

A soft-focus photograph of a cup of coffee, a pair of glasses, and an open book on a textured surface. The cup is on the right, the glasses are on the left, and the book is in the center. The background is a light, textured surface, possibly a rug or blanket. The overall mood is cozy and intellectual.

2019

GUIDE TAILLE DES IMAGES SUR LES RESEAUX SOCIAUX

FACEBOOK

Profile Image: 180 x 180 px

Image Guidelines

- Must be at least 180 x 180 pixels.
- Photo will appear on page as 170 x 170 pixels.
- Photo thumbnail will appear throughout Facebook at 32 x 32 pixels.
- 128 x 128 px on smartphones
- Profile pictures are located 24 pixels from the left, 24 pixels from the bottom and 196 pixels from the top of your cover photo on smartphones.

This will be the photo representing you or your brand on Facebook. This square photo will appear on your timeline layered over your cover photo.

It will also appear when you post to other walls, comment on posts or when you're searched with Facebook's Open Graph.

Highlighted Image: 1200 x 717 px

Image Guidelines

- Will appear on your page at 843 x 504 pixels.
- Choose a higher resolution at that scale for better quality.

Event Image: 1920 x 1080 px

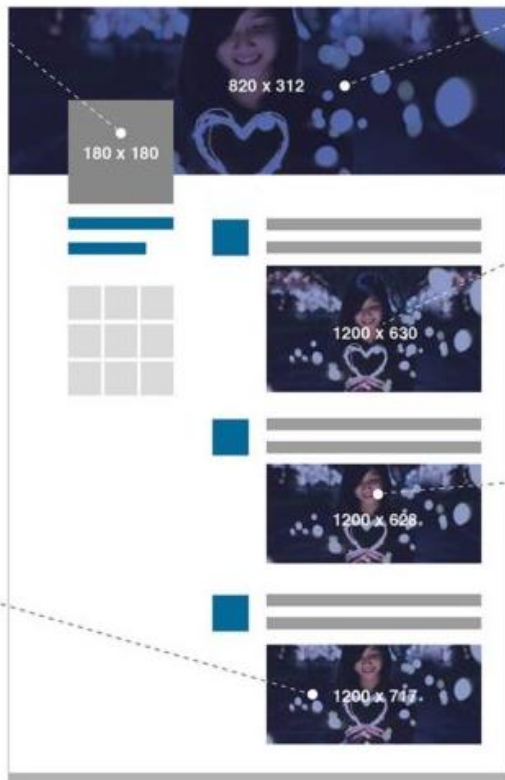
Image Guidelines

- Facebook will scale down to minimum dimensions: 470 x 174.
- Shows in feed: 470 x 174.

Business Page Profile: 180 x 180 px

Image Guidelines

- At least 180 x 180 pixels.
- Appear on page as 170 x 170 on desktop, 128 x 128 on smartphones, and 36 x 36 on most feature phones.
- Photo thumbnail will appear throughout Facebook at 32 x 32 pixels.
- Business Page images will be cropped to fit a square.



Cover Photo: 820 x 312 px

Image Guidelines

- Appear on page at 820 x 312 pixels
- Anything less will be stretched.
- Minimum size of 400 x 150 pixels.
- Smartphones display as 640 x 360px
- For best results, upload an RGB JPG file less than 100 KB.
- Images with a logo or text may be best as a PNG file.

Shared Images: 1200 x 630

Image Guidelines

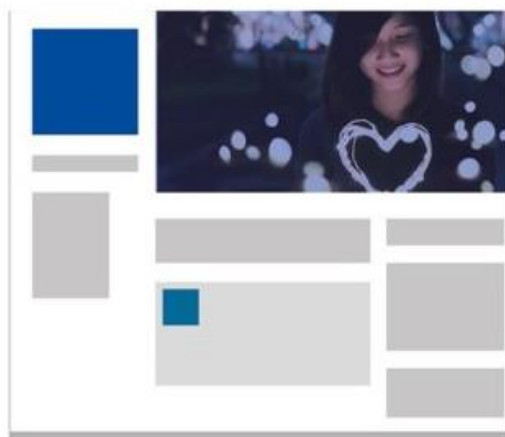
- Recommended upload size of 1,200 x 630 pixels.
- Will appear in feed at a max width of 470 pixels (will scale to a max of 1:1)
- Will appear on page at a max width of 504 pixels (will scale to a max of 1:1)

Shared Link: 1200 x 628

Image Guidelines

- Recommended upload size of 1200 x 628
- Square Photo: Minimum 154 x 154px in feed.
- Square Photo: Minimum 116 x 116 on page.
- Rectangular Photo: Minimum 470 x 248 pixels in feed.
- Rectangular Photo: Minimum 484 x 252 on page.

