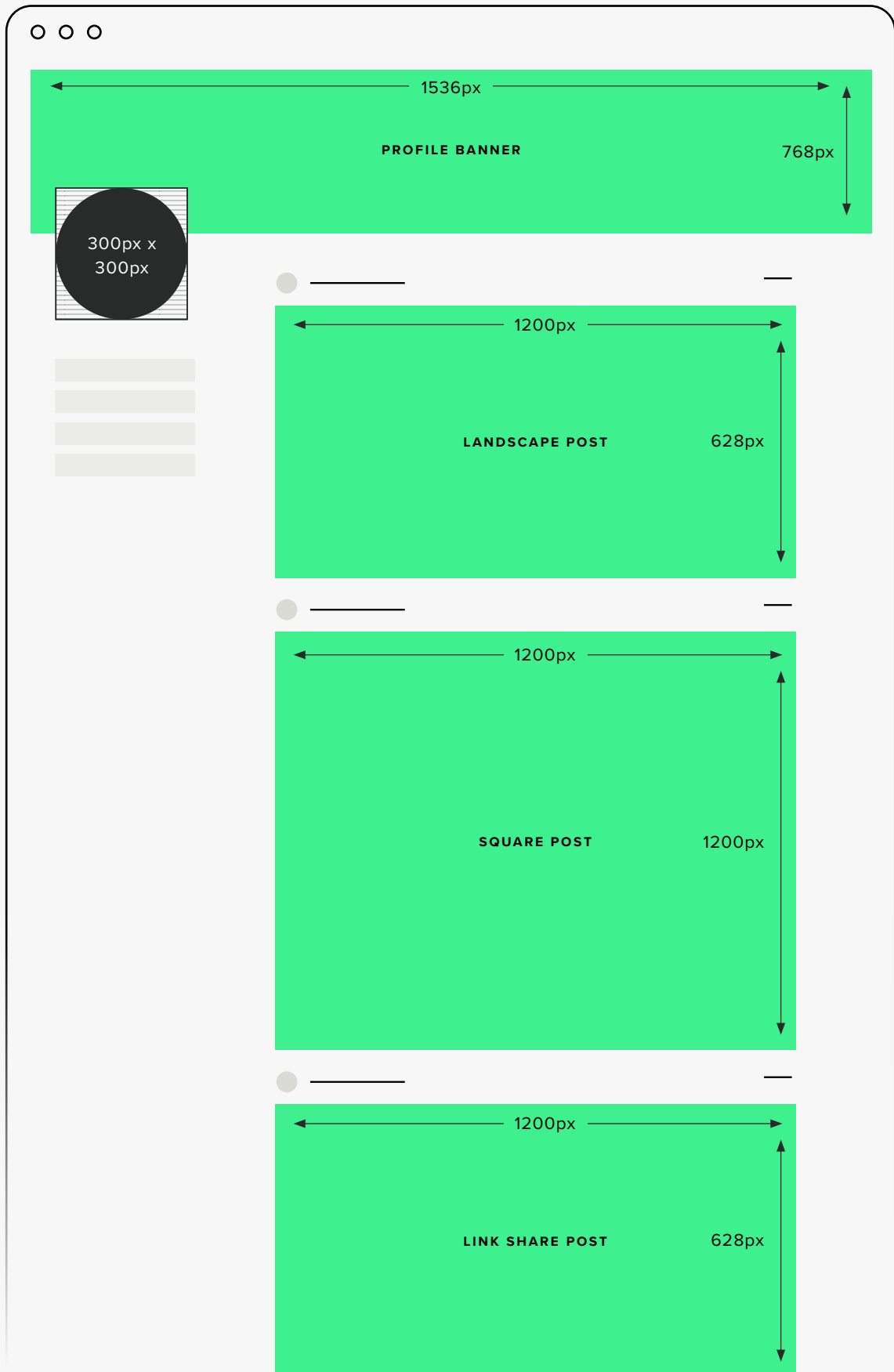


2020  
Social Media  
Best Practice

The importance and presence of Social Media is ever-growing and has become an integral part of growing your businesses online profile. Previously you may have set your sights on a single social platform but in 2020 pushing content out across multiple channels is an essential part of your digital marketing strategy.

However, it is now easier than ever to share content across all Social Media platforms, with post sizes being similar if not the same. LinkedIn and Twitter both allow you to post links to articles or landing pages and use the same image size. Meaning you can reach numerous audience groups with the same post and content.

