The Easy
Social Media Image Dimensions Guide
FACEBOOK • TWITTER • PINTEREST • INSTAGRAM

FACEBOOK

COVER IMAGE
851 X 315

PROFILE
180 X 180

APP IMAGE
311 X 74

IMAGE POST
1200 X 900
OR 1200 X 1200

LINK POST
1200 X 627

47% of Americans say Facebook is the #1 influencer of purchases
- Jeff Bullas

More than 1 million links are shared every 20 minutes by users
- Leverage New Age Media

TIP: Make your email sign-up form more visible by editing the order of your apps
70% of online consumers have used Pinterest for buying inspiration
- ForMEdia

80% of pins on Pinterest are actually repins
- Search Engine Journal

TIP: Use keywords and phrases in the description of your boards to boost searchability
Every second 8000 people like a photo on Instagram
- Digital Insights

The average Instagram user spends 257 minutes on the site every month
- Maximize Social Business

TIP: Use brightness, highlights, shadows and the lux function to significantly correct dark images

Reach customers. Build your brand. Grow Sales. SnapRetail is the only complete marketing solution for independent retailers. Learn more at www.snapretail.com/getstarted.