

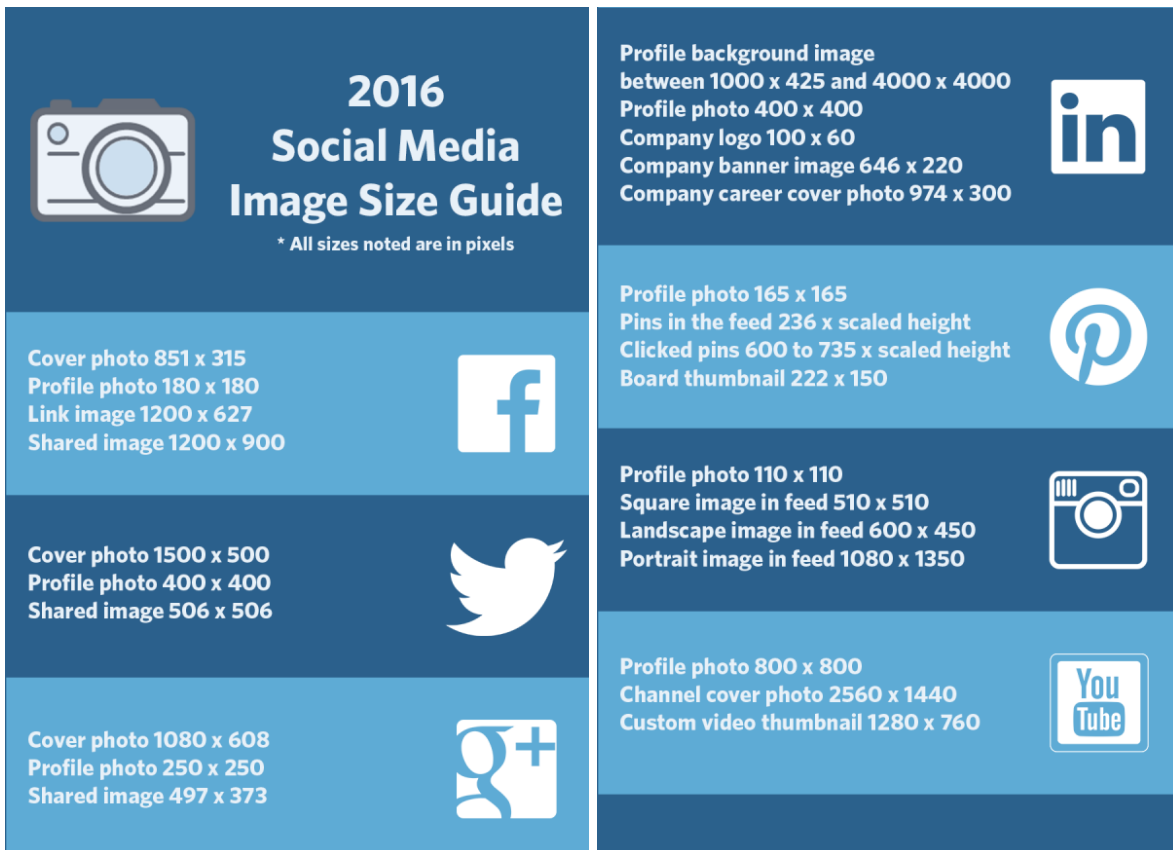
## Social Media Image Guide

### Q: Why are images on social media important?

- Visual content is more than **40x** more likely to get shared on social media than other types of content (source: [Buffer](#))
- Facebook posts with images see **2.3x** more engagement than those without images (source: [BuzzSumo](#))
- Content with relevant images gets **94%** more views than content without relevant images (source: [Kissmetrics Blog](#))

### Q: How do I know what size image to use on social media?

Source/Image: [Constant Contact](#)



