e-book 1

How to...
create social media profile graphics for your business

Does this Sound like you?

Don't feel sad!
You've got this!

If you related to one or more of the emojis on page 2 then you should find this information useful. From past experience I definitely used to relate to several!

I'm aware that the challenges of social media in businesses can be really frustrating! That's why I've created this e-book to help ease the stress. You'll find some excellent tips to help you understand a bit more about image templates and formats. You'll also be able to go on and create your own social media business profile images with confidence for the following platforms.

Stand out from the crowd!

If you want to expand awareness of your brand on social media and reach a wider audience, it's important to set time aside to consider your visual message. Carefully considered imagery based on your business model can help increase engagement, look more professional and promote your services more clearly. Setting up images correctly for each platform is key. In short, well planned images speak a thousand words!

Okay, let's learn a little more about social media graphic templates on the next page.
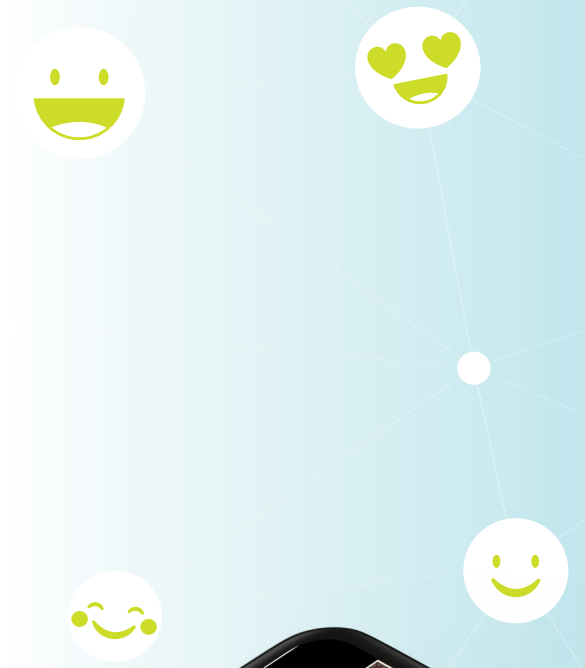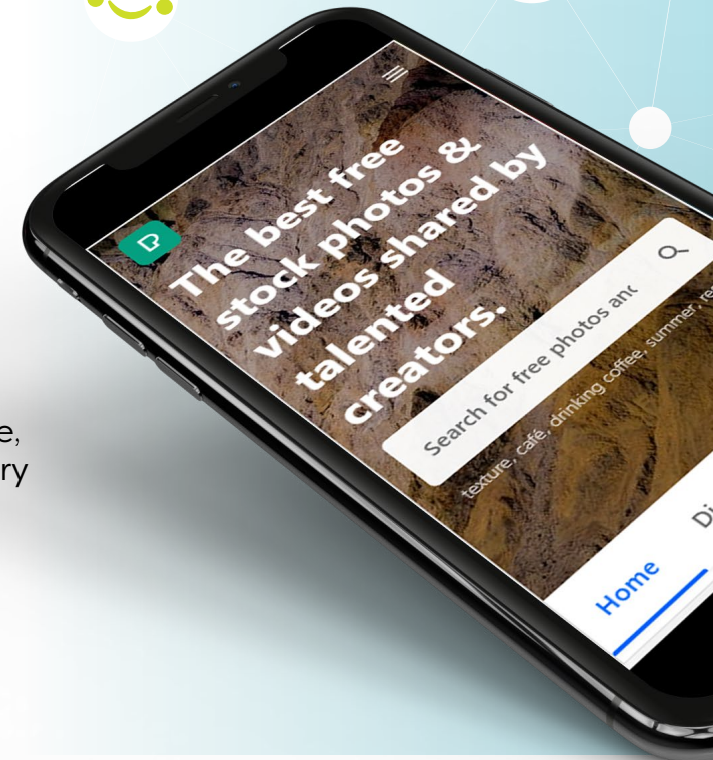
One size
does not fit all

This area is visible on a mobile (24px deep)

This area is visible on a desktop (90px wide)

Facebook Business Page Cover Image

Limelite CREATIVE

Recommended overall dimensions **820px wide by 360px deep**

This area is visible on a mobile (24px deep)

This area is visible on a desktop (90px wide)

Facebook Profile Image

180px wide by **180px deep**

This area is visible on a mobile (98.5px deep)

Facebook Group Page Cover Image

Limelite CREATIVE

Recommended overall dimensions **1640px wide by 859px deep**
The white area is visible on a **desktop (662px deep)**
The full area is visible on a **mobile (859px deep)**

This area is visible on a mobile (98.5px deep)

Profile pic area **400px** by **400px** (circle position adjusts depending on device)

desktop

mobile

tablet

Twitter Cover Image

Limelite CREATIVE

Recommended overall dimensions **1500px wide by 500px deep**
File types: PNG, JPEG, or GIF (not animated) are recommended.

