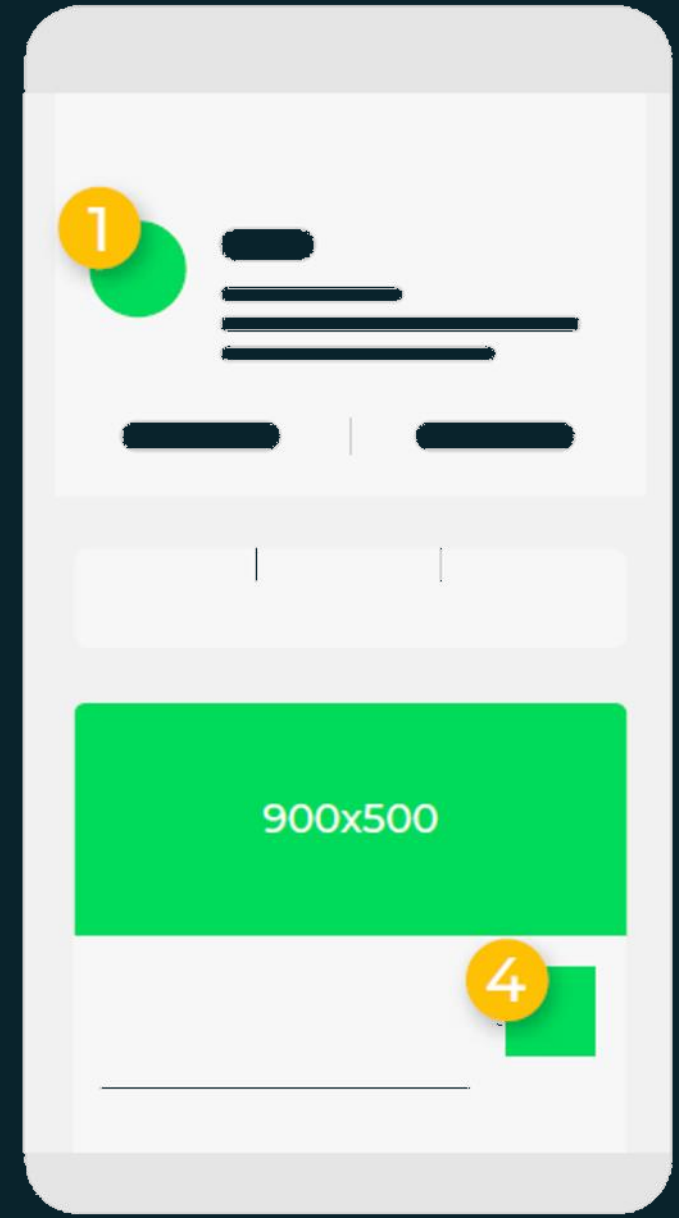


2021 SOCIAL IMAGERY GUIDELINES

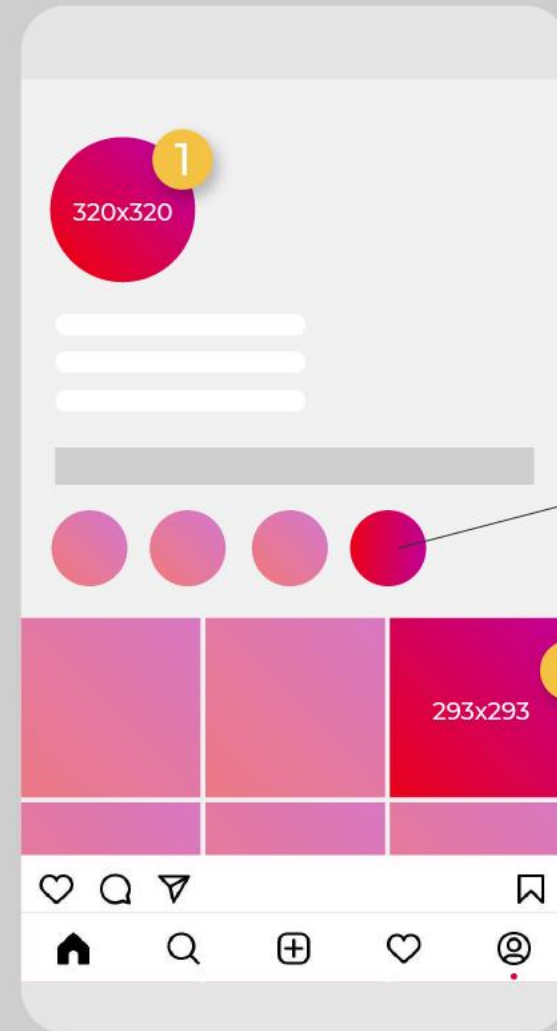
tag.



INSTAGRAM

JPG/PNG, 8MB max image size

- 1 Profile picture**
320 x 320px (150 x 150px)
- 2 Stories**
1080 x 1920px (9:16 ratio)
- 3 Image thumbnail**
161 x 161px (mobile)
293 x 293px (desktop)



tag.



