

Chapter 1 : Your Cheat Sheet For A Fail-Safe Influencer Social Media Strategy

I looked for a complete cheat sheet for social media image sizes but the one's on the internet is outdated so we got our friends at Omnicore to design one for us. Make sure to share it forward if you find it useful.

Tumblr Facebook Image Sizes With 1. One bad image choice could spell the difference in attracting and engaging with this huge user base and being completely ignored. Make sure that you are choosing dimensions based on where you want the majority of viewers to see your image. This is the square photo that appears on your timeline layered over your cover photo. Image Guidelines Must be at least x pixels. Photo will appear on page as x pixels on desktop, x on smartphones, and 36 x 36 on most feature phones. Profile pictures are located 16 pixels from the left and pixels from the top of your cover photo on desktop. Profile pictures are located 24 pixels from the left, 24 pixels from the bottom and pixels from the top of your cover photo on smartphones. Photo thumbnail will appear throughout Facebook at 32 x 32 pixels. Business Page Profile Picture: The new look helps Facebook Business Pages stand out among personal accounts. However, the dimensions are the same, but the photo appears on the page slightly different. Business Page images will be cropped to fit a square. Where your profile picture might be a good choice for a picture of you, or a brand logo, use this space to post something that speaks more toward you as an individual or as a brand. Image Guidelines Appear on page at x pixels. Anything less will be stretched. Minimum size of x pixels. Displays at x pixels on desktop and x pixels on smartphones. Business Page dimensions are exactly the same as personal accounts. The more people engage with your post, the more likely it is that the rest of your followers and their followers will see that activity. Will appear in feed at a max width of pixels will scale to a max of 1: Will appear on page at a max width of pixels will scale to a max of 1: You can choose to create a shared link with a small square image to the left and text on the right, or with a larger rectangular image on top with text underneath. Image Guidelines Recommended upload size of 1, x pixels. Minimum x px in feed. Minimum x on page. Minimum x pixels in feed. Facebook will scale photos under the minimum dimensions. For better results, increase image resolution at the same scale as the minimum size. Hit its 10th, 20th or th employee? A milestone is a great time to create a highlighted image. Image Guidelines Will appear on your page at x pixels. Choose a higher resolution at that scale for better quality. Reminders are sent to your audience and having a good space with an even better image is important. Make sure you have the right dimensions down for a Facebook Event cover photo. Image Guidelines Facebook will scale down to minimum dimensions: For all your Facebook Ad needs, check out this complete guide to every Facebook ad size! In fact, with million monthly active users , Twitter is one of the social media networks that your customers will most often use to discuss your brand. And recently, Twitter made some big changes to its overall layout. The largest display of your profile picture is on your homepage and can be viewed by your followers as well as individuals who stumble upon your page. This is located directly to the right of your twitter stream. Choose a recognizable image here. Image Guidelines Square Image recommended x pixels. Maximum file size 2 MB. Because you have more room to be creative with this picture and it will likely be the first thing your visitors see, make it something captivating. Image Guidelines Recommended 1, x pixels. Maximum file size of 5 MB. Minimum x 2: Luckily, Twitter updated to no longer count characters against your Tweet limit. Make sure Twitter displays the portion of the photo you want followers to see by setting the width of your image to fit the minimum requirements. Also, horizontally center your content to avoid odd cropping. The automatic rendering for a shared link will display the image slightly smaller than a standard in-stream photo, so if you want to optimize that featured image for Twitter, be sure the most important parts of the image are horizontally centered. Image Guidelines Minimum to appear expanded x pixels a 2: Can tweet up to 4 images at one time. Can edit images if tweeting from Twitter iOS or Android app. Maximum to appear expanded x pixels. Appears in stream collapsed at x pixels on desktop. Find more information on in-stream photos at the Twitter Help Center. Instagram Image Sizes Instagram is one of the most popular photo-sharing social networks with more than million users. Ensure your profile image is recognizable so users can find you even easier through search or explore. Image Guidelines Appear on your profile at x pixels. These smaller renditions of your images and

