



WE ARE **AD**

Social Media Marketing: Facebook Size Guide



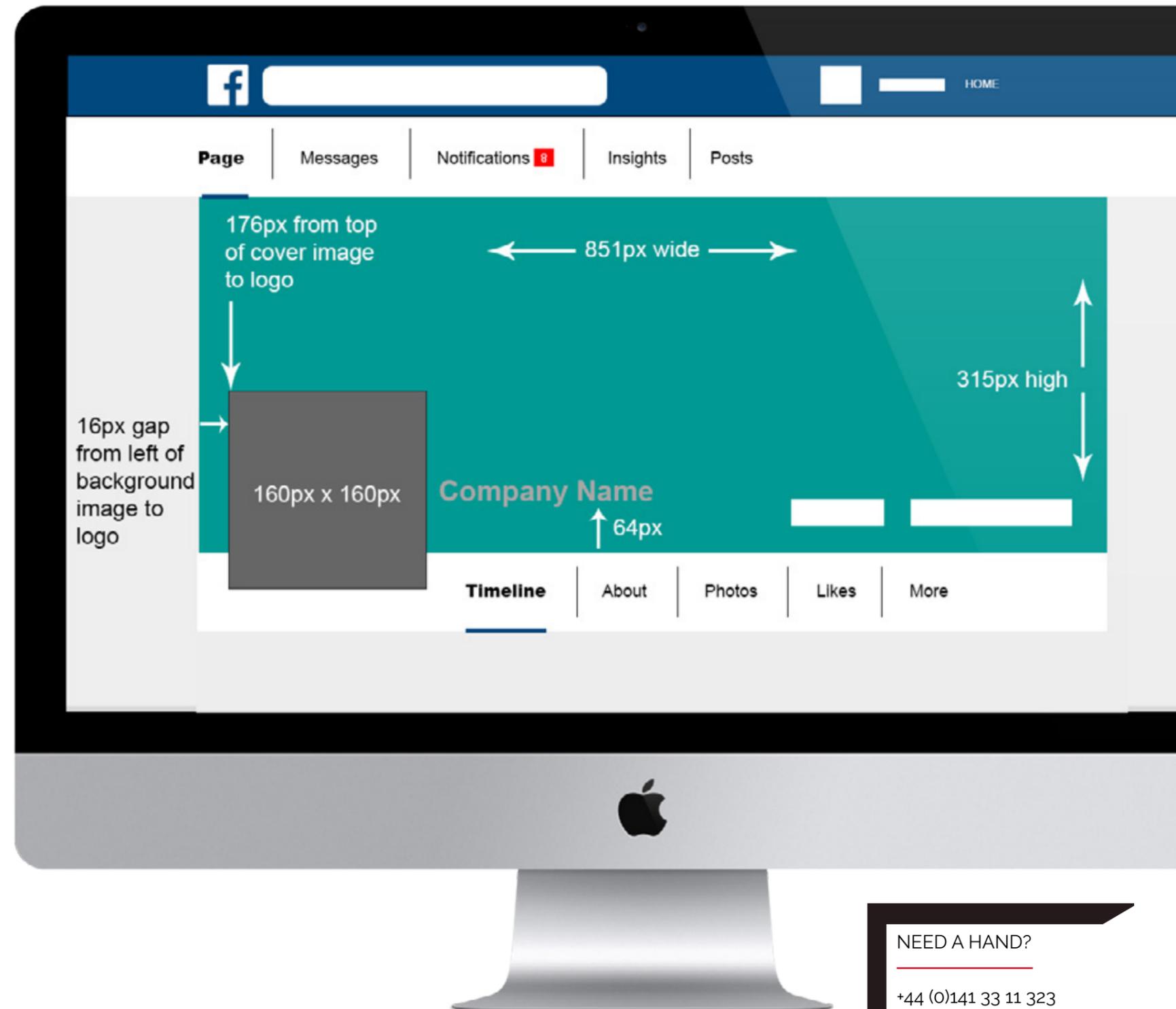
FACEBOOK SIZE GUIDE

Are you face(book) palming every time you try and make your Page look polished? Need a bit of advice on how to make your Facebook Page the business?

Pictures speak a thousand words so your profile and cover images are hugely important factors in clearly communicating your brand online. Your profile photo will be displayed every time you comment on a post or people see you in the search function, so make sure it speaks volumes.

DESKTOP:

- Your profile photo must be at least 180px wide by 180px high (you want it to be a decent quality), however when it is displayed it will appear as 160px by 160px.
- For businesses the best profile photo is a high resolution version of your company logo - make sure it adheres to brand guidelines though so as not to urk your brand guardian!
- Profile photos are located 16px from the left of the cover image and 176px from the top of it - this is important if you want to have visual elements in your cover image, so that you don't hide anything accidentally.
- The thumbnail image, which will pop up all over Facebook as you comment and post to your hearts content, will appear at 32px by 32px.



