Facebook Image Size Reference Sheet

Profile image
Finish size:
160px x 160px
Make
720px x 720px

Cover photo
Size: 851px x315px (Desktop)

Size: 560px x315px (Mobile)

Post image/photo
Size: 1200px x 630px

Post image- Square
Size: 1200px x 1200px

Event cover photo
Size: 1920px x1080px

DATE
00

EVENT TITLE
Hosted by:
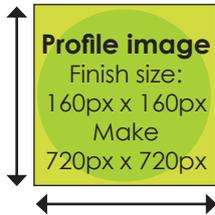
Profile image
Finish size: 160px x 160px

Create the image:
720px x720px to allow for the best quality and also be mindful that it will show as in a cirlce in the newsfeed so make sure the content is centered.

Save As:
PNG or JPG
I normally do the profile and cover photos as PNG's

General rules on images and facebook posts

Keep text to a minimum on images and not too small. Facebook scales down some images when they are uploaded, so when using text on an image be aware this may appear smaller in the news feed.

Use good quality images. There is nothing worse than seeing a pixelated image on a post. Make sure images are good resolution when creating posts.

Clear fonts You only have seconds to grab your customers attention! Ensure you use a clear font so they can read text on your image quickly and easily.

Cover photo
Size: 851px x315px (Desktop)
Size: 560px x315px (Mobile)

Create the image:
Set the dimensions at the correct size. If you create artwork for a desktop just ensure any words and branding is centred so it won't be cut off on a mobile.
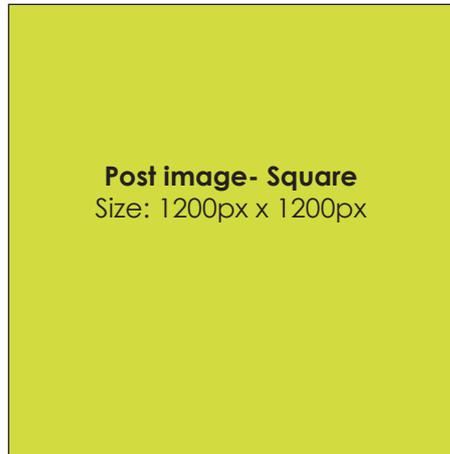
Save As:
PNG or JPG

Post image/photo
Size: 1200px x 630px

Create the image:
Set the dimension at the correct size.

Save As:
PNG or JPG

Square images
If you want your post images to be larger we always work on square dimensions as a rule and this has always ensured nothing gets hidden from the image on a timeline.
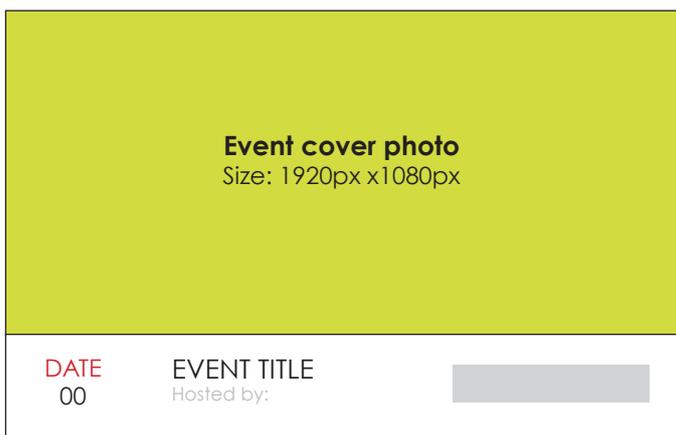
Event cover photo
Size: 1920px x1080px

Create the image:
Set the dimension at the correct size as facebook will scale down when it uploaded to the event.

Save As:
PNG or JPG