INSTAGRAM

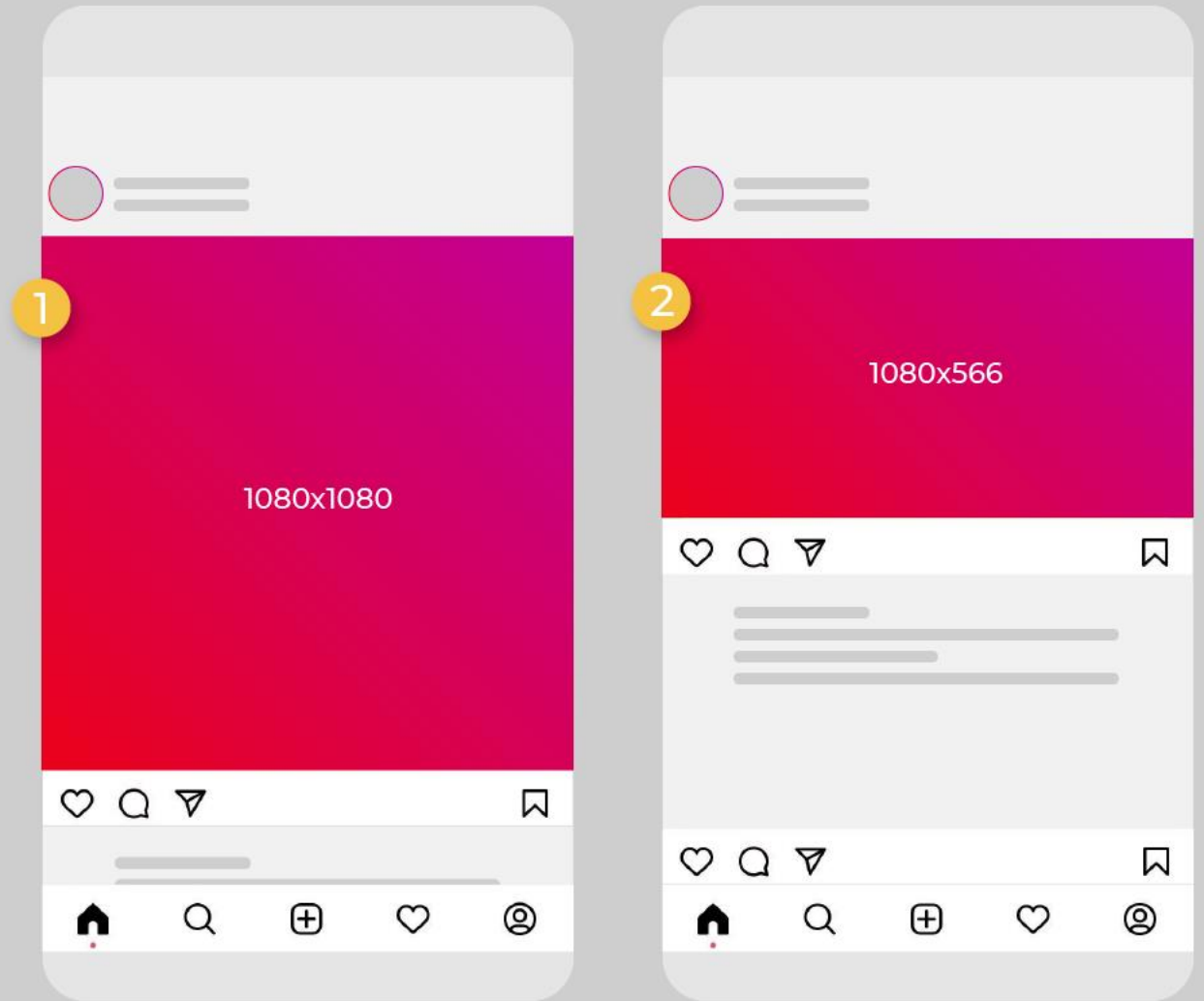
JPG/PNG, 8MB max image size

- 1 Photo post, square**
1080 x 1080px
600 x 600px on profile
614 x 614px in-feed
- 2 Photo post, landscape**
1080 x 566px (displays as 614 x height)

Ad

1080 x 566px (landscape 614 x height)
1080 x 1080px (square 614 x height)

tag.



