

COFA M&C Guide to Social Media

Image Sizes, Video, and Text Limits

A basic guide to image, video, and text limits for your social media practice. Please be aware, these limits and specs may change over time, as each platform adjusts its requirements.

Character Count Limits

f Facebook: 63,000+ (long posts are ok, but first 100 characters needs to be specific)

@ Instagram: 2,200 characters (hashtags, and other linked profiles help)

t Twitter: 280 characters (hashtags, and other linked profiles help)

Make Your URL (links) Shorter with bitly.com/ (a free account)

Turn something like this:

<https://www.ohio.edu/fine-arts/about/arts-college-survival-skills>

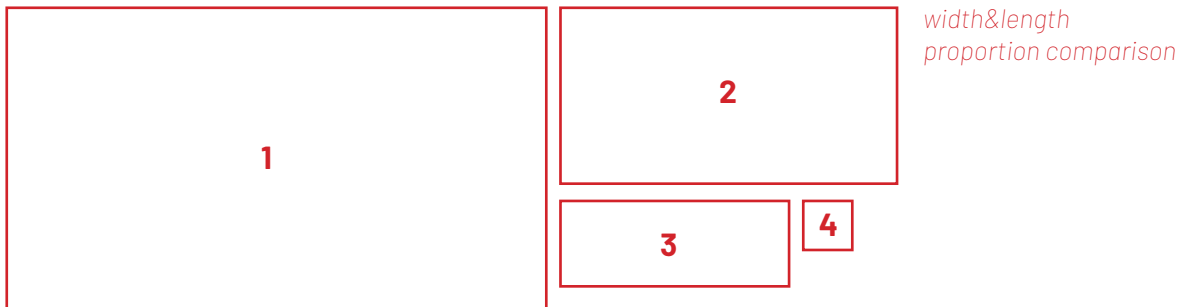
into this: bit.ly/OHIOsurvivalskills

Images Size Specs

**All sizes in pixels below*

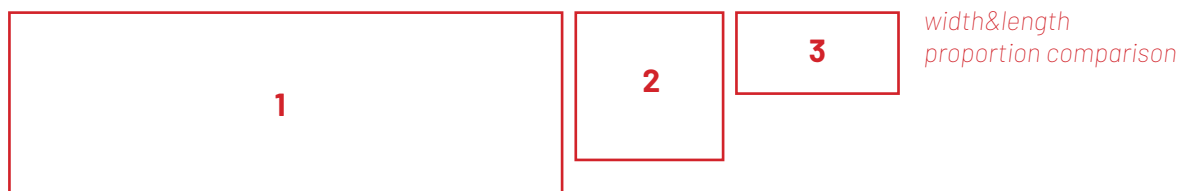
f Facebook:

1. Event (banner) Image: 1920 x 1080
2. Shared Image for posting on timeline: 1,200 x 630
3. Cover Photo: 820 x 312
4. Profile: 180 x 180



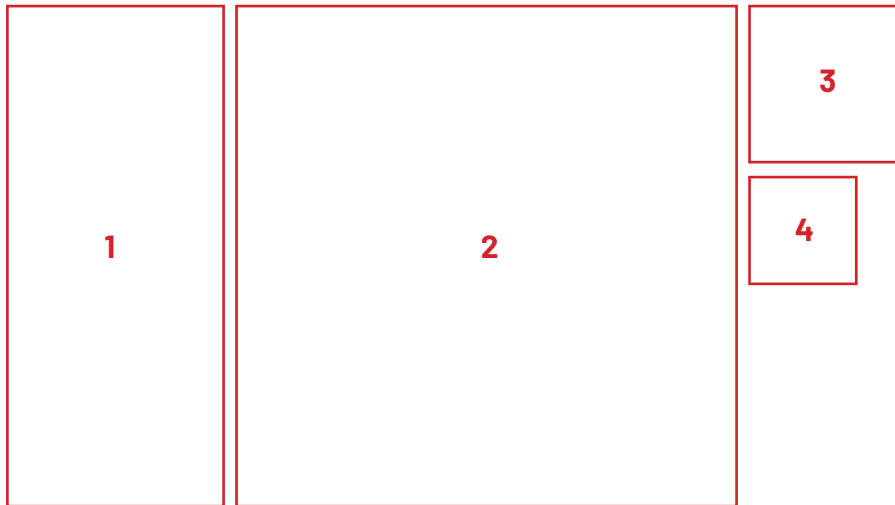
t Twitter:

1. Header (banner) Photo: 1,500 x 500
2. Profile Photo: 400 x 400
3. In-Stream Photo: Minimum 440 x 220 (2:1 Ratio)



📷 Instagram:

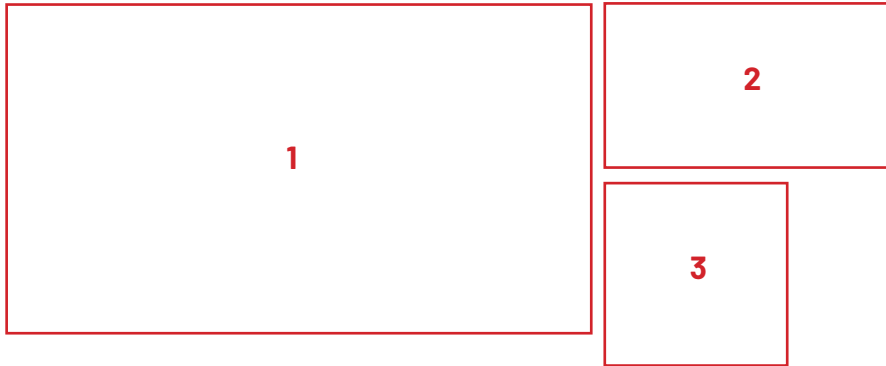
1. Instagram Stories: 1080 x 1920
2. Photo Size: 1080 x 1080 (minimum size: 510 x 510 pixels)
3. Photo Thumbnails: 161 x 161
4. Profile Picture: 110 x 110



*width&length
proportion comparison*

📺 Youtube:

1. Channel Cover Photo: 2,560 x 1,440
2. Video Uploads: 1280 x 720 (Minimum HD)
3. Channel Profile Image: 800 x 800



*width&length
proportion comparison*

Editing and resizing

Need help adjusting image sizes, and not Photoshop ready?

Try these online tools:

- pixlr.com/e/
- pixelmator.com/photo
- gimp.org
- photopea.com

Other Helpful Guidance:

- Platform specific help for [Facebook](#), [Instagram](#), and [Twitter](#)
- [Sprout Social Guide](#)

Your College of Fine Arts Social Media network

**Click the icon to link to profile site*

UNIT	Facebook	Instagram	Twitter	Other
College				
Art + Design				
Music				
Dance				
Film				
Theater				
i-Arts				
Marching 110				
Athena Cinema				
Kennedy Museum				
Tantrum Theater				