Facebook will scale photos under the minimum dimensions. For better results, increase image resolution at the same scale as the minimum size.



Twitter

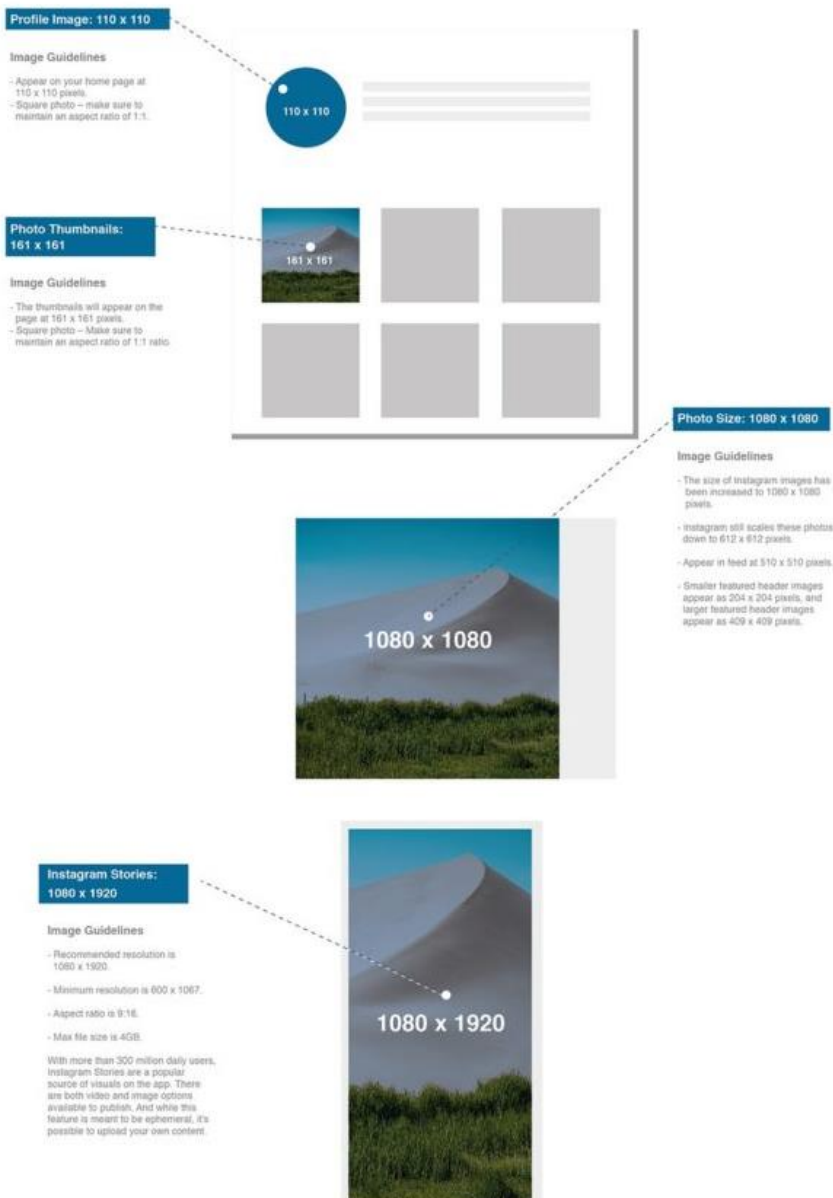
- Photo de profil Twitter : télécharger une photo de 400x400px,
- Affichée en cercle de 200px de diamètre sur le profil Twitter
- Photo de couverture Twitter : 1500x500 pixels
- Photo sur Twitter : privilégiez une photo de 1024px de large
- Affichée sur le flux desktop en 440x220px voire 506x253 pixels (ratio 2:1)
- Affichée en grand format (expanded) en taille originale si l'écran le permet
- Affichée sur le flux mobile avec un ratio 1,78:1 (exemple : 600x338 px)
- Image d'un lien web (Twitter Cards) : 506x254 pixels (ratio proche de 2:1)

NDLR : nous conseillons, dans la plupart des cas, de concevoir des images dans un ratio compris entre 1:1,91 et 1:2 pour illustrer ses articles afin d'obtenir un rendu satisfaisant lors des partages sur Facebook, Twitter et LinkedIn.