FACEBOOK

JPG/GIF/PNG*, 4MB max image size

*PNG for photos with logos or text

1 Cover photo

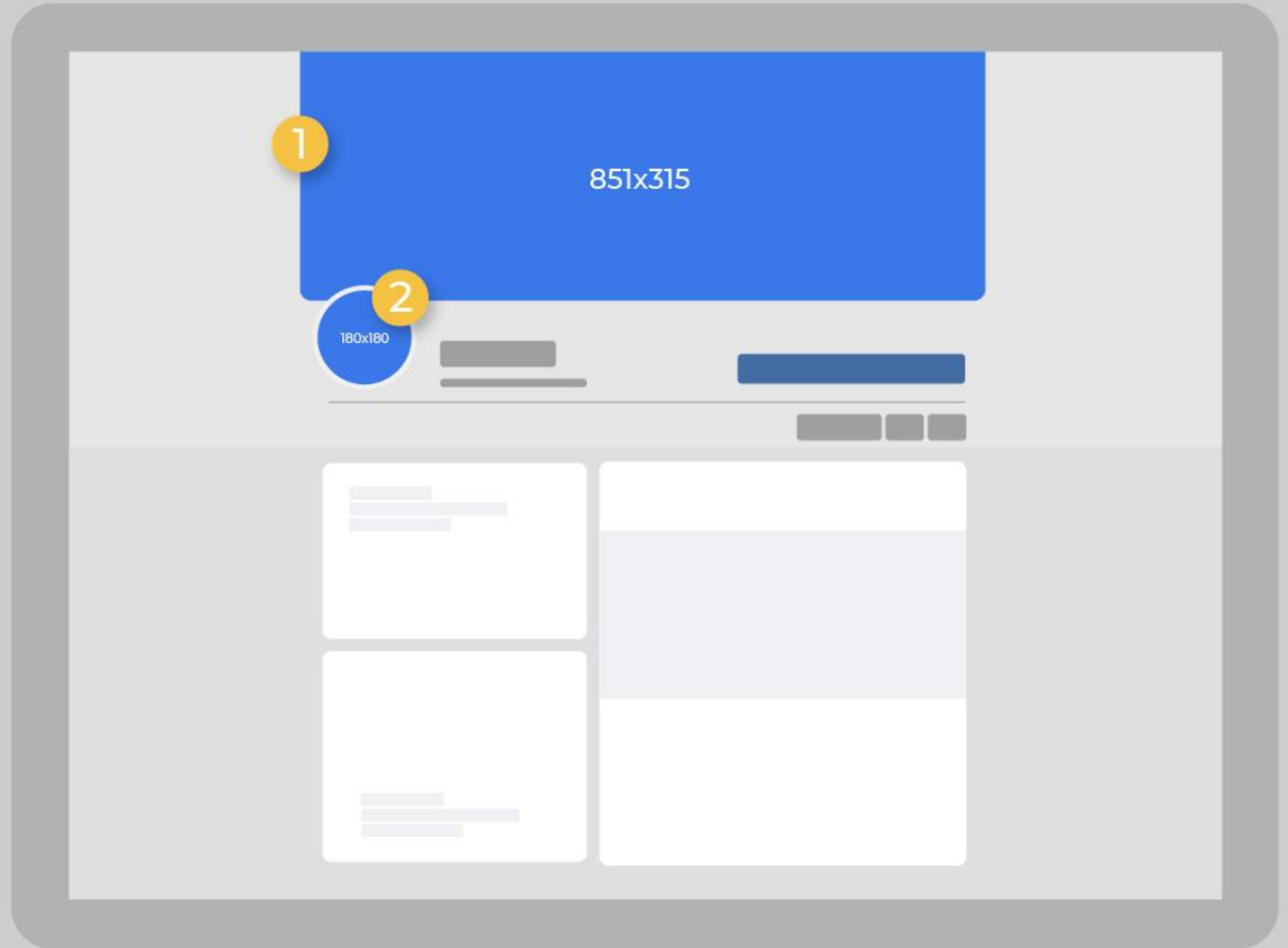
851 x 315px

100kb

2 Business logo

170 x 170px

(displays as circle 128 x 128px on smartphones)