videos will expand when clicked and include a place for people to comment. Image Guidelines The thumbnails will appear on the page at x pixels. In fact, Instagram higher resolution photos when taken from the native application. If you decided to upload a photo or video from any other device, the resolution will be much lower. Image Guidelines The size of Instagram images has been increased to x pixels. Instagram still scales these photos down to x pixels. Appear in feed at x pixels. Square or rectangle photos: Smaller featured header images appear as x pixels, and larger featured header images appear as x pixels. There are both video and image options available to publish. Image Guidelines Recommended resolution is x Minimum resolution is x Aspect ratio is 9: Max file size is 4GB. For those looking for more info on Instagram ad sizes , including video specs, check out this guide! Related Article The various Instagram ad sizes and specs are daunting to the majority of us. Where other social networks may be good drivers of traffic and customers, LinkedIn is a great place for you to source great employees and to connect with other industry leaders. However, the personal profile dimensions for LinkedIn is very straightforward. This is the main image that represents you on your personal profile. So anytime someone takes a look at your profile for some quick info, this is the prominent image that represents you. Image Guidelines Recommended between x and 20, x 20, pixels Minimum x pixels Maximum file size 10MB. Image Guidelines Recommended x pixels. Maximum size of 4MB. This is the bigger of the two and is going to show up right next to your brand name on your LinkedIn homepage. Recommended x pixels. Minimum x pixels. Maximum 4MB Square layout. Make sure you use something recognizable to your brand let customers know which company is yours. Image Guidelines 60 x 60 pixels resized to fit. Between x Unlike the personal background image, the company or standard business background image covers the entire top of the page. The image appears much larger than the personal dimensions, giving businesses a bit more space. Image Guidelines Recommended between x pixels. Minimum size of x Appears as x pixels. Banner Image for Company Pages: Image Guidelines Minimum x pixels. You can have a separate tab solely based on career opportunities at your company. At the top of this page sits a banner that is bigger than any of the other images on LinkedIn.

Chapter 2 : Social media image sizes: The cheat sheet | Laizure Marketing

Updated Social Media Cheat Design Sheet Infographic for that will Help you Design Profile Pictures, Cover Photos, Posts, and more. Youtube channel pages.

All social media platforms are not created equal, and the same goes for your influencer social media strategy. So then emerges the problem: How the heck do we know which type of influencer content performs best on certain social channels? We pulled some numbers from our own historical benchmark data proving that there are stronger, better, and more calculated approaches to matching content type and platforms. This cheat sheet will help you devise a disciplined and laser-focused campaign strategy while eliminating any guesswork in planning. Existing brand content amplified through influencer channels Created content: All analytics are sourced from internal aggregated data. Speakr, April Instagram users upload 5. Instagram is a hotbed for original visual content, but originally created videos aggregate the most engagements by far. Created content videos performed the best with Speakr, April Twitter is a new-age landline between influencers and followers—direct A to B conversation, feedback, and commentary are welcome. However, very few followers will engage in a conversation that is not dynamic—there is nothing more unappealing than seeing a lifeless tweet with a link and no visually engaging content causing followers to fall radio silent. Original content is the best choice to drive a high engagement rate ER as created content videos will help you achieve that goal. Created content videos boast 5. Shared content engagements drop to a low of 2. Your best move is to blend brands or products into the original content viewers want to see. However, Instagram drives a slightly higher engagement rate per post for shared branded content with 2. If you want to drive the strongest overall engagements across social channels, we suggest you look to Facebook for created content campaigns. Speakr, April Facebook is for sharing! As mentioned before, Facebook is the premier platform for influencers who are posting tons of personalized, varied content—like original vlogs, OOTD photos, or even a repost of their favorite meme or cat video—which results in the extremely high engagement rate for visual content. Because of this, influencers and viewers alike flock to Facebook for content which is engaging, authentic, and entertaining. Combined, Facebook is able to boast a very high engagement rate for original videos. Original videos garner a In addition to pairing Facebook with photo or video content, there are other proven methods, or best practices, to boost engagements for your content: Stay ahead of the game and use the data at hand to produce a much-talked about campaign. Stop guessing and start strategizing! For more information or for specific in-depth social channel best practices, please email us at info@speakr.

Chapter 3 : A Complete Cheat Sheet to Social Media Branding for Consulting Firms

The Social Media Ad Platforms Cheat Sheet More from Social Media Infographics More posts in Social Media Infographics» Why the Elderly Make Use of the Internet [Infographic].

