

**PROFILE**



Tweets Following Followers Favourites

**Bio:** Up to 160 Characters

*\*Note: when editing profile, it is also possible to change the text colour to suit or match the branding colours of the company.*

**Tweet**

**Name & @handle**  
Text: up to 140 characters (including link)

**Shared Link**  
Title: 70 Characters  
Body: 200 Characters

**Shared Image** Up to 3MB / 375 x 375 px  
Image Description: 66 Characters

**Shared Video** 435 x 244 px  
Video Title  
Description: 160 characters

Who to follow  
Trends

*\*Note: backgrounds are no longer visible to others in the 2014 update.*

- TWITTER checklist**
- Profile Picture (400 x 400 px)
  - Header Image  (Up to 5 MB / 1500 x 500 px)
  - Bio (Up to 160 characters)
  - Tweet (Up to 140 characters)

**TIMELINE**



**About Text:** Up to 255 Characters **Latest Photos**

**Status Update** Up to 60,000 characters

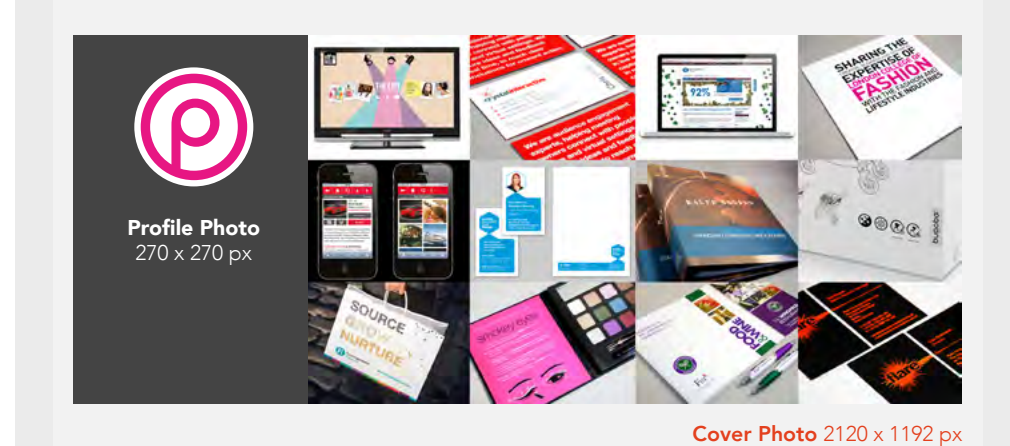
**Shared Video** Up to 1024 MB / 156 x 87 px  
Title: 100 Characters

**Facebook Upload Video** 403 x 226 px  
Max Size: 1,024 MB / Max Length: 20 mins  
(For best quality, upload in MP4 format)

**Timeline Image:**  
Upload up to 2,048 x 2,048 px

- FACEBOOK checklist**
- Profile Photo (180 x 180 px)
  - Cover Photo (851 x 315 px)
  - About (Up to 255 characters)
  - Status (Up to 60,000 characters)
  - Upload Image (Up to 2,048 x 2,048 px)
  - Upload Video (Up to 1.024 MB)

**PROFILE**



**Status Update** Up to 100,000 characters



**Shared Link**  
Link Title

**Shared Image** 497 x 373 px

**Shared Video**  
Up to 1080p resolution, less than 15 mins long

- GOOGLE + checklist**
- Profile Photo (270 x 270 px)
  - Cover Photo (2120 x 1192 px)
  - About
  - Status (Up to 100,000 characters)
  - Upload Image (Up to 497 x 373 px)
  - Upload Video (Up to 1080p resolution)

