

Social Media Cheat Sheet

Twitter: 280- Character on twitter

Instagram: 2,200 – Character

Facebook: 63, 206 – Character

@USERNAME: A handle is how you are identified (e.g. @catholicNH or @dioceseofmanchester)

@: The @ sign is used to identify other in the tweet, IG post, and FB post (this is called a mention)

Hashtag: The # is used to connect your post with other post on the same topic (e.g. #ProLifeGen)

FOLLOWER: you can follow other people by using their handle and searching in the search bar, then clicking the follow button.

2019 Social Media Image size



image size cheat sheet
2019

Optimal sizes in pixels. See bit.ly/SMSizes for details.

Page Cover	1200 x 675 ¹
Group Cover	1640 x 859 ¹
Event Cover	1200 x 675 ¹
Profile Picture	170 x 170 ²
Link Image	1200 x 628
Optimal Widths for Photo Posts	720, 960, 2048, height up to 2:3
Photo Viewer max	2048 x 2048

¹Allow cropping top + bottom on desktop. Templates on website.
²Can upload larger. Crops both square + round.



image size cheat sheet
2019

Optimal sizes in pixels.
See bit.ly/SMSizes for details.

Profile Photo	180 x 180
Square Post 1:1	1080 x 1080
Landscape 1.91:1	1080 x 566
Portrait 4:5	1080 x 1350
Story Image 9:16	1080 x 1920
IGTV Cover 1:1.55	420 x 654

Pixel size can be larger if you stay within these proportions.




image size cheat sheet
2019

Optimal sizes in pixels.
See bit.ly/SMSizes for details.

Profile Photo 1:1	400 x 400
Header 3:1	1500 x 500 ¹
Shared Link 1.91:1	1200 x 628
Tweet Image 16:9	1200 x 675

¹crops differently by device, see template

Minimum image width is 600px.
Recommended: 1200px or more.

Twitter Video Length: MAX 140 sec, average 45 sec

Facebook Video Length: MAX 120 mins, average 1 min

Instagram Video Length: MAX 60 sec, average 30 sec

IGTV video resolution: 1080X1920

IGTV video length: MAX 10 min

IG Stories Length: MAX 15 sec (when filming live, you can upload as many stories as you would like)