



facebook

SIZE GUIDE

PROFILE PICTURE

DESKTOP DISPLAY
170 X 170 PIXELS

SMARTPHONE DISPLAY
128 X 128 PIXELS



MINIMUM
400 X 400 PX IMAGE

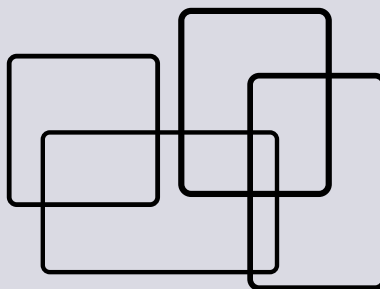
ANTICIPATE
CIRCULAR CROP

JPEG FOR PICTURES
PNG FOR LOGOS

IMAGE POSTS

RECOMMENDED SIZE
1200 X 630 PIXELS

MINIMUM SIZE
600 X 315 PIXELS



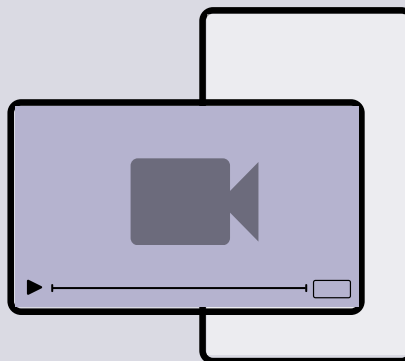
FLEXIBLE
SIZES/ORIENTATIONS

FB WILL RESIZE IMAGE
TO 500 PIXEL WIDTH

TO AVOID DISTORTION
USE JPEG OR PNG

VIDEO POSTS

RECOMMENDED SIZES
LANDSCAPE (16:9)
1280 X 720 PIXELS
PORTRAIT (9:16)
720 X 1280 PIXELS



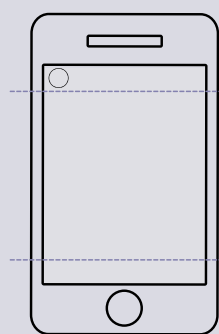
USE MP4 OR MOV FILES

MAX FILE SIZE IS 4GB

MAX VIDEO LENGTH IS
240 MINUTES

FACEBOOK STORIES

RECOMMENDED SIZE
FULLSCREEN (9:16)
1080 X 1920 PIXELS



KEEP IMPORTANT IMAGERY
TOWARD CENTER

TOP AND BOTTOM IS
OBSCURED BY TEXT

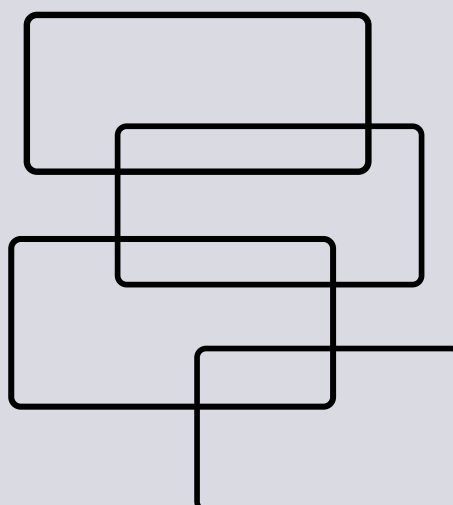
COVER PHOTOS

PROFILE COVER PHOTO
1200 X 674 PX

EVENT COVER PHOTO
1920 X 1005 PX

GROUP COVER PHOTO
1920 X 1005 PX

BUSINESS PAGE COVER
1200 X 674 PX



COVER PHOTOS
VARY IN SIZE

USE CENTRALLY
ALIGNED IMAGES TO
ENSURE PROPER
VIEWING ON DESKTOP
AND MOBILE