facebook

Cheat Sheet

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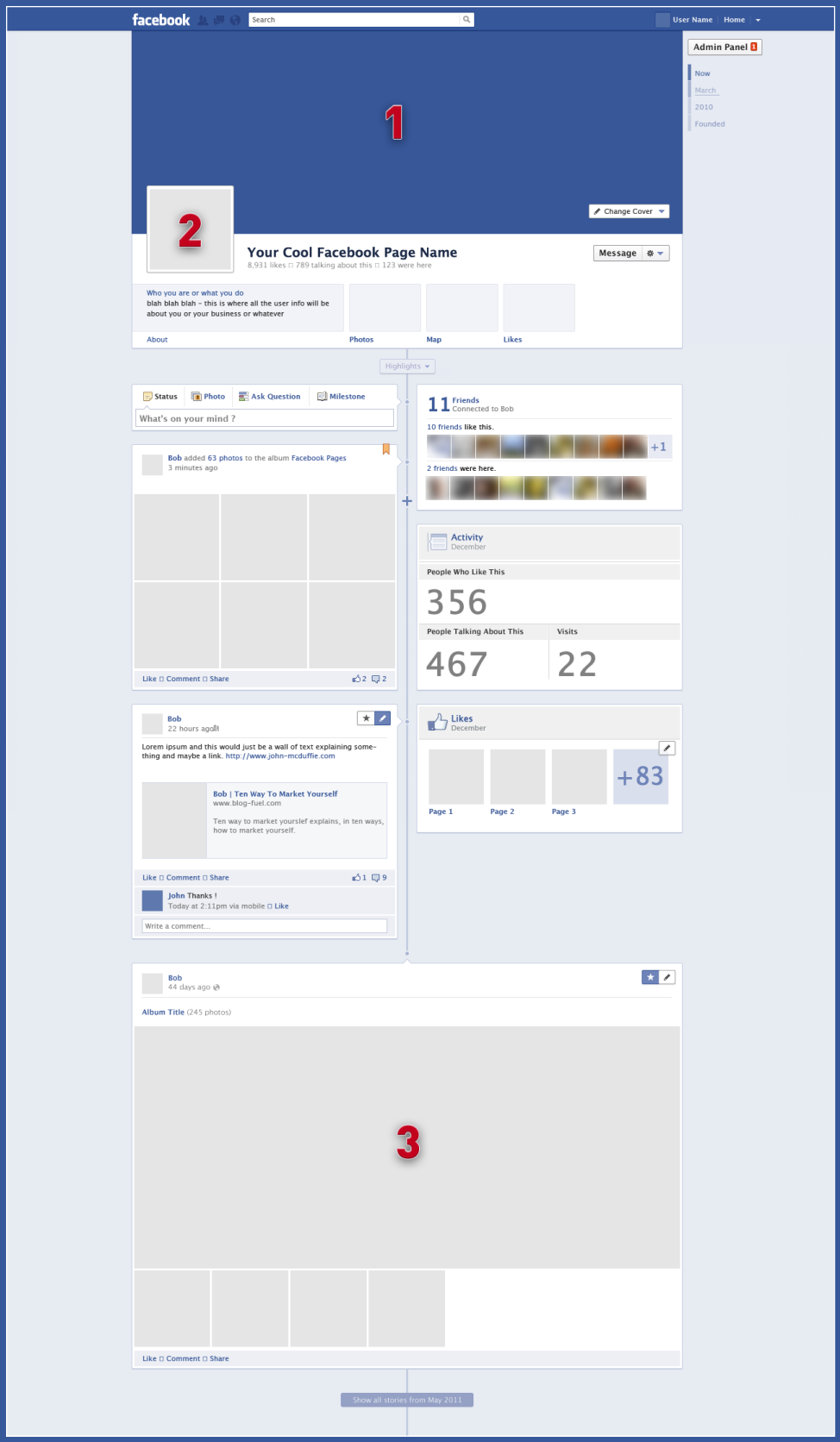

Images you can control:

note facebook will only allow you to upload images 2048 x 2048 px or smaller.*

You can control how three specific images look on facebook by uploading the image as the correct size. These images are noted using red numbers on the facebook mockup.

The first image, noted with a red 1, is the timelone cover image.

Image size: 851 x 315 px

One thing to consider about the timeline cover image, the profile image sits on top of it in the bottom left corner. The timeline cover image has to be designed or cropped to allow for the profile image.

The profile image is 22px to left border, 190px to right border and 120px tall or rather it covers that portion of the timeline cover. See the example below.

The profile image is simple- noted by the red 2.

Profile image size: 180 x 180 px
Facebook will scale the image to fit 160 x 160 px which is the actual size of the profile image on the timeline. The image will be scaled down to 32 x 32 px when used as a thumbnail.

Milestone and highlighted post images are essentially the same thing as far as size is concerned- noted by the red 3.

Image size: 843 x 403 px

Pinned post images (images that appear in post that are not highlighted) are 403 x 403 px. Uploading a larger image is ok, but you will have to adjust them in the timeline and the results are sketchy.

Images shown in the slideshow of album viewer must be 960 x 720 px or smaller. Facebook will scale the images for you if you upload larger images, but you risk losing some resolution.

Facebook ads, videos and applications are a little different and do not fall into the general image category. Here are some basic guidelines.

Ads: image size 110 x 80 px and 5mb or smaller - text ads are 25 characters in the title and 90 characters in the body
Videos: limited to 1024mb and less than 20 minutes long
Applications: image 111 x 74 px and 5mb or smaller - thumbnail 16 x 16 px - the application itself should be 810 px wide with unlimited height

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