FACEBOOK

JPG/GIF/PNG*, 4MB max image size

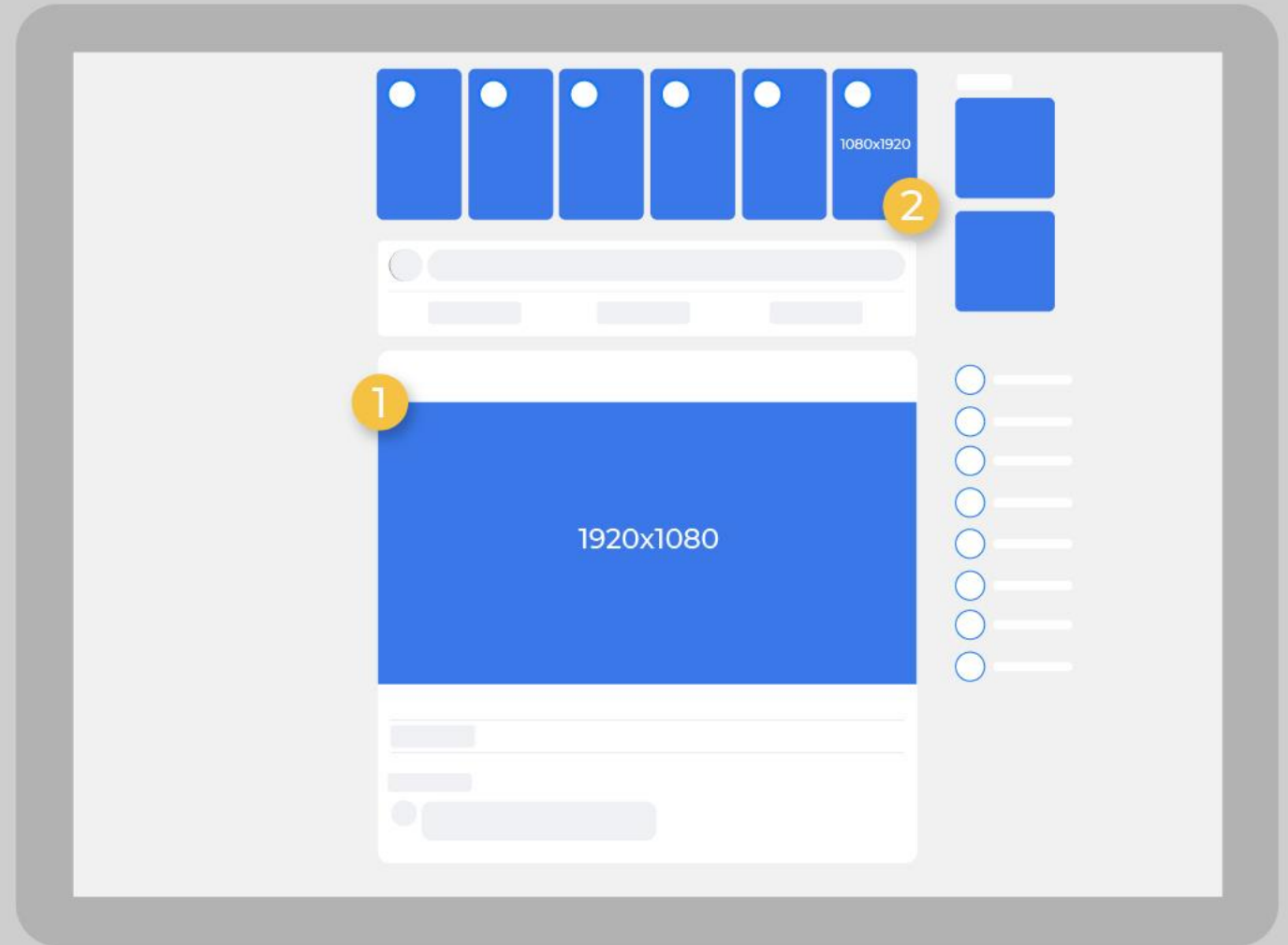
*PNG for photos with logos or text

1 Shared image
1920 x 1080px, 100kb
Carousel 1:1 ratio

2 Story image
1080 x 1920 px

Ad

9:16 to 16:9 ratio, JPG
20% text in image, max 30MB



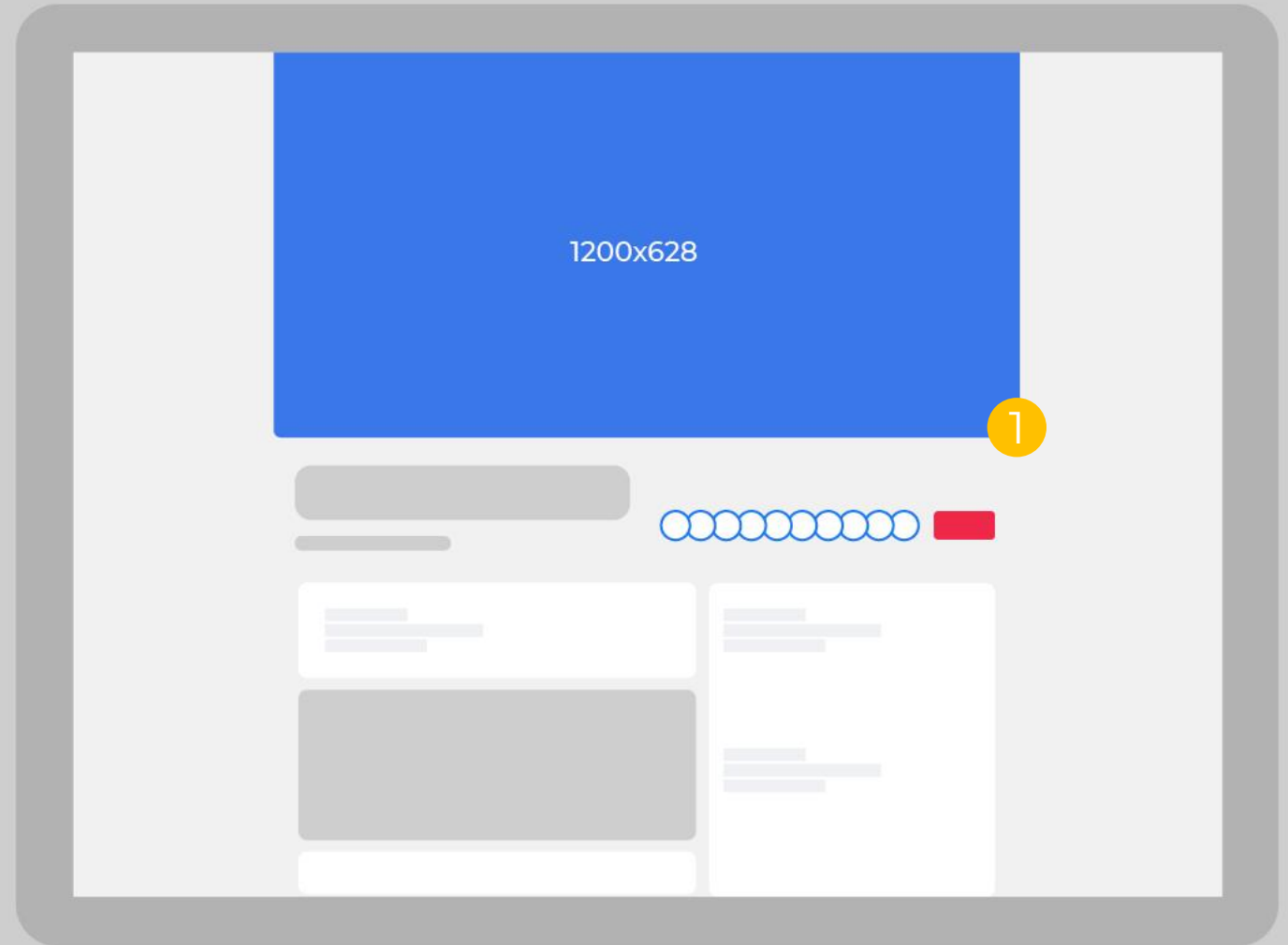
FACEBOOK

JPG/GIF/PNG*, 4MB max image size

*PNG for photos with logos or text