**2016 Social Media Image Size Guide**  
\* All sizes noted are in pixels

Platform	Image Type	Dimensions (pixels)
Facebook	Cover photo	851 x 315
	Profile photo	180 x 180
	Link image	1200 x 627
	Shared image	1200 x 900
Twitter	Cover photo	1500 x 500
	Profile photo	400 x 400
	Shared image	506 x 506
Google+	Cover photo	1080 x 608
	Profile photo	250 x 250
	Shared image	497 x 373
LinkedIn	Profile background image	between 1000 x 425 and 4000 x 4000
	Profile photo	400 x 400
	Company logo	100 x 60
	Company banner image	646 x 220
Pinterest	Company career cover photo	974 x 300
	Profile photo	165 x 165
	Pins in the feed	236 x scaled height
	Clicked pins	600 to 735 x scaled height
Instagram	Board thumbnail	222 x 150
	Profile photo	110 x 110
	Square image in feed	510 x 510
YouTube	Landscape image in feed	600 x 450
	Portrait image in feed	1080 x 1350
	Channel cover photo	2560 x 1440
Custom video thumbnail	1280 x 760	

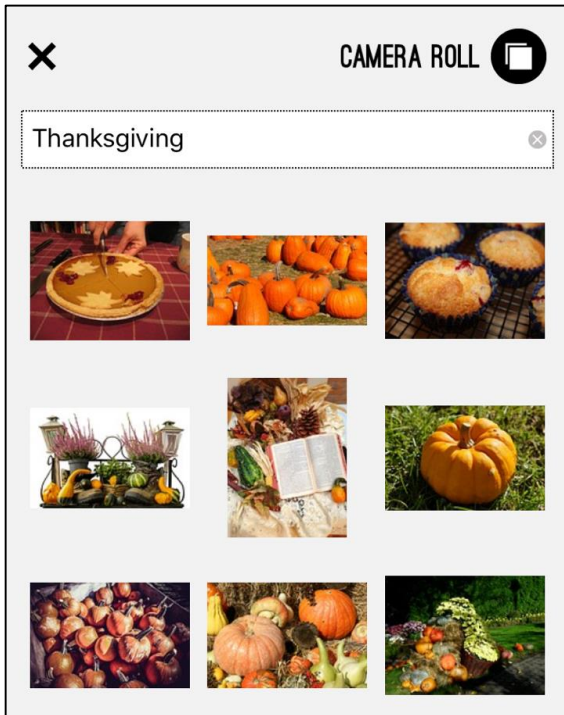
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**Q: I don't have an image in our photo library to match my post. What do I do?**

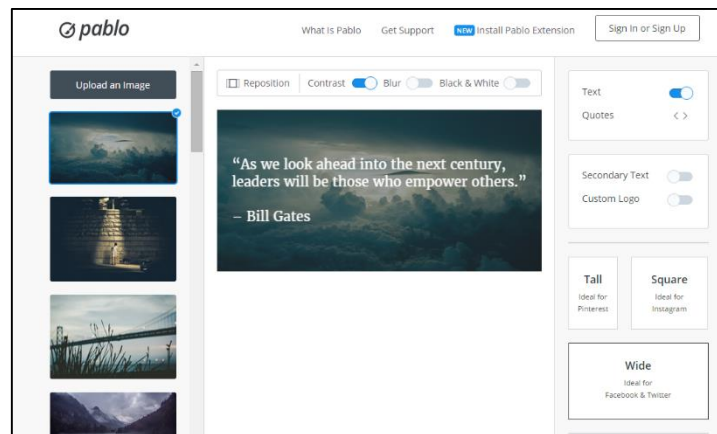
There are terrific photo apps and desktop programs available that allow you to use stock photos and make them your own or upload one of your own images and add text overlays. One app we use frequently at ds-connex is [WordSwag](#) (available only for iOS in the App Store).

Sample of stock photos in WordSwag:

Sample of WordSwag text overlays:



Desktop version resources that are also handy for creating images and text overlays include: [Pablo](#) & [Pic Monkey](#). A great feature of both Pablo & Pic Monkey is you can create an image to the ideal size specifications for social media platforms:



These resources make it so **easy** to add **colorful, bright images** to your social media posts!