With this new found importance of Social Media within businesses, the question ‘what size should I make my images to post on Social Media?’ Is frequently asked and the correct answer is often hard to find. Well stop the stressful Google searches and look no further, we have collated the best sizes to make sure your posts and profiles look sharp and have thrown in a few tips and tricks along the way.



# Deeper Insights

## Profile banner

Avoid any text in your banner, this banner crops differently from device to device so you can never guarantee any text will be seen by everyone. Keep it simple!

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## Photo post

Sizes vary from desktop to mobile. From our research, “78% of B2B traffic derives from desktop” and “what this could mean is that B2B audiences are likely to be searching for information while on the clock”. With this in mind, we would suggest you focus on designing for desktop when it comes to LinkedIn posts.

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## Video posts

LinkedIn will pull through the thumbnail from YouTube or Vimeo so make sure the thumbnail is the best image to represent the content you are sharing.

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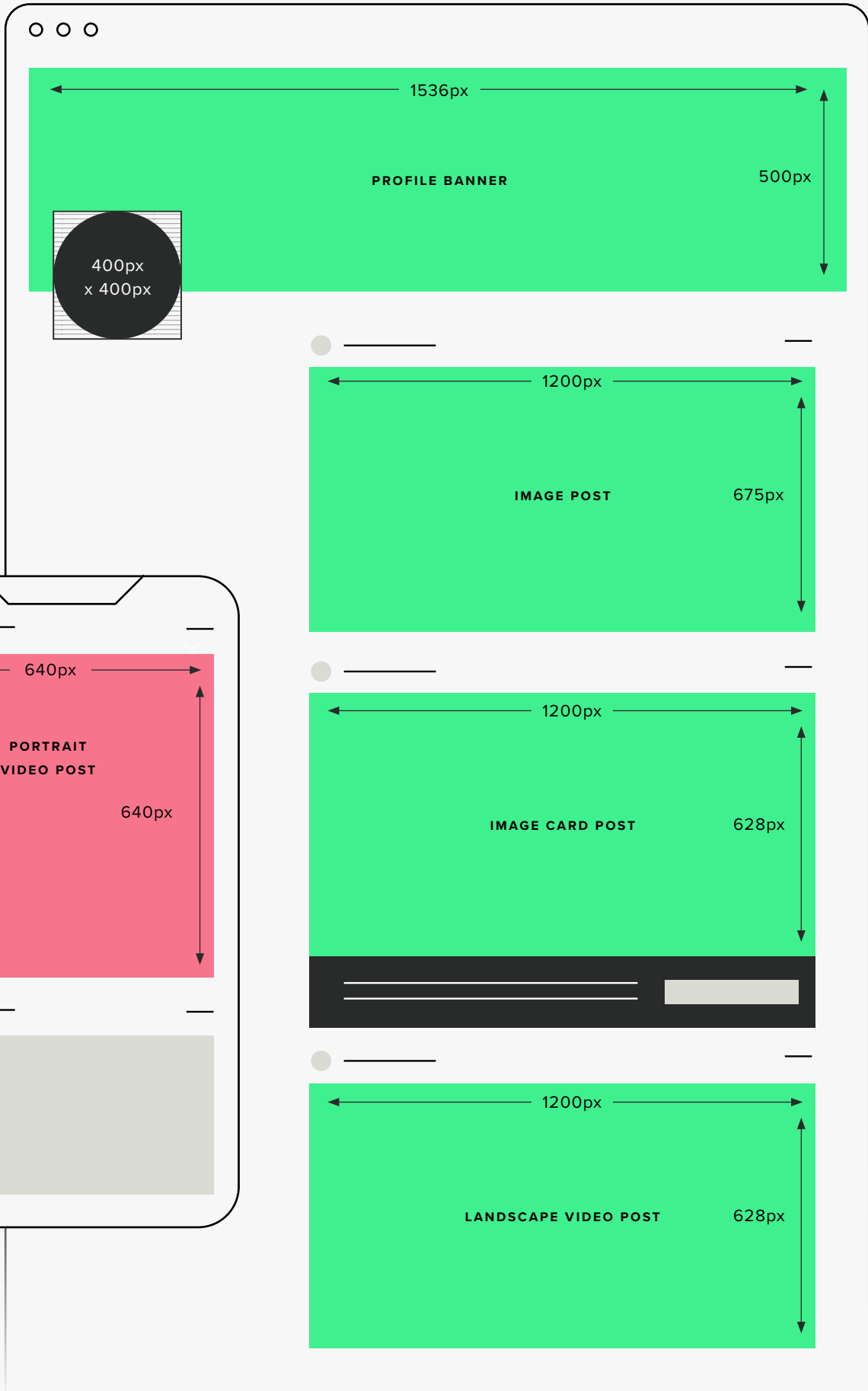
## Link share post