1 Event image
1200 x 628 px

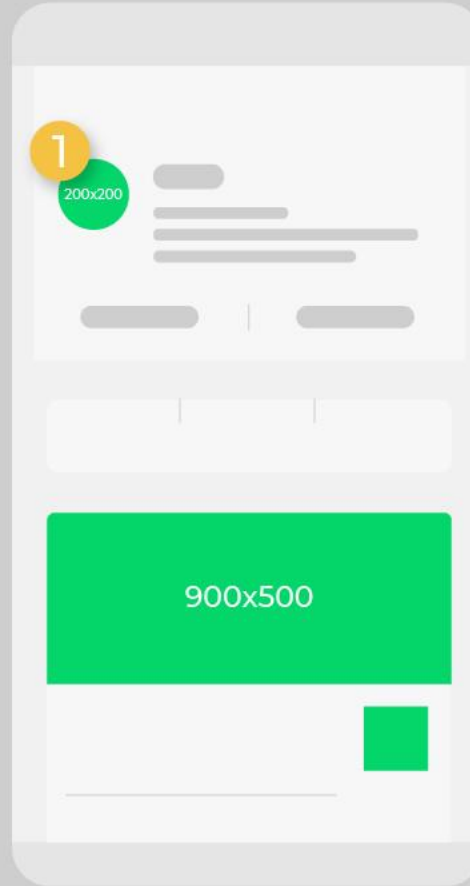
Group cover photo
1640 x 586 px



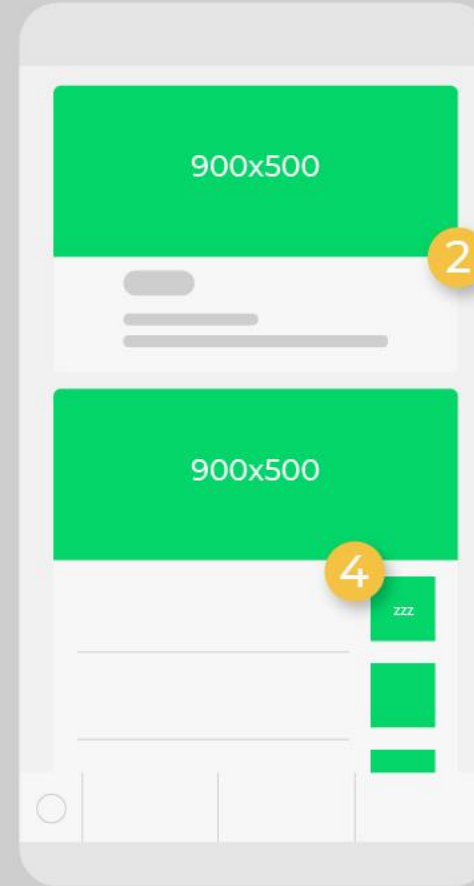
WECHAT

JPG/GIF/PNG, 5MB max image size

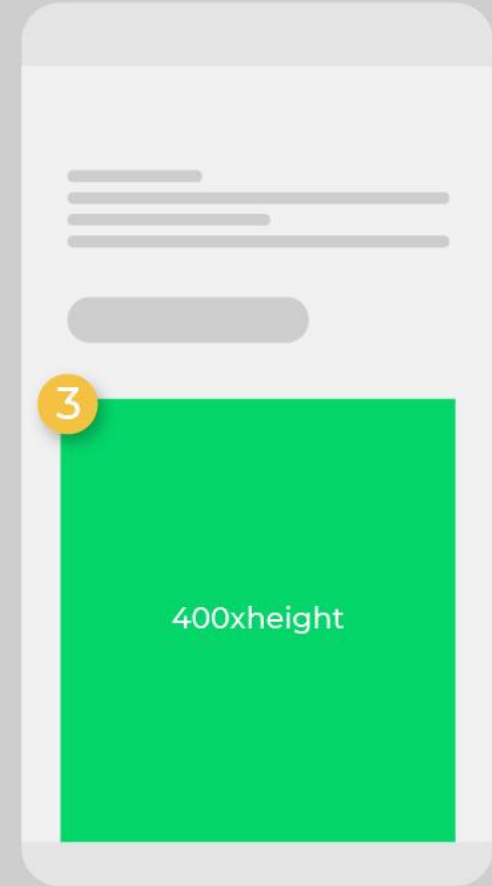
- 1 Profile picture**
200 x 200px
- 2 Article header**
900 x 500px
- 3 Article in-line image**
400 x height
- 4 Article thumbnail**
400 x 400px
(displays as 200 x 200px)