COMPANY PAGE OVERVIEW


**Company Name**  
 Horizontal Logo  
 Up to 2MB / 100 x 60 px
 or

**Square Logo**  
 Up to 2MB / 50 x 50 px



Cover Photo 646 x 220 px

Shared Link

Link Title

Description: 230 Characters

RECENT UPDATES

Status Update

Description: Up to 700 characters

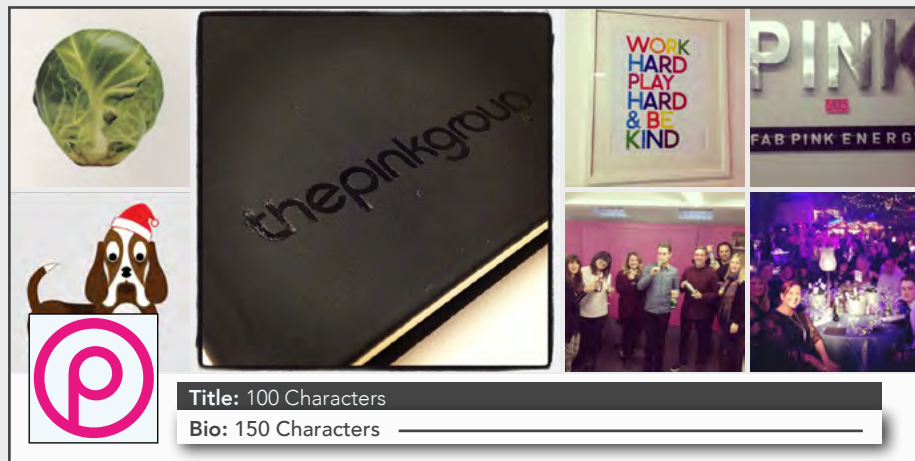
SUMMARY

Description: Up to 2,000 characters

**LINKEDIN checklist**

- Company Name (Up to 100 characters)
- Company Summary (Up to 2,000 characters)
- Logo (Up to 2MB)
- Status (Up to 700 characters)
- Cover Photo (646 x 220 px)

PROFILE



**Profile Image** 110 x 110 px  
 \*Note: can upload any size file, but will be cropped to square format

Lightbox Viewed up to 612 x 612 px

Max Resolution 2,048 x 2,048 px

\*Note: photos imported by phone and not taken with Instagram camera will be imported at a lower resolution of 612 x 612 px

**INSTAGRAM checklist**

- Profile Image (Up to 100 characters)
- Upload Image
- Title (Up to 100 characters)
- Bio (Up to 150 characters)

PROFILE

**Profile Image:**  
 165 x 165 px  
 Upload up to 600 x 600 px



Profile Name: Up to 37 Characters

Description: 160 Characters

BOARDS

Board Title

Board Pins

Complete Board Size  
238 x 284 px

Preview  
238 x Scaled Height

PINS

Pins in Feed

Preview  
238 x Scaled Height

Enlarged Pin

Pin  
735 x Infinite px

\*Note: uploaded pins will be rescaled and resized

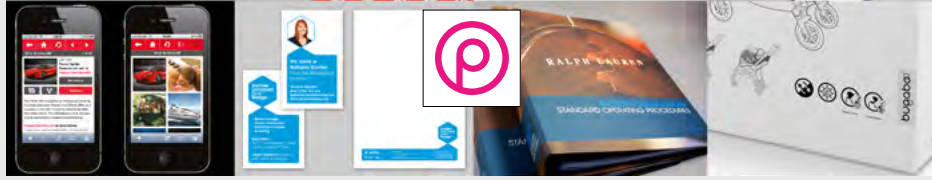
**PINTEREST checklist**

- Company Name (Up to 37 characters)
- Upload Pin (Up to 735 x infinite px)
- Profile Image (Up to 600 x 600 px)
- Description (Up to 160 characters)




## BRANDED CHANNEL

Channel banner photo 2,560 x 1,440 px



\*Note: Visible logo must be included in Banner artwork



Upload Video: 2,560 x 1,440 px

**Video Title:** 100 Characters

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**Description:** Up to 5,000 Characters

