



Banks'

Business Solutions

SOCIAL MEDIA COVER IMAGE SIZES

INTRODUCTION

Whatever business you are in social media is a key marketing tool, and making sure that your channels are keep professional looking is really important.

Once way to do this is to regularly refresh your cover photos, but how can you determine the 'perfect' sizing for each channel. Software such as Canva, provides templates but from personal experience I know that these aren't always accurate. So here are the sizes that I recommend across each of the main social media channels.



FACEBOOK BUSINESS COVER PHOTO

851x315px

- Include your contact details
- Add your logo
- Using a jpg file under 100kb will give the best results
- Use a png if including a logo to keep it clear
- On mobile cover photos appear as 640x360px
- Make your cover photo appealing
- Don't add too much information
- Refresh it regularly
- Finally, remember you can use a video here as well!



LINKEDIN PROFILE HEADER

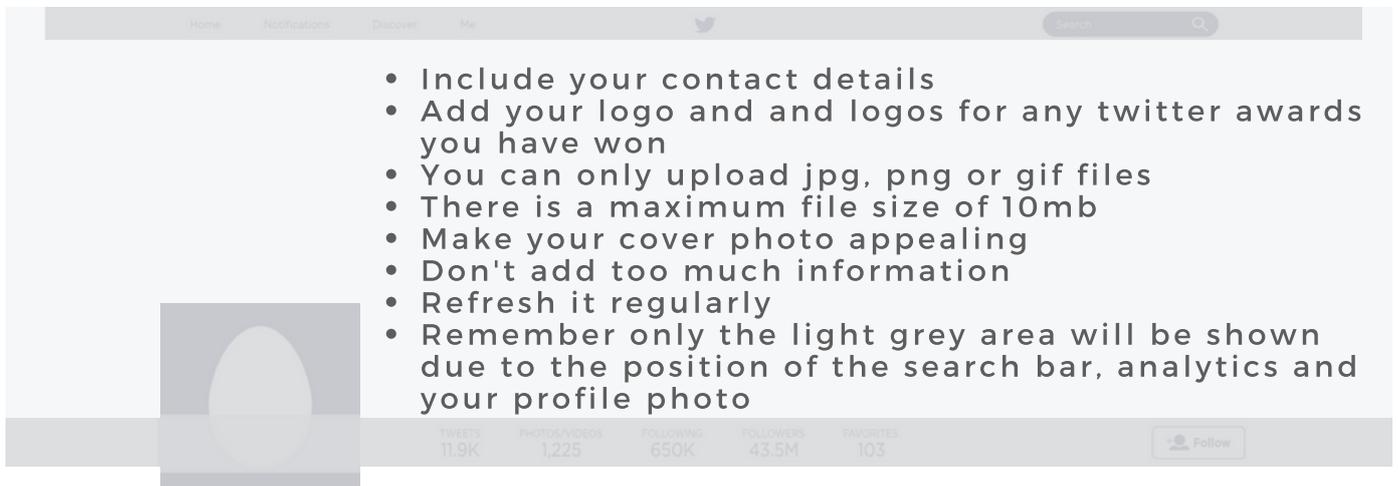
11584x396px

- Include your contact details
- Add your logo
- You can only upload jpg, png or gif files
- There is a maximum file size of 10mb
- Your profile image will cover some of the bottom left corner so try to keep this section blank
- Make your cover photo appealing
- Don't add too much information
- Refresh it regularly



TWITTER HEADER PHOTO

1500x500px



YOUTUBE HEADER PHOTO

2560x1440px

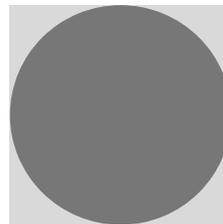
- Keep it simple
- There is a maximum file size of 6mb
- Refresh it regularly
- With lots of different platforms allowing streaming of YouTube it can be difficult to get your image just the right size.
- The safe area is approximate 1546x423px so try to keep your text in this area to ensure it displays on all devices

There are no cover photos for Instagram or Pinterest so your profile picture needs to stand out. For both platforms you need a square image but for Instagram it will be displayed as a circle.



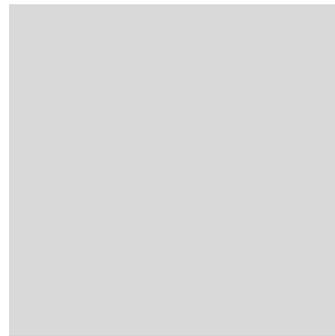
INSTAGRAM

110x110px



PINTEREST

165x165px



FURTHER HELP & SUPPORT

I hope that you have found these simple steps useful. I'd love to be able to help and support you more, so please do stay connected with me via my blog or social media.

I offer a FREE 30 minute no obligation consultation so do get in touch if you have any questions about social media images.

Blog: <https://banksbusinessolutions.co.uk/blog-2/>

YouTube: <https://www.youtube.com/channel/UCjTwPtS3R4MJZFim6My8T6w>

Facebook: <https://www.facebook.com/banksbusiness/>

Twitter: <https://twitter.com/banksbussolns>

LinkedIn: <https://www.linkedin.com/in/sarah-banks-63273150/>



Disclaimer: Sizes included in this guide were correct in April 2019 and do change as platforms change their requirements, we try to keep this guide updated but please get in touch if you feel we have something wrong:

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