Profile Page



Article Summary



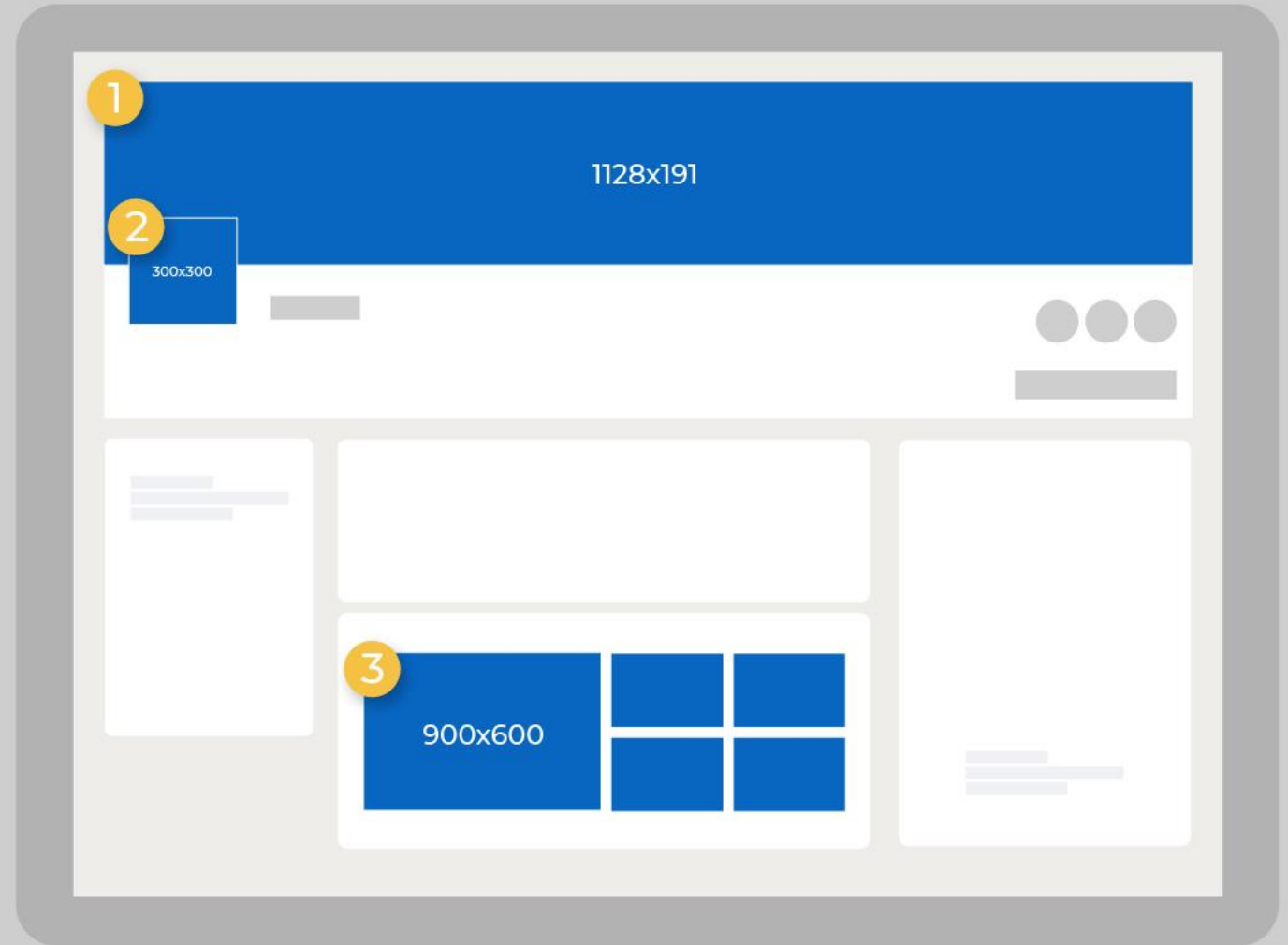
Article Page



LINKEDIN

JPG/GIF/PNG, 10MB max image size

- 1 Cover image**
1128 x 191px
- 2 Logo**
300 x 300px
- 3 Life tab company photos**
900 x 600 px