Full sizes are on actual templates.

Twitter Profile Image

400px wide by **400px deep**

Once you've downloaded the templates, you can then follow the information in this guide to create graphics that work!

YouTube Cover Image

The large area is visible on a TV
2560px wide by **1440px deep**

This is the max area visible on a desktop **2560px by 423px**

This area is visible on a tablet **1855px by 423px**

Desktop minimum and mobile
SAFE AREA
1546px wide by **423px deep**

Recommended overall dimensions **2560px wide** by **1440px deep**

YouTube Profile Image
800px wide by **800px deep**

Limelite
CRE☆TIVE

Instagram Square Image

Limelite
CRE☆TIVE

Recommended overall dimensions
1080px wide by **1080px deep**

Instagram Profile Image

110px wide by **110px deep**

Full sizes are on actual templates.

LinkedIn Company Page Cover Image

PLEASE REMEMBER:
Profile image will obscure cover image slightly

Limelite
CRE☆TIVE

Recommended overall dimensions **2256px wide** by **382px deep**

LinkedIn Personal Page Cover Image

PLEASE REMEMBER:
Profile image will obscure cover image slightly

Limelite
CRE☆TIVE

Recommended overall dimensions **1584px wide** by **396px deep**

LinkedIn Personal Page Profile Image
400px wide by **400px deep**

LinkedIn Company Page Profile Image
**300px wide** by **300px deep**

It's like magic!

Social media template dimensions are cleverly designed to work across a range of devices and screen sizes including desktop, tablet and mobile. I don't know who calculated the sizes, but, in my eyes, it's like magic!

Using templates specific to each social media platform will ensure that your graphics display optimally on most screen sizes.

Here is an example of my LinkedIn personal page template in action to let you see how one graphic can work across multiple devices.

LinkedIn Personal Page Cover Image

Limelite
CRE☆TIVE

Recommended overall dimensions **1584px wide** by **396px deep**

Desktop

Tablet

Mobile
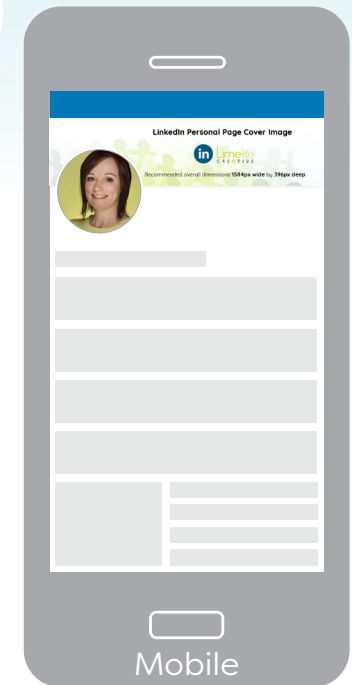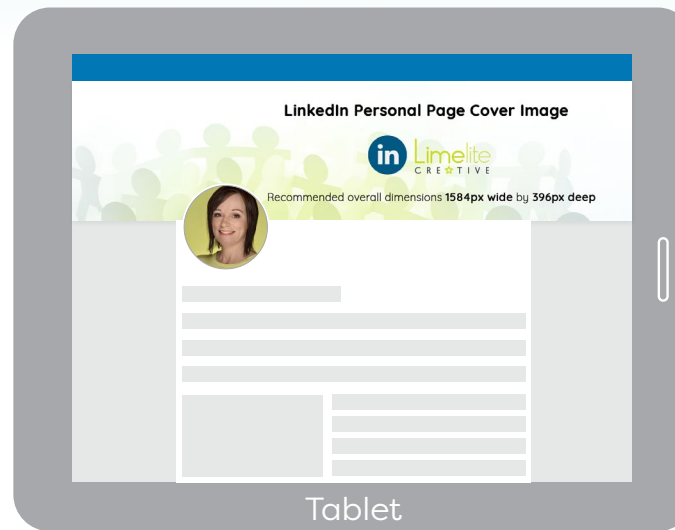