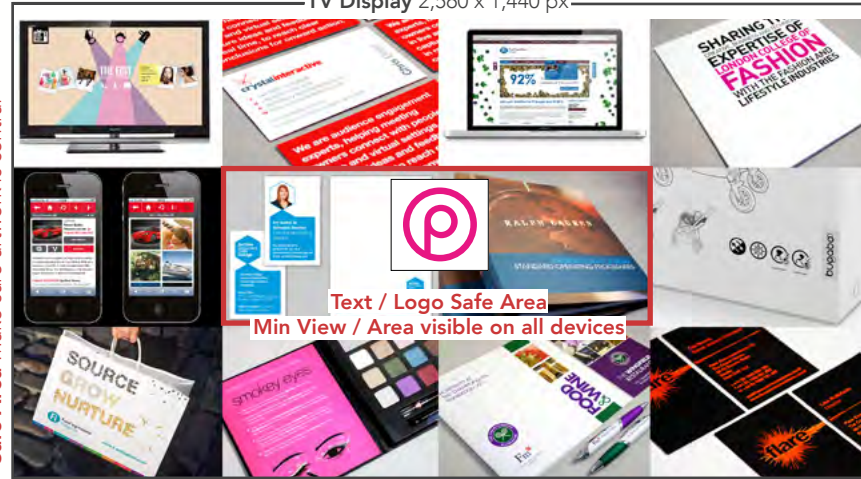
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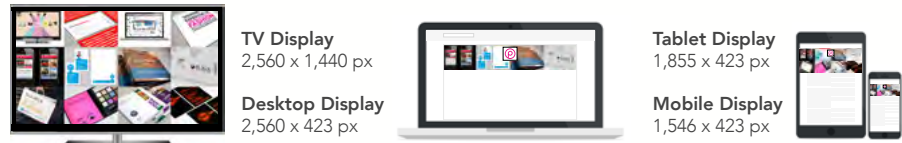
### Overview of Channel Art Specs

TV Display 2,560 x 1,440 px



Safe Area Make sure artwork is central

Text / Logo Safe Area  
Min View / Area visible on all devices



### YOUTUBE checklist

- |  |                          |  |                          |
|--|--------------------------|--|--------------------------|
| Channel Banner (2,560 x 1,440 px, illustrated) | <input type="checkbox"/> | Video Upload (Up to 2,560 x 1,440 px)      | <input type="checkbox"/> |
| Youtube automatically resizes as               | <input type="checkbox"/> | Video Title (Up to 100 characters)         | <input type="checkbox"/> |
|  | <input type="checkbox"/> | Video Description (Up to 5,000 characters) | <input type="checkbox"/> |

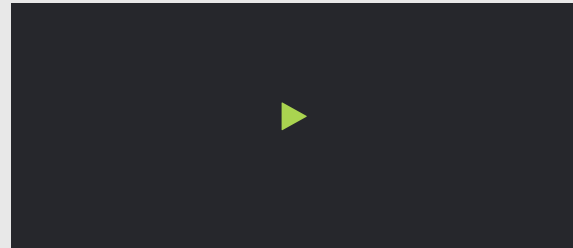
## BRANDED CHANNEL

Company Name



Profile Image  
300 x 300 px

Featured Videos



About:

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Video Upload:

Standard Definition 4:3 ratio 640 x 480 px  
Standard Definition 16:9 ratio 640 x 360 px  
720p HD Video 1,280 x 720 px  
1080p HD (Plus/PRO) 1,920 x 1,080 px

Recently Uploaded



Portraits:

300 x 300 px

### VIMEO checklist

- |                              |                          |                                       |                          |
|------------------------------|--------------------------|---------------------------------------|--------------------------|
| Company Name                 | <input type="checkbox"/> | Video Upload (Up to 1,920 x 1,080 px) | <input type="checkbox"/> |
| Profile Image (300 x 300 px) | <input type="checkbox"/> |                                       |                          |
| About                        | <input type="checkbox"/> |                                       |                          |

## CHANNEL (PRO ACCOUNT)

Channel header 960 x 100 px



Background

Upload up to 800KB

\*Note: Choose or build your own background theme. Text colour may be chosen too.



Company Name



Profile Image  
Up to 500 KB / 96 x 96px

About:

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File Formats:

Presentation: Adobe PDF, Open Office Presentation Doc Odp, Microsoft Powerpoint

Infographics: PDF



Document

Up to 300MB

File Formats:  
PDF, Word, Open Office Doc

Infographics: PDF

Video Upload:



Up to 500MB

### SLIDESHARE checklist

- |  |                          |                               |                          |
|--|--------------------------|-------------------------------|--------------------------|
| Company Name                             | <input type="checkbox"/> | Channel header (960 x 100 px) | <input type="checkbox"/> |
| Profile Image (Up to 500KB / 96 x 96 px) | <input type="checkbox"/> | Document Upload (Up to 300MB) | <input type="checkbox"/> |
| About / Company Summary                  | <input type="checkbox"/> | Video Upload (Up to 500MB)    | <input type="checkbox"/> |