LINKEDIN

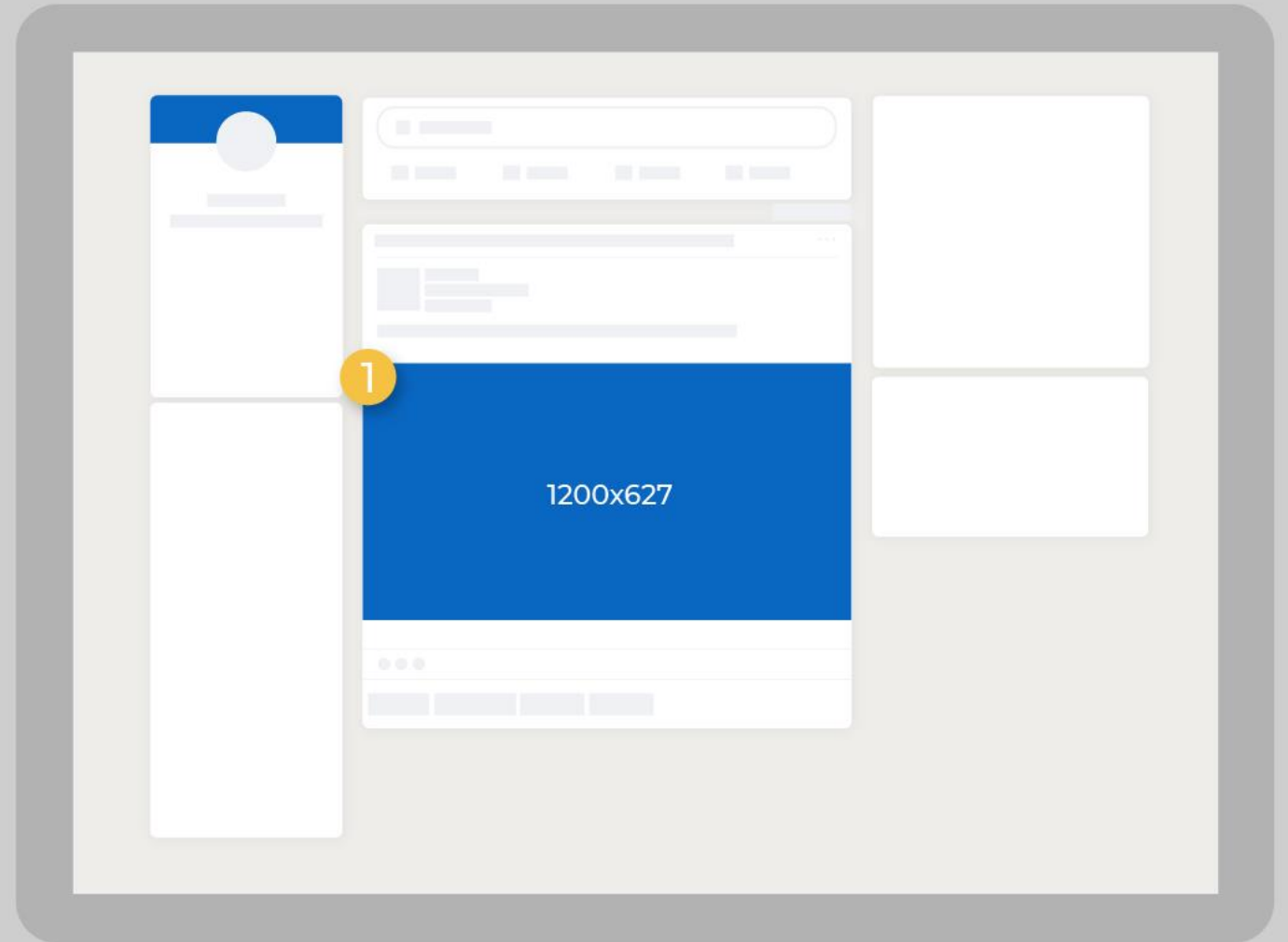
JPG/GIF/PNG, 10MB max image size

1 **Feed post**
1200 x 627px
(1.91:1 ratio, 522 x height)

1 **Blog post link image**
1200 x 627px
(1.91:1 ratio, 522 x height)