Instagram

- Photo de profil Instagram : 110×110 pixels (format carré, ratio 1:1)
- Aperçu d'une photo Instagram : 161×161 pixels
- Photo Instagram : télécharger des photos en 1080×1080 pixels
- Redimensionnées automatiquement en 612×612 pixels par Instagram
- Affichée en 510×510 pixels dans le flux Instagram
- Photo paysage Instagram : télécharger des photos en 1080×566 pixels
- Photo portrait Instagram : télécharger des photos en 1080×1350 pixels
- Photo pour les stories Instagram : 1080×1920 px (plein écran full HD)



LinkedIn

- Photo de profil : 400×400 pixels minimum (10Mb max, JPG, GIF ou PNG)
- Photo de couverture LinkedIn : 1584×396 pixels
- Logo des pages LinkedIn (Company) : 300×300 pixels (PNG, JPG ou GIF)
- Photo de couverture des pages LinkedIn (Company) : 1536×768 pixels
- Photo type « bannière » des pages LinkedIn : 646×220 pixels minimum
- Photo type « hero » des pages LinkedIn : 1128×376 pixels (bannière)
- Logo « square » des pages LinkedIn : 60×60 pixels
- Image d'aperçu d'un lien LinkedIn : 520×272 (même ratio que Facebook, 1:1,91)

Personal Background image:
1584 x 396

Profile image: 400 x 400

Image Guidelines:

- Recommended between 400 x 400 & 20,000 x 20,000 pixels
- Minimum 200 x 200 pixels
- 10mb maximum file size
- JPG, GIF or PNG files only

BG image: 1536 x 768

Image Guidelines:

- Recommended 1536 x 768 pixels.
- Minimum size of 1152 x 220.
- Maximum 4MB.
- Appears as 1400 x 425 pixels
- Image types include: PNG, JPG or GIF.

Brand / Company Pages Image Sizes

Standard Logo: 300 x 300

Image Guidelines:

- 300 x 300 pixels recommended (300 x 300 minimum and resized to fit).
- Maximum 4 MB (Square layout).
- PNG, JPG or GIF.

One of the two brand logos that you should be uploading to LinkedIn is the business logo. This is the bigger of the two and is going to show up right next to your brand name on your LinkedIn homepage. This image also appears in the "Companies you may want to follow" section, so the more enticing the photo the more likely the followers!

Hero Image: 1128 x 376

Image Guidelines:

- Minimum 1128 x 376 pixels.
- Maximum 2 MB.
- Landscape Layout.
- PNG, JPG or GIF.

At the top of this page sits a banner that is bigger than any of the other images on LinkedIn. You can use this space to choose a picture that speaks to your company in order to attract some great potential employees.

Business Banner Image: 646 x 220 (Minimum)

Image Guidelines:

- Minimum 646 x 220 pixels.
- Maximum 2 MB.
- Landscape Layout.
- PNG, JPG or GIF.

Banner images is one of the newest and most prominent of the images that you can use on LinkedIn. This image appears when a user visits your brand's homepage. Since this image is located on your homepage it's likely the visitor is actively searching for your brand, so use this opportunity to reel them in with a great image.

Square Logo: 60 x 60

Image Guidelines:

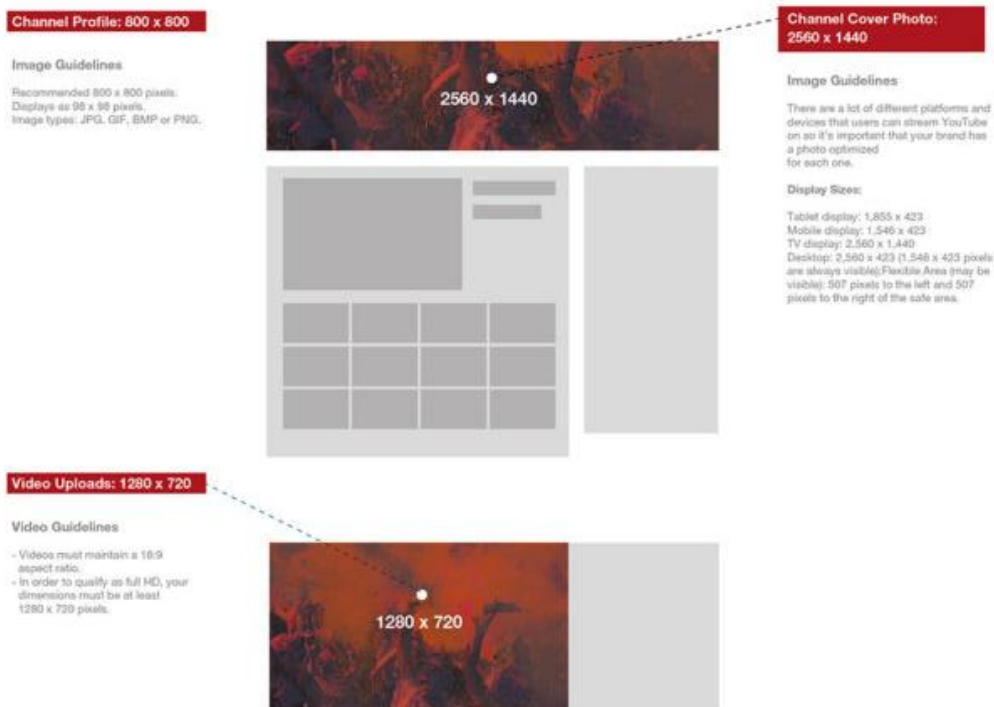
- 60 x 60 pixels (resized to fit).
- Maximum 2 MB.
- PNG, JPG or GIF.