From mastering the newest Photoshop tricks, to delivering the right tailored workshop series to your team when it comes to digital media or digital marketing, we help. Did you ever wish to have social media cheat sheets? In addition to sizing specs, it also includes keyboard shortcuts and tips for posting on Facebook, Twitter, YouTube, Pinterest, Instagram, and LinkedIn. Well, as you can plainly see, the world of social media has grown far beyond a simple internet hang out. A social media cheat sheet would be a good short cut to save time and energy without sacrificing the value and the quality. They offer a rich potential to connect with, engage, and attract new readers and leads to your site. Social Media Cheat Sheet [Infographic] also includes the best times of the day to post and trends marketers should expect in social media and it wraps up with a formula for writing irresistible headlines. Facebook Launched on February 4, , by Mark Zuckerberg, Facebook is one of, if not the most, recognizable social networking platform in the world. Twitter What started as a microblogging site has now become one of the largest social media platforms. It all started back in March of Pinterest When Pinterest first hit the scene, it was entering a world dominated by text, not images. Despite being the underdog, it became the third largest network in the U. Today it is a marketing gold mine. Despite the thinking that most Pinterest users are women, YouTube began as an idea drummed up by three PayPal employees who wanted a website where they could upload, share, and watch videos. The domain became active in There are over one billion users on the site. Instagram What started as an iOS exclusive app has since become a mobile and internet icon for sharing images. These platforms started their lives as social networks, but today they hold huge potential for marketing your content and promoting it to readers both new and old. Marketing and promoting your content on social media. Time, therefore, is an important element. A good social media cheat sheet could always be your best friend to put it in the realm. Your efforts here will bring people both new and familiar back to your site to read your content. So follow your call-to-action, and ultimately convert into customers for your brand. Linking to other sources can earn you links of your own and improves your credibility. If you see them doing something that works, adopt that same strategy and make it your own for improved results. Hope our Social Media Cheat Sheet [Infographic] would be a good reference in your marketing strategy in the future.

Chapter 4 : Popular TV Shows That Ended for Good in

This social media cheat sheet covers all the various image dimensions and character limits you need to be aware of through a visual presentation that's easy to understand. It covers all the major social media websites including Facebook, Instagram, Twitter, LinkedIn, Google+, Pinterest and YouTube.

It turns out you can easily do so, even without being a student. The oldest institution of higher learning in the United States offers a free module online digital photography class. Sometimes people ask me why I started shooting videos on a phone and the answer is not that easy. I believe the best camera is the one we always have with us, in our pocket. From its first announcement, I was intrigued by it, but I had the M3 and it seemed too soon to upgrade. What would you pack if you were assigned to cover a war from the inside? The photo above shows what photographer Umit Bektas decided to pack in his camera bag for his embed with a US military unit in Afghanistan. Without a doubt, Instagram is one of the most exciting social media platforms anywhere. It is now ranked the number two most active social media platform by number of users just behind Facebook with over million participants. When it comes to race event photography, Gameface Media has quickly become a name a lot of photographers and event organizers recognize, whether it be for better or worse. When we were planning our trip, we had no idea how wonderful, majestic, and fairy it would be. Focal point is a term that photographers and photography blogs throw around continually. Photographer Aryeh Nirenberg, enjoying a full row of seats on his flight from JFK to Reykjavik, Iceland, was treated to a more spectacular show. They say a picture is worth a thousand words. I hope they inspire you. The most common response? And for good reason! Few things evoke the instant emotional response a great photo does. The joy of photographing on the street comes from close and engaging photos. Displaying the human nature and emotions in a way that the audience can relive these moments requires the photographer to be close and engaging as well. Unfortunately for a lot of us, it is not easy to stand out from the masses and overcome artificial social boundaries. Photographer Kaylyn Messer was browsing Facebook recently when she learned that there was a large ice circle in the river close to her home. She grabbed her camera, jumped into her car, found the circle, and shot a series of beautiful photos. My original 52 Week Challenge in was a huge success, with tens of thousands of photographers participating from around the world. In celebration of those who have completed the first challenge, a new challenge is now here!

Chapter 5 : The Facebook Image Sizes Cheat Sheet [Infographic] | Social Media Today

Download a copy as of the Facebook Ad Image Size Cheat Sheet If you are looking for help with setup and management of Facebook ads campaigns for your business, contact Going Social today or send me an email.

Social networks are constantly adding up more features, visual elements, and it seems like every day when you wake up, you see a new element or iteration being made to the social networks you are active, making you go back and figure out the right size of cover images, post images and align your campaign according to the latest set of changes. It has become extremely difficult for businesses to stay on top of all of these changes, and we see a lot of people asking, what should be the size of my Twitter Header? Can I post the same picture on Twitter which I shared on my Facebook feed? Can I add call to action on my cover? Anytime you want to make a new visual piece you have to search on Google for dimensions of different social networks. A lot of pages have already been switched to the new design, and Facebook has prompted businesses to make the switch now, and they plan on make this change applicable to all pages on 5th June. We suggest looking at the latest round of changes and prepare to adapt your brand page to the latest set of changes. The main change in this update is that the elements have been moved inside as you can see in the above image. Below is an overview of the revised Timeline Cover section: The Profile image displays at x px but the recommended upload is x px. Here are the new dimensions for each type of content: The dimensions are still the same $x74$ px. Here is a rundown of the elements: The recommended size is x The cover photo size is $px \times px$. The image must be uploaded at The image can be uploaded and viewed up to x pixels. Again, the cover photo size has increased, and we are seeing this a lot as all social networks are focusing on large visuals. Also when the profile picture is clicked, it pops up in a window with size close to or more than x px. You can update your header image from the top drop-down menu. Now users can upload images with their tweets, which help in higher click through rate. The ideal size of the shared image with tweet is $px \times px$. The small thumbnail size is $px \times px$, and the large thumbnail size is $px \times px$. The lightbox preview is $px \times px$. The max resolution is $px \times px$ which varies by the device. As It is purely and solely built on imagery. While Instagram is built on photos too, but Pinterest is more public and suitable for businesses as you can curate and upload all kinds of images. Below is the cheat sheet of company page. The cover photo size of careers section is $px \times px$. Here are the 1 Cover Photo The cover art size is $px \times px$. However, this size is for the TV, on the desktop the visible section is $px \times px$, and it goes down on smaller screen sizes.