This is a great way of sharing a piece of content you have written or read that directly relates to your business or industry. Twitter shares the same link share post (more commonly known as an image card post) meaning you can push out content across two platforms with the same image for the link, doubling your reach.

## Photo upload tips

Max File Size  
File Formats

8MB  
PNG, JPEG or GIF



# Deeper Insights

## Profile picture

Keep your content in the middle, Twitter crops profile pictures into a circle

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## Profile banner

When creating your profile banner bare in mind that the profile picture partially overlays the bottom left of the banner image, so try and keep this area content free.

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## Image Cards (Link Posts)

A popular way of sharing content on Twitter. LinkedIn shares the same size link post size, which is a great opportunity for you to push your content quickly and hassle-free across two platforms.

## Photo upload tips

Max File Size  
File Formats

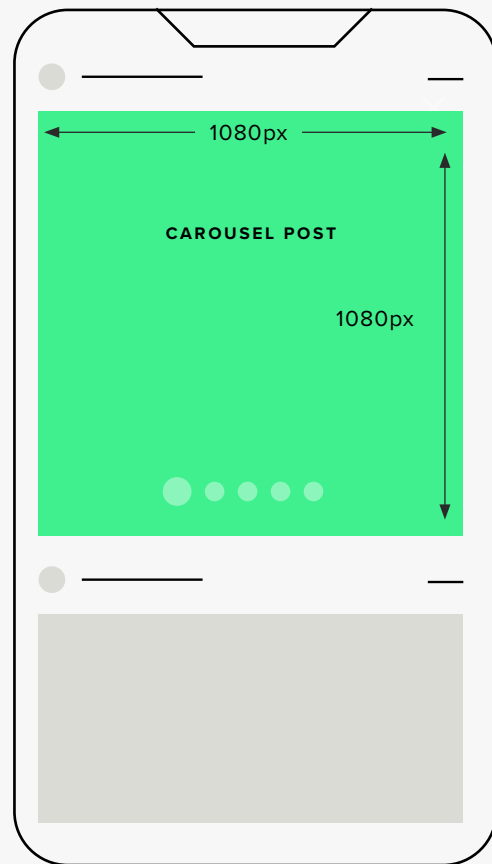
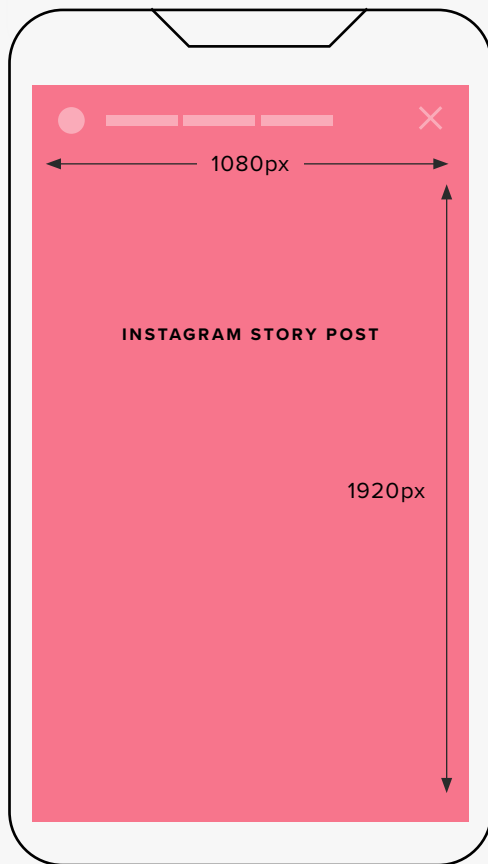
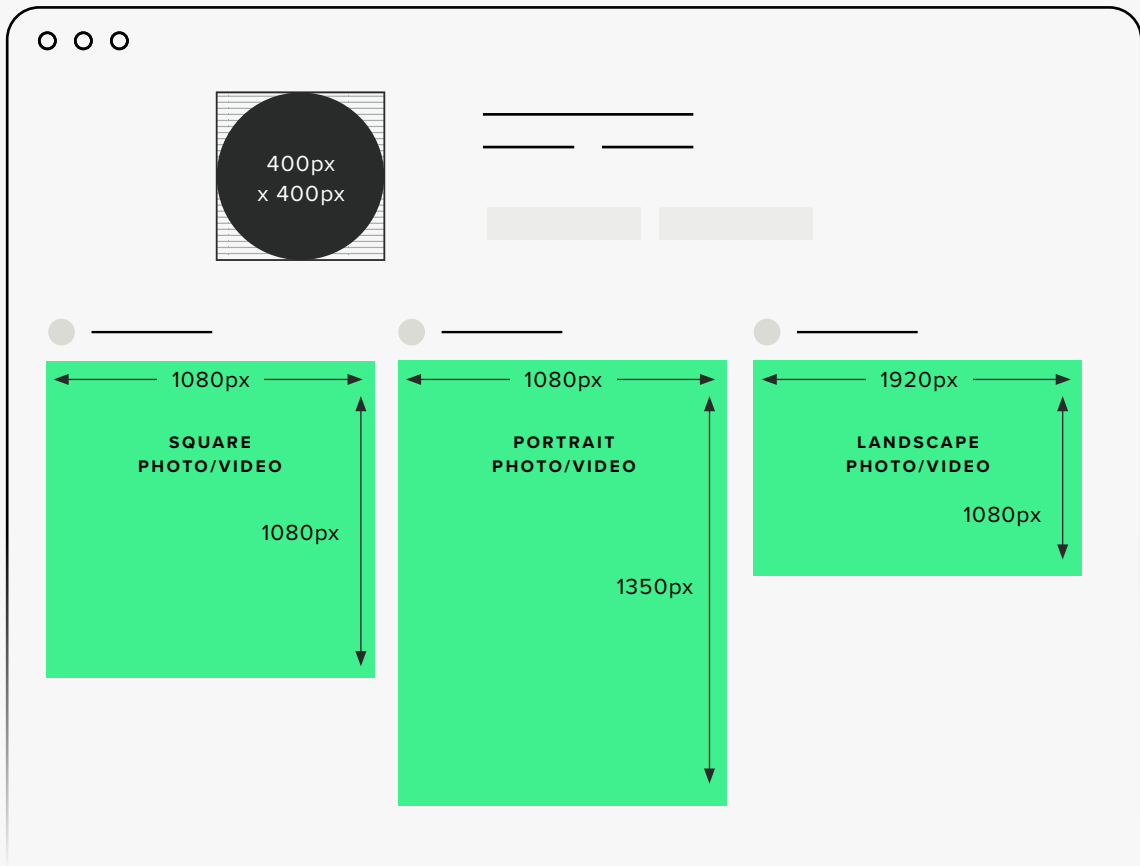
Recommended 10MB  
PNG, JPEG

## Video upload tips

Max File Size  
File Formats  
Video Length

512MB  
MP4, MOV  
140 Seconds

# Instagram



# Deeper Insights

## Profile photo

Keep your content in the middle, Instagram crops profile pictures into a circle.

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## Static/video portrait post

Portrait posts are great as they take up a lot of real estate on a mobile, so a portrait post will have maximum impact (depending on the content of course).

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## Carousel post

Instagram runs on interactions, the more interactions your post is getting the wider audience you will reach. Each swipe along the carousel counts as an interaction, so make use of the 10 carousel slots Instagram gives you.