NEED A HAND?

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FACEBOOK SIZE GUIDE

Your phone may be smart but you need to be smarter! Have you considered how your Facebook Page appears on mobile as well as desktop?

When it comes to viewing from a smartphone your Facebook Page dimensions shift to fit the space available. Plus, with 48% of worldwide users now accessing social media from mobiles it's not something you can ignore.

MOBILE:

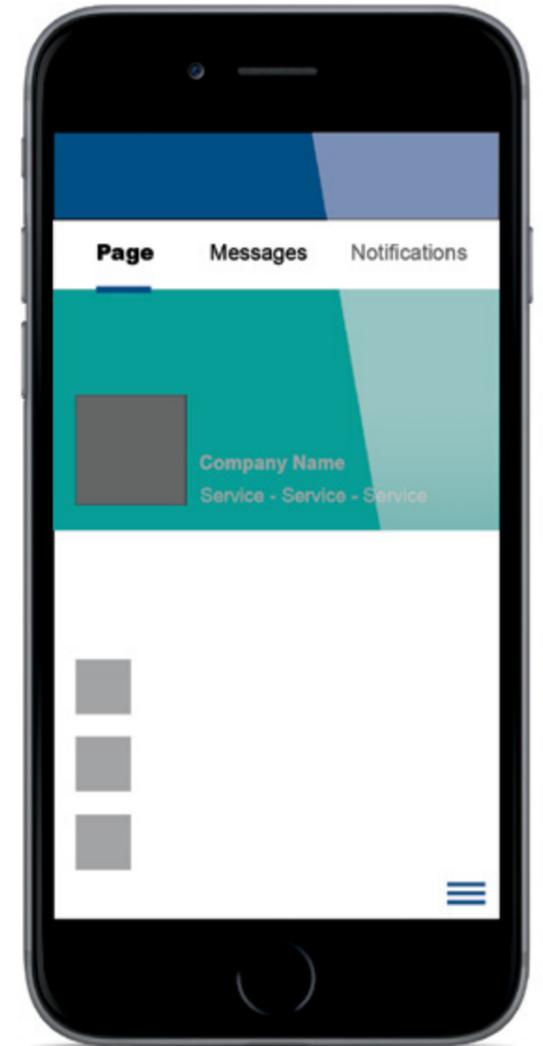
- Again your profile image should be uploaded at a minimum 180px by 180px (it still needs to display on desktop computers too remember), however when displayed on a smartphone it will appear at 160px by 160px (and 50px by 50px on the majority of feature phones)
- Different to desktop, and thus important when creating your background image, is that on a smartphone your profile photo is displayed 24 pixels from the left of the cover photo and side of the phone screen, 24 pixels from the bottom of the background image and 196 pixels from the top of your cover picture.
- Your background (AKA cover) image will display at 640 px wide by 360 px tall on smartphones and won't show at all on feature phones
- Top tip for background images: save them as sRGB JPG files - they load faster!

1bn⁺

USERS GLOBALLY
ON FACEBOOK

58%

PENETRATION RATE
ACROSS THE UK



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ABOUT AD



WE ARE AD

We are bold. We are passionate. We are a diverse team of creative and strategic individuals. We are AD.

AD is an award-winning, creative digital agency in London, Manchester and Glasgow. We take our 17 years of experience and apply it, with our passion for learning more, to create truly innovative digital solutions for clients across industries. Our diverse team is made up of driven individuals in strategy, digital marketing, creative design, web development and client services.

It is our collective ingenuity, combining a mix of creative and technical skill sets, that pushes us to think outside the box.

WHY CHOOSE AD?

We are accredited professionals, who love a challenge. Our success is based on your success. We build long-term partnerships helping our clients to achieve their goals and we are driven to surpass expectations. Our accreditations include:

- Google Partner Agency
- Google Partnership Program
- 'Best Digital Agency 2013' - ScotlandIS Digital Awards
- 'Best Online Business' Runner up - Scottish Business Awards 2014
- RAR Recommended 2015
- WWDC Recommended 2015
- PSM1 certified Scrum Masters

“I’ve worked with AD for many years now and love their approach to building long-term relationships with clients. Our gorgeous new responsive website allows Azure to capture and cater to visitors on all devices, from mobile to desktop computers, and simplifies the user journey. AD’s attention to detail, creativity and guidance from project inception through launch and beyond is what sets them apart and I look forward to continuing to work them.”

HEAD OF MARKETING,
AZURE