Life tab main image
1128 x 376px

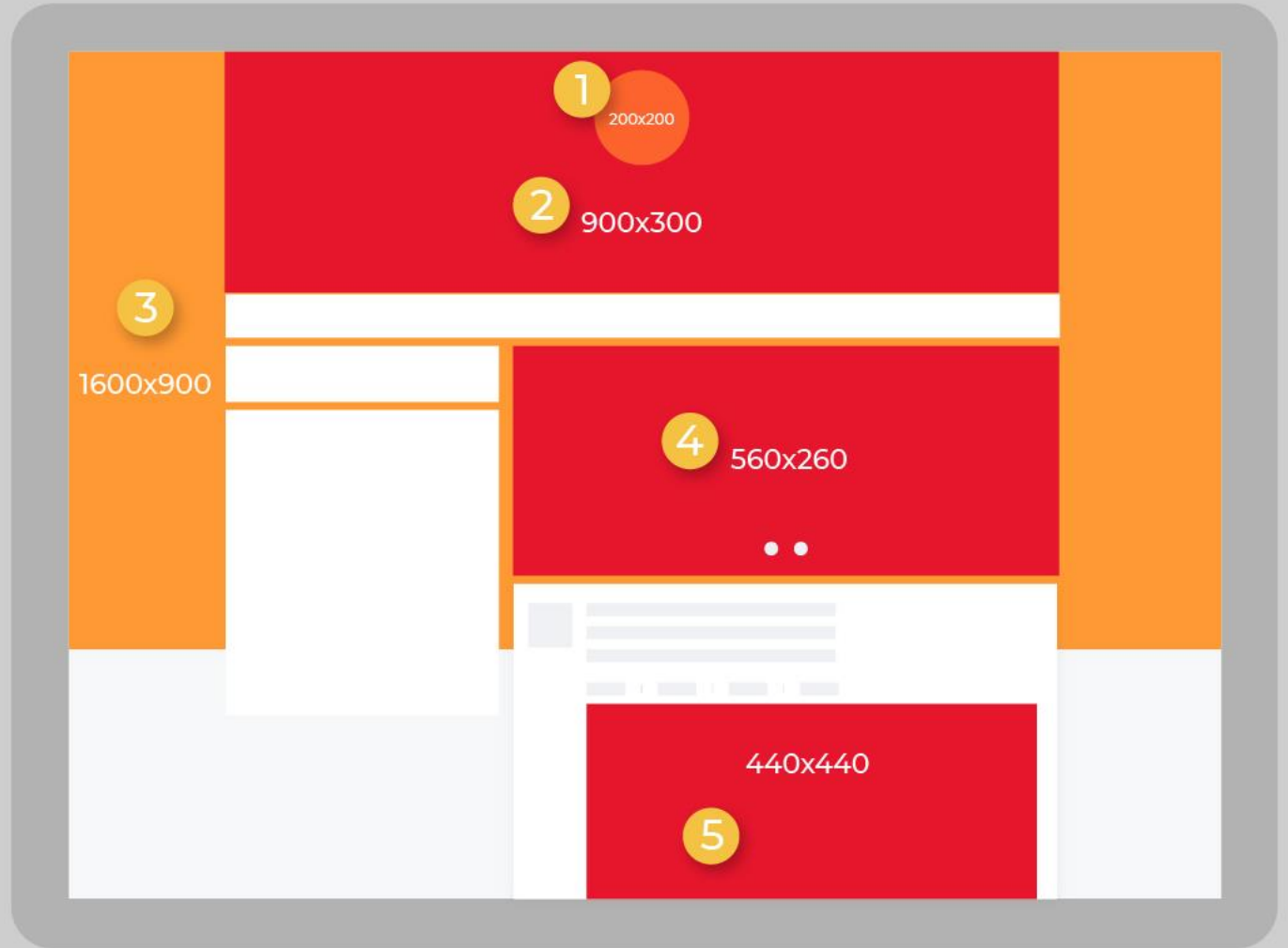
Life tab custom modules
205 x 282px



WEIBO

JPG/GIF/PNG, 5MB max image size

- 1 Profile picture**
200 x 200px
- 2 Cover image**
900 x 300px
- 3 Background**
1600 x 900px
- 4 Banner**
560 x 260px
- 5 Post**
440 x 440px min
16:9 ratio for video



tag.



TWITTER

JPG/GIF/PNG, 5MB/15MB max image size*

*5MB on mobile, 15MB on web

1 Profile picture

400 x 400px

2 Header

1500 x 1500px

3 In-stream photo

1024 x 512px

Link card

1200 x 628px

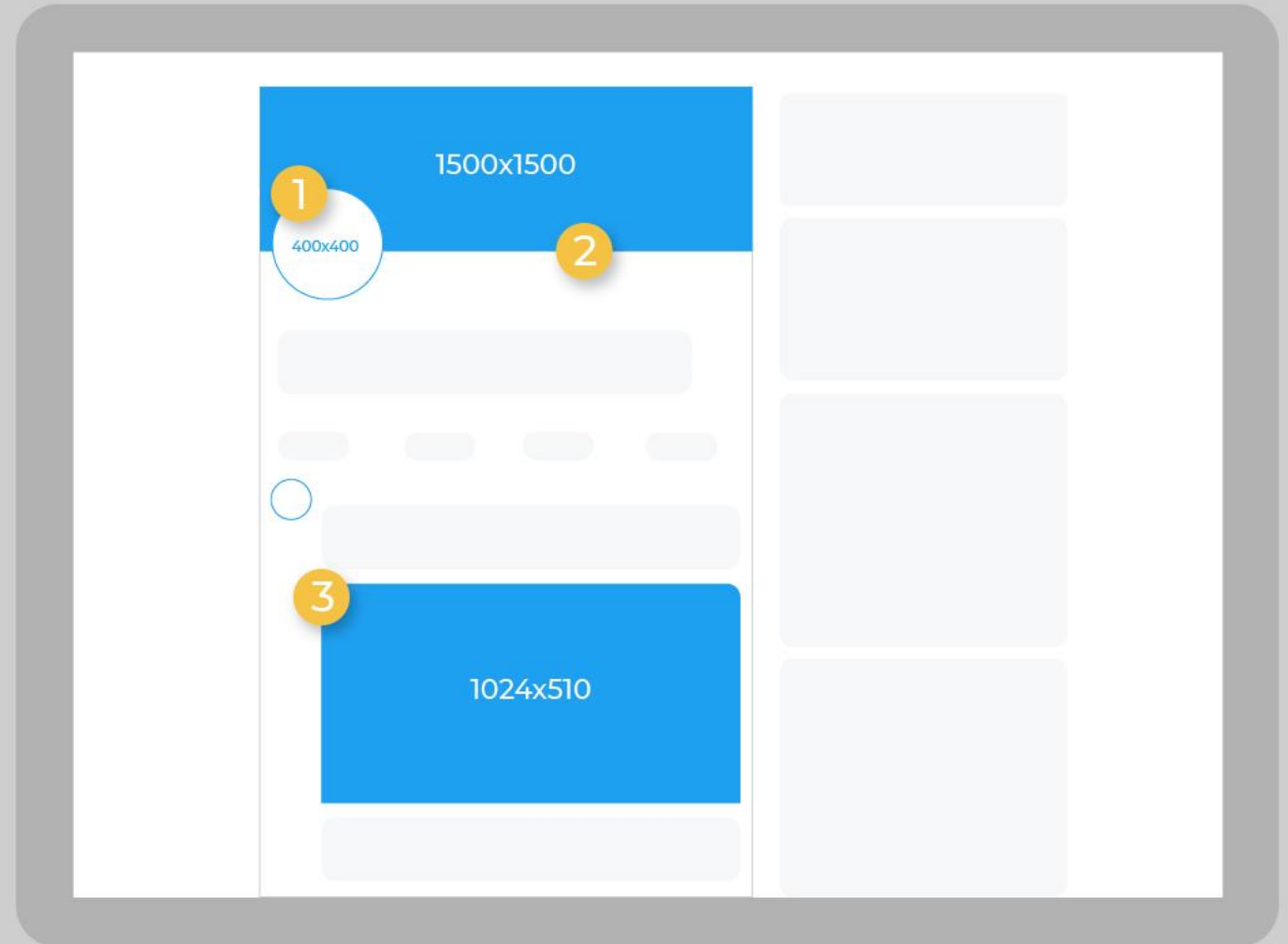
Ad

600 x 335px minimum

Website card

800 x 418px/800 x 800px, max 20MB

tag.



WE

DESIGN

CREATE

SOURCE

PRODUCE

STANDOUT.

tag.

taig.