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**Social Medial Guidelines Template**

Social media guidelines are forever changing, making it frustrating to keep up with. We’ve created this template to get you up-to-date on the latest guidelines. This was created in June 2016 and cover the top 6 social networks; Facebook, Twitter, Google+, Instagram, Pinterest and LinkedIn.

**All Image Dimensions Are Measured in Pixels**

**Facebook**

Maximum Post Length: 63,206 characters. Only 477 characters visible before ‘see more’

Cover Image: 828 x 315 (Max file size: 100kb)

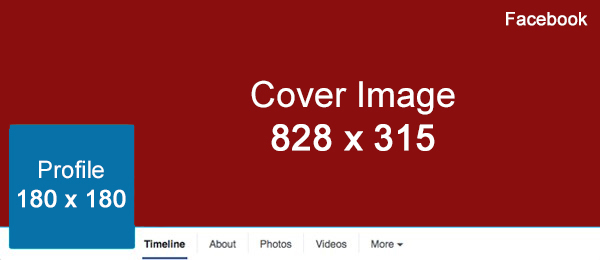
Profile Image: 180 x 180 but displays as 160 x 160

Formats: png or jpg

Videos: 504 x 283

Video Format: Any (Max 1.75GB or 45 Minutes)

Timeline & News Feed Images: 1200 x 630 but display at 504 width

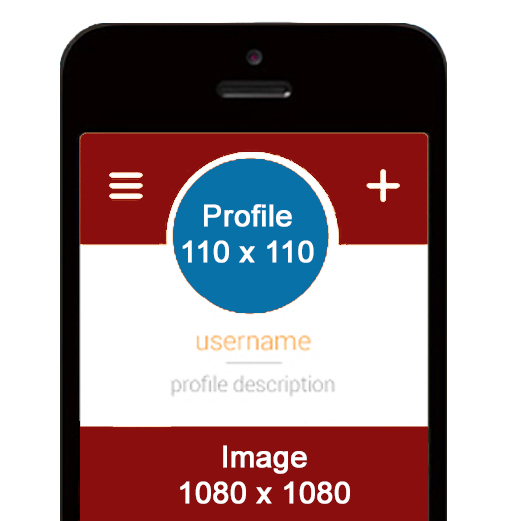


**Instagram**

Maximum Post Length: 2200 characters total – only 132 characters ‘visible’ before converting to a ‘more’ button.

Portrait & Landscape Images: 1080 x 1080 but also supports images between 566 x 1350 so you could do a vertical image of 1080 x 1350 or a horizontal image of 1080 x 566

Profile Image: 110 x 110 but displays as 28 x 28

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**Twitter**

Maximum Post Length: 140 characters (116 for letters & spaces + 24 for link)

Header Image: 1500 x 500 – but is fluid so size may look different depending on viewing screen

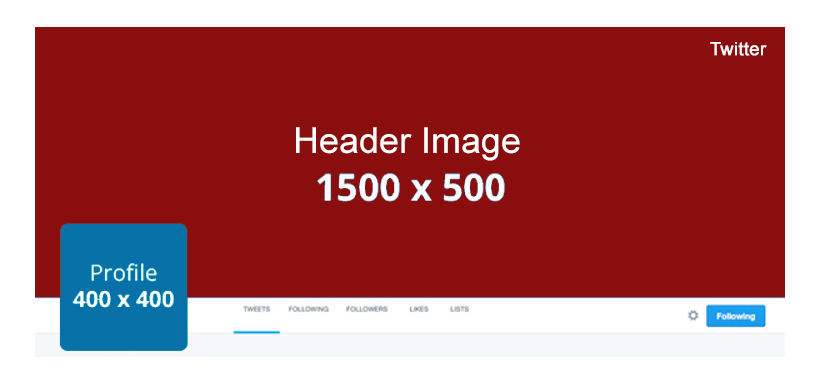
Profile Image: 400 x 400 but displays as 200 x 200

Formats: png, jpg or gif

Shared Videos: 1920 x 1200 but displays at 480 x 360 (max 512MB file size)

Video Formats: MP4 and MOV

Feed Images: 1024 x 512 (minimum 506 width) but display at 506 square (Max 3MB file size)