This is the brand image that shows up when your company is searched.

Make sure you use something recognizable to your brand to make sure customers know which company they want to click on.

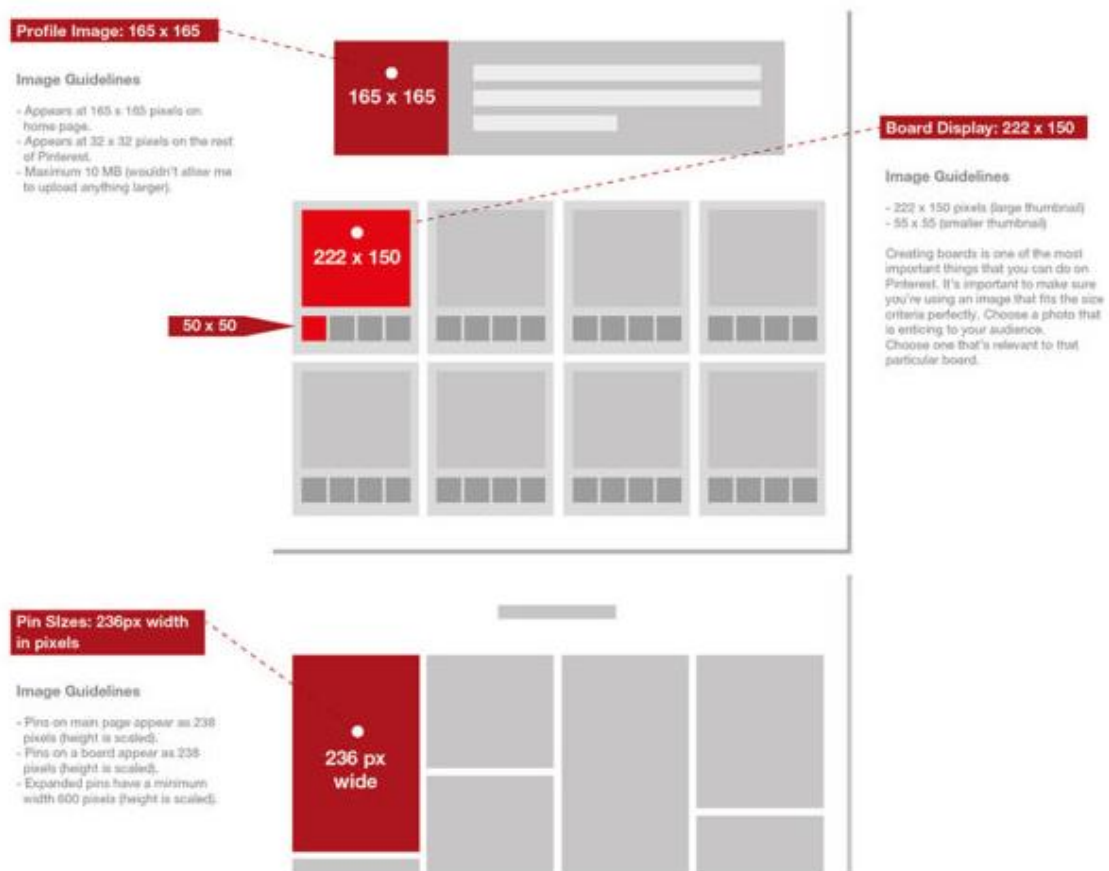
YouTube

- Photo de chaîne YouTube : 800×800 pixels, affiché en 98×98 pixels
- Photo de couverture YouTube : 2560×1440 pixels
- Entre 2560×423 et 1546×423 px visibles sur desktop (zones latérales flexibles)
- 1546×423 pixels affichés sur mobile
- 1855×423 pixels affichés sur tablette
- Images d'aperçu d'une vidéo YouTube : 1280×720 pixels (ratio 16:9)
- Bannière YouTube : 2120×1192 pixels



