

PATRICIA **BROWNE**
browne & company

Ultimate
**SOCIAL
MEDIA**

**CHEAT
SHEET**

2017 Edition

FACEBOOK

LINKEDIN

PINTEREST

TWITTER

SOCIAL MEDIA

CHEAT SHEET SERIES



Cover image: 828 x 315 px

Profile
Image:
180 x 180 px

Shared Image or Shared Link:
1200 x 630 px

Timeline
Newsfeed

Highlight Image: 1200 x 717 px

FB Ads

Clicks to Website
Website Conversions
App Engagement
Local Awareness
Event Responses
Offer Claims
App Installs
Lead Generation
1200 x 628 px

Page Post Engagement
1200 x 900 px

Page Likes
1200 x 444 px

Video Views
1200 x 675 px

Character Text limits:

Ad Headline: 25

Ad copy: 90

Ad link description: 30

Page Post Engagement: 500

Status update: 63,206

Need more clients?
Focus your social marketing and
TURN LEADS INTO SALES.

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Personal Home Page

Background image: 1000 x 425

Profile
Image:
400 x 400 px

LinkedIn Ads
Wide Skyscraper: 160 x
600 px
Medium Rectangle: 300
x 250 px
Leaderboard: 728 x 90
px

Business Home Page

Banner for top of page: 974 x 300 px

Logo
300 x 300 px

Post/Pulse Images

LinkedIn Pulse/Posts
700 x 400 px*

Thumbnails
110 x 180 px

*taller images will be either cropped or
shrunk depending on where it appears

Need more clients?
We can help you use social to
TURN LEADS INTO SALES.

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SOCIAL MEDIA



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Profile
Image:
165 x 165 px

Thumbnails
for uploading
MINIMUM
80 x 80 px

Pin in feed
238 wide x
proportional*

Expanded pin
size 736 wide x
proportional*

Videos and slide shares will default to the standard pin or expanded pin width; height will be automatically set on upload.

TIP: Create a cover image with a superimposed faux play button and link to video. You can also add a call to action this way.

* Pinterest handles all images - both personal and promotional - the same way. It sets the width to a specific size and then automatically creates a proportional height. You will get best share results from images that are about 2:3 or 1:3.5 aspect ratio.

Character Length Limits

Profile Name: 37 characters
Bio/About: 160 characters
User Name: 15 characters
Board Name: 100 characters
Board Description: 500 characters
Pin Description: 500 characters

2:3 Ratio best share size:

Feed Pin: 238 x 357 px
Expanded Pin: 736 x 1104 px

1:3.5 Ratio best share size:

Feed Pin: 238 x 833 px
Expanded Pin: 736 x 2576 px

Pins taller than 2576 px will be truncated with a "more" button.

Need more clients?

Use email funnels and Messenger chatbots to drive your business.

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Header image: 1500 x 500 px

Profile
Image:
400 x 400 px

In-Stream Image: 506 x 253 px

Twitter Stats

- **Timing:** Tweet between 8 am - 6 pm for 30% more engagement
- **Images:** Tweets with images get twice the engagement
- **Keep it short:** Tweets with 100 characters get RT more
- **Add a link:** Links in Tweets make them twice as likely to be shared
- **Hashtags:** 1-2 mean twice as much sharing. 3 or more 17% LESS sharing.
- **Ask for Retweet:** Want 12 times the Retweet? Ask for Retweet and not RT.
- **Bonus:** Best tip of all? Share QUALITY content.

Need more clients?

Use social media to

TURN MORE LEADS INTO SALES.

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