Display	2560 x 423 px
Tablet Display	1855 x 423 px
Desktop and Mobile Display	1546 x 423 px
Video Thumbnail	1280 x 720 px

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YouTube

Compliments of Canva

https://www.canva.com/sizes/youtube/

Facebook

In Facebook's new Timeline view, a profile picture fits into a standard 180-by-180-pixel space just below the cover photo. Your profile photo must be at least 180 pixels wide, but there is no minimum height; Facebook will crop or scale your photo to fit the space. Facebook recommends that you use JPEG, BMP, PMG, GIF, or TIFF images. To add a new profile picture, sign into Facebook and navigate to your profile. Hover the cursor over your profile picture, click "Edit Profile Picture" and choose "Upload Photo."

Edit Cover Photo

Facebook

Mobile Display

Here you have a bit more of the bottom of your image coming through, not much but a bit. The images stay more or less the same but your "profile image will stay about the same and your supporting image will shrink.

Displays at 170x170 pixels on your Page on computers, 128x128 pixels on smartphones and 36x36 pixels on most feature phones.

10:35
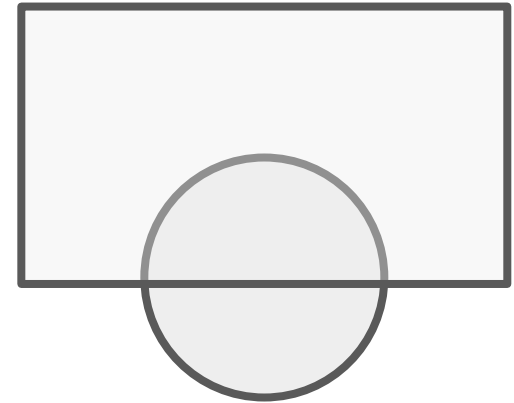

Stephanie Zellhoefer

keep it simple. stay calm. be kind.

Add Friend

Chief Operations Officer at **Vendorspace**

Facebook sizes

Show off your personality, brand or business with well-designed, perfectly sized Facebook images, posts and covers using Canva's sizes guide and templates collection.

Sizes ❯ Social media ❯ Facebook

px ⌄

GRAPHIC	SIZE
Profile Picture	180 x 180 px
Cover Photo	820 x 312 px
Image Post	1200 x 630 px
Shared Link Images	1200 x 628 px
Tab Images	111 x 74 px
Event Image	1200 x 1080 px
Facebook Ad	1200 x 628 px

Zelladu | Masterclass: Shortcuts_Personal Brand

Facebook

Compliments of Canva

https://www.canva.com/sizes/facebook/

References - Building Your Digital Personal Presence

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YouTube:

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https://www.facebook.com/help/125379114252045

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https://www.clickminded.com/templates/seo/

Browse All SEO Templates

▶ Ecommerce SEO Checklist	▶ Drupal SEO Checklist	▶ Squarespace SEO Checklist
▶ Shopify SEO Checklist	▶ SEO Strategy Template	▶ Local SEO Checklist
▶ Technical SEO Checklist	▶ SEO Report Template	▶ Keyword Research Template
▶ Youtube Description Template	▶ Youtube SEO Checklist	▶ SEO Checklist
▶ WordPress SEO Checklist	▶ On-Page SEO Checklist	▶ SEO Audit Template

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NOW LET'S GET TO WORK.

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