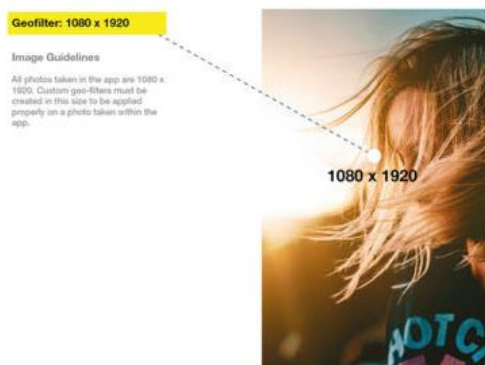
Pinterest

- Photo de profil Pinterest : 165×165 pixels
- Photo de tableau Pinterest (board) : 222×150 pixels (petite photo : 50x50px)
- Photo d'épingle Pinterest (pin) : 600 pixels de large (recommandé)
- Affichée avec une largeur de 236 pixels de large dans le flux Pinterest



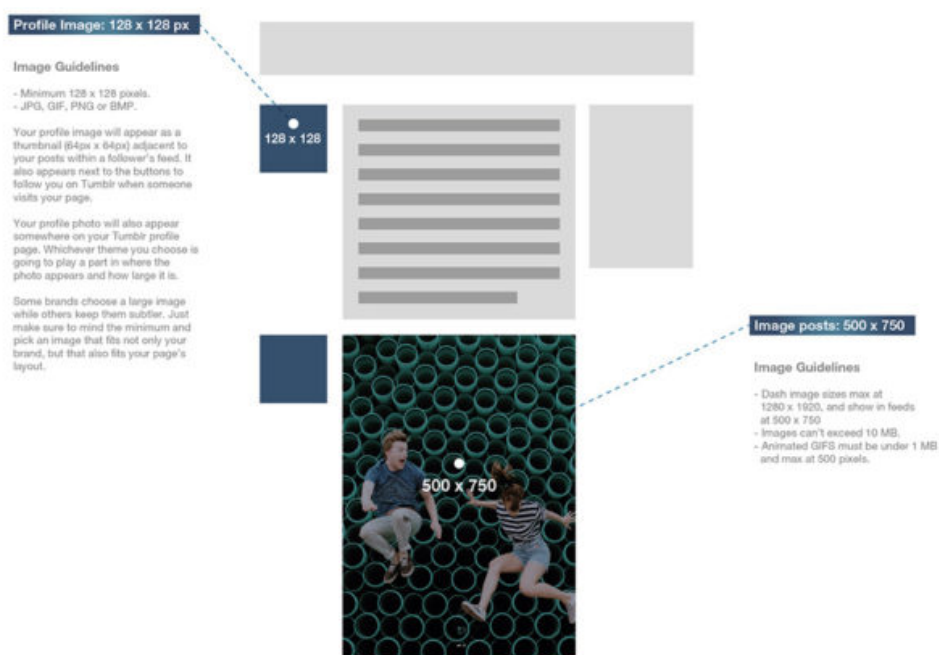
Snapchat

- Geofilter : 1080×1920 pixels, PNG-24 transparent, < 300 Ko.
- Logo pour une vignette de marque : 993×284 pixel avec fond transparent
- Image : 360×600 pixels (prévoir une zone « tampon de 175 pixels en haut de l'image)
- Tous les détails pour créer un géofiltre Snapchat sont disponibles [ici](#).



Tumblr

- Photo de profil Tumblr : au moins 128×128 pixels (JPG, GIF, PNG ou BMP)
- Images partagées sur Tumblr : affichées dans le flux Tumblr en 500×750 pixels
- GIF partagés sur Tumblr : 500px de large et 1Mb maximum





Entrepreneure web, Coach & Formatrice en stratégie marketing

J'aide dans la création de site web & la mise en place de stratégies efficace pour attirer et retenir vos clients en ligne. Ma spécialisation, le mobile marketing.

On travaille ensemble sur votre projet ?

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