Chapter 6 : A Social Media Cheat Sheet for “ Photography News World

Social media platforms are forever changing the image sizes and formats, so to keep you all updated I have re-created the social media image sizes cheat sheet and updated it to The need for strong social media presence has soared in and will only increase in prominence in

Better Content Means Better Leads: Visual elements influence the way your social media followers see your brand identity. So, it pays to maintain consistent design practices across your social media assets that align with your brand image. The key thing is to gain a clear idea of basic positioning and messaging. With social media, branding goals are divided into exposure, engagement, and influence. The goals you set such as increasing page likes or post shares belong to any of these three. Determine the specific things you want to achieve e. The challenge now is to find which ones to focus on. To determine which ones to include in your social media mix, consider the following: Is your target audience actively using the platform? What social networks do your competitors focus on? Peter Thompson lays out the backbone of any social media presence for consulting firms. This includes a mix of company accounts along with the personal accounts of senior partners and key employees. He suggests the following components of a basic social media portfolio: More importantly, though, having a social media calendar tremendously helps your branding efforts. A social media posting schedule keeps your brand voice consistent and turns your posts into reliable resources for your audience. As with anything else in marketing, data decides the timing and frequency of your social media posts. So, be sure to clearly spell out the different roles and responsibilities of your social media team. First is to craft original content and showcase it through your posts content creation. The other one involves sharing relevant content from other sources content curation. Alternatively, you can try the Social Media Rule of Thirds, that is, evenly distribute your posts into three main activities:

Chapter 7 : Social Media Design Cheat Sheet (Updated Infographic)

For your convenience, here's a visual cheat sheet for choosing the best social media platforms best for your influencer strategy. Stop guessing and start strategizing! For more information or for specific in-depth social channel best practices, please email us at info@racedaydvl.com

More Articles January 21, All TV series must come to an end eventually, no matter how hard it is for fans to say goodbye. Below, check out 18 popular TV shows that ended for good in and what to watch next. The Leftovers The Leftovers Source: This show ended at the hands of Amazon. AMC ended this popular drama. The final season of this series continues its creepy theme. The fifth and final season consists of 10 episodes. This TV show is no longer the comeback kid. Though LeBlanc earned four well-deserved Emmy nods for the series, the show was never a big ratings earner, leading Showtime to ultimately pull the plug. Show expenses were too much for Netflix to handle. The CW tightened the reins on this period drama. The final season consists of 16 episodes and concluded on June This procedural crime drama finally came to an end. This series may live on. Black Sails Black Sails elevated pirate drama on the small screen. These liars finally faced the truth. After seven seasons of twists and turns, these episodes delivered long-awaited answers to fans, including the identity of their harasser, A. An MTV drama ended its transformation. Fans mourned the loss of this vampire show. Buffy the Vampire Slayer for a throwback to the original vampire drama Though The CW fantasy drama was once one of the highest-rated shows on the network, its viewership dipped in later seasons. Luckily for its dedicated viewers, the channel decided against abruptly canceling the series and instead gave it one more episode run. These workaholics finally retired. Workaholics Workaholics Comedy Central Watch next: The trio is already teaming up on a new Netflix movie, Game Over, Man!. Freeform ended one of its popular family dramas.

Chapter 8 : Social Media Cheat Sheet [Infographic] ~ Skillz Middle East

New in June You can use a video as your cover photo. Facebook ad sizes: Pin and share this complete updated social media cheat sheet with your friends.

Chapter 9 : Social media cheat sheet for video specs – Dissolve Ideas Blog

Great info from racedaydvl.com This cheat sheet is handy dandy! UPDATED: MARCH 31, Now that social media presence has become a "must have" for businesses large and small, you may be ready to ramp up your existing social media efforts.