

SOCIAL MEDIA DESIGN BLUEPRINT



ALL THE SPECS. ALL THE PLATFORMS. ALL IN ONE PLACE.

Created by **tentsocial**
www.tentsocial.com

FACEBOOK

TIMELINE

Profile Photo 160 x 160 px
Must upload as 180 x 180 px
Gap 23 px

Cover Photo 851 x 315 px
Border 5 px
Gap 658 px

About Text: Up to 255 Characters

Latest Photo 111 x 74 px

App Images 111 x 74 px

Profile Photo 32 x 32 px

Status Update Up to 63,206 characters
Text Displayed: 11 lines (no image)
12+ lines truncates to 6 lines with 'see more'

Shared Link:
Thumbnail 156 x 116 px
Title: 100 Characters
Description: Varies

Shared Video 156 x 87 px
Title: 100 Characters
Description: Varies

Timeline Image Preview 403 x 403 px
Viewed in Lightbox up to 960 x 720 px
Upload up to 2048 x 2048 px

Facebook Upload Video 403 x 226 px
Max Size: 1024 MB / Max Length 20 mins

Highlight Post/Milestone 843 x 403 px / **Highlight VIDEO Post/Milestone** 843 x 475 px

NEWS FEED

STATUS UPDATE

Profile Photo 50 x 50 px

Status Update:
Text: Text truncates after 5th line with 'see more' tag

Shared Image (1 of 3 sizes):
398 x 296 px
320 x 320 px
296 x 398 px

SHARED FACEBOOK VIDEO

Video Preview 403 x 226 px

SHARED VIDEO LINK

Video Preview 130 x 73 px
Title: 100 Characters

SHARED LINK

Thumbnail Preview 154 x 154 px
Title: 100 Characters

SPONSORED STORY

Sponsored Story Profile Photo 32 x 32 px

Sponsored Story Image (1 of 3 sizes):
358 x 268 px
300 x 300 px
268 x 358 px

NOTE: Promoted posts must not contain any more than 20% text in either the photo itself or with the description copy.

ADS

URL AD

AD Title 25 Characters
Profile 100 x 72 px
Max 90 Char

PAGE AD

Page Name
Profile 50 x 50 px
Max 90 Characters

PAGE POST AD

Profile 32 x 32
Page Name
First 90 Characters

Post Img 90 x 118 px

OR

Video 128 x 72 px

OR

Link
Img 50 x 50 px
Link Title

OR

Text
First 120 Characters of a text only update

PREMIUM PAGE POST AD

Page Name
Profile 50 x 50 px
Body: 90 Char

Post Img 168 x 128 px

OR

Video Preview 185 x 104 px

TWITTER

PROFILE

VISIBLE BKGD
Screen Resolution 90% = Visible 78 px
Res 67% = Visible 204 px
Res 43% = Visible 247 px
Res 21% = Visible 284 px

USER PROFILE

User Interface
Tweets >
Following >
Followers >
Favorites >
Lists >

Recent Images
90 x 90 px

Header Image 520 x 260 px
Profile Picture 81 x 81 px

TWEETS

Tweet
Name & @handle
Text: up to 140 characters (including link)
Profile 48 x 48 px
* Links automatically shorten to 20 characters (t.co)

Shared Link
Title: 70 Char
Body: 200 Char
Img Preview 60 x 60 px

Shared Image 375 x 375 px

Shared Video 435 x 244 px
Video Title
Description: 160 Characters

GOOGLE+

PROFILE

Cover Photo 2120 x 1192 pxv
Img must be 16:9 ratio (otherwise you can crop it)
* Place most important information in TOP MIDDLE (outer edges are cropped on mobile)

Profile Photo 270 x 270 px

FEED 360 x 360 px

Status Update Up to 100,000 characters

Shared Link
Thumbnail Img 150 x 150 px
Link Title

Shared Image 497 x 373 px
Can be Uploaded & Viewed up to 2,048 x 2,048px

Shared Video Preview 497 x 279 px

LINKEDIN

OVERVIEW

Horizontal Logo 100 x 60 px

Cover Photo 646 x 220 px

Company Comment Logo
50 x 50 px

Shared Link
Thumbnail 180 x 110 px
Link Title
Description: 230 Characters

CAREERS

Careers Cover Photo 974 x 238 px

PRODUCTS & SERVICES

Products & Services Banner Image 646 x 220 px

Product
Thumbnail Img 100 x 80 px
Product Title: 100 Characters
Description: 2,000 Characters

PINTEREST

PROFILE

Profile
Img 160 x 165 px
Product Title: 100 Characters
Description: 200 Characters

BOARDS

Board Title

Board Pins
Large Thumbnail 222 x 150 px
Preview 222 x Scaled Height
Small Thumbnails: 55 x 55 px

PINS

Pins on Main Page
Preview 192 x Scaled Height

Enlarged Pin
Pin 600 x Infinite px

INSTAGRAM

PROFILE

CONTAINER (CENTERED) 1,024 x 410 px

Small Thumb 205 x 205 px

Large Thumb 410 x 410 px

Profile Img 110 x 110 px
Title: 100 Characters
Bio: 150 Characters

Thumb 161 x 161 px

Lightbox Viewed up to 612 x 612 px
Max Resolution 2,048 x 2,048 px *varies by device
*NOTE: photos imported by native phone camera app (not taken with Instagram Camera) and then uploaded to Instagram will save at much lower resolution - 612 x 612

PHOTO FEED

Profile 40 x 40 px

CONTAINER 578 px wide

Photo 510 x 510 px

YOUTUBE

BRANDED CHANNEL

COVER ART 2560 x 1440 px

TV 2560 x 1440 px

Desktop 2560 x 423 px
Tablet 1650 x 423 px
Desktop Min & Mobile 1546 x 423 px

Text / Logo Safe Area
(Min View: area on all devices 1546 x 423 px)

This infographic was created by **Tent Social**

Tent Social
Social Content Marketing Agency

We are a digital marketing agency that specializes in the planning, creation and management of social content.

In other words...
We tell awesome brand stories that people love and share.

Like our Design Blueprint?
Then you'll love our **Strategy Blueprint**.

For a **FREE** download swing over to:
www.tentsocial.com