**LinkedIn**

Maximum Status Update Length: 600 characters

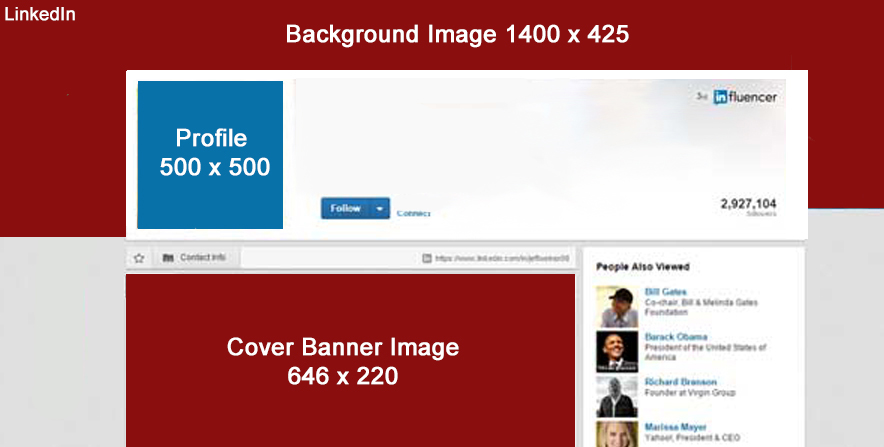
Profile Image: 500 x 500 (200 x 200 minimum)

Background Image: 1400 x 425

Cover/Banner Image: 646 x 220

Showcase Banner Image: 974 x 330

Formats: png or jpg



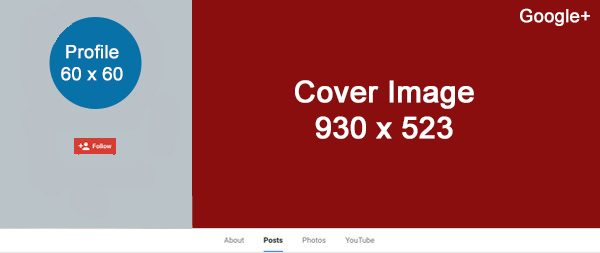
**Google +**

Maximum Post Length: 100,000 characters

Cover Image: 930 x 523 (Max 20MB file size)

Profile Image: 60 x 60

Videos: 2048 x 2048 but displays as 496 x 496

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**Pinterest**

Captions Length: 500 characters

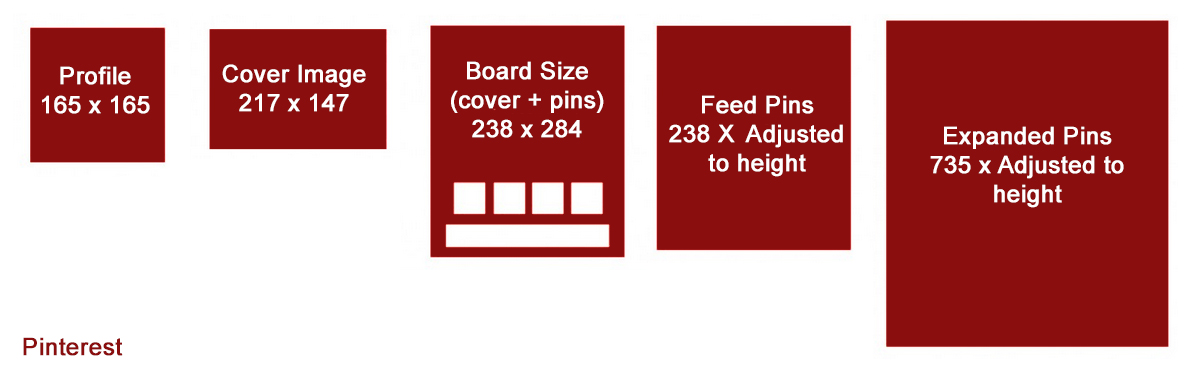
Profile Image: 165 x 165 but displays as 60 x 60 (Max 10KB file size)

Feed Pins: 238 x adjusted to height

Expanded Pins: 735 x adjusted to height

Board Size (includes cover image & latest pins): 238 x 284

Cover Image: 217 x 147

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