## Photo upload tips

Max File Size

Recommended 10MB

File Formats

PNG, JPEG

## Video upload tips

Max File Size

4GB

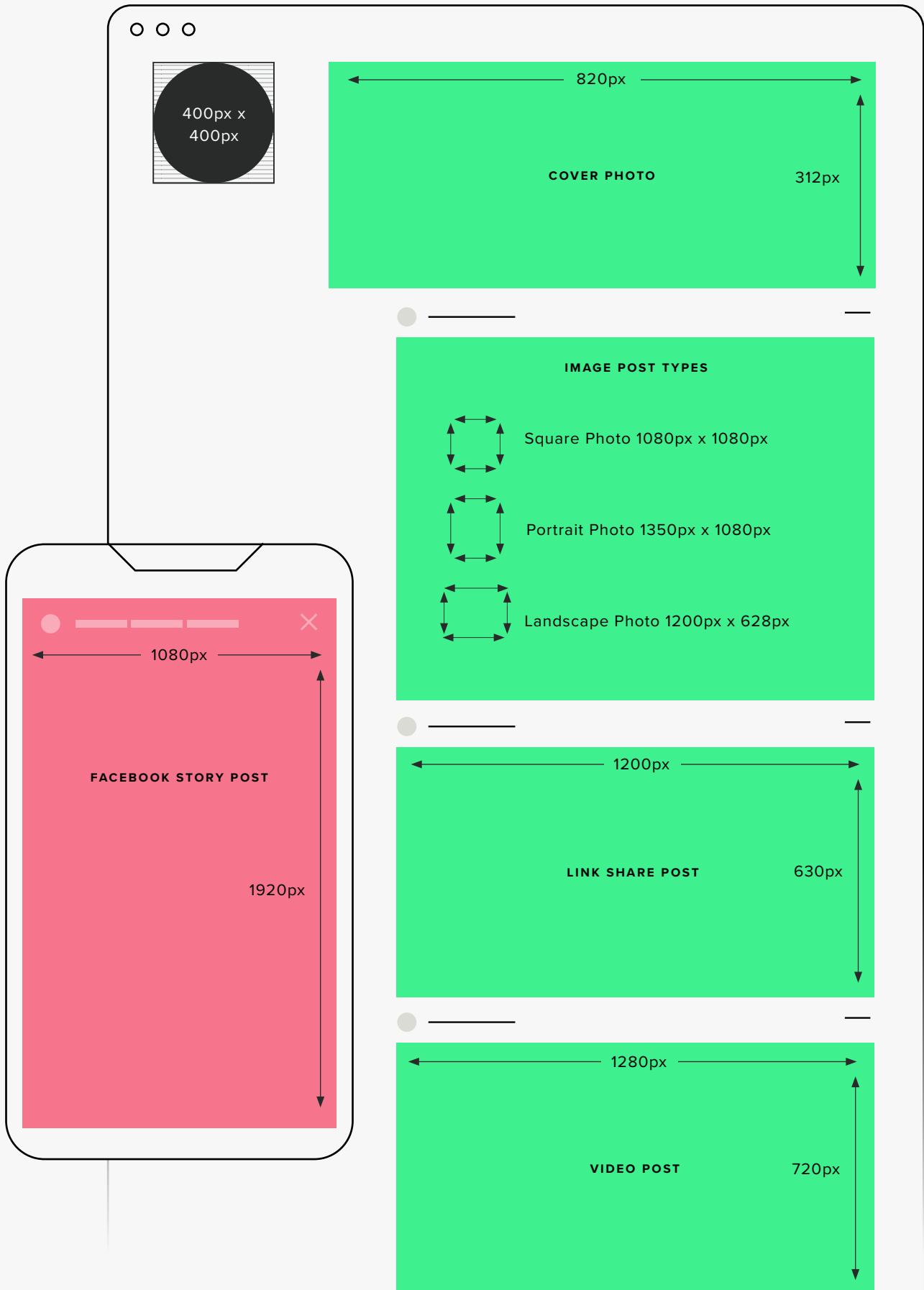
File Formats

MP4, MOV

Video Length

1 minute





# Deeper Insights

## Profile photo

Keep your content in the middle, Facebook crops profile pictures into a circle.

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## Cover photo

1. On desktop you have more real estate than you do on mobile, so when designing your header, give yourself a 90px buffer on the left and right and 24px on the top and bottom. Generally, keep the core elements of your design in the centre and you should be safe!
  2. Your cover photo can be a 20-90 second video, using the same dimensions as above and same video formats as specified below in the video posts section.
- 

## Portrait photo post

Portrait posts are great as they take up a lot of real estate on a mobile, so a portrait post will have maximum impact (depending on the content of course).

## Photo upload tips

Max File Size 10MB  
File Formats PNG (Primary), JPEG or GIF

## Video upload tips

Max File Size 4GB  
File Formats MP4, MOV  
Video Length Max 120 minutes, recommended 2 minutes

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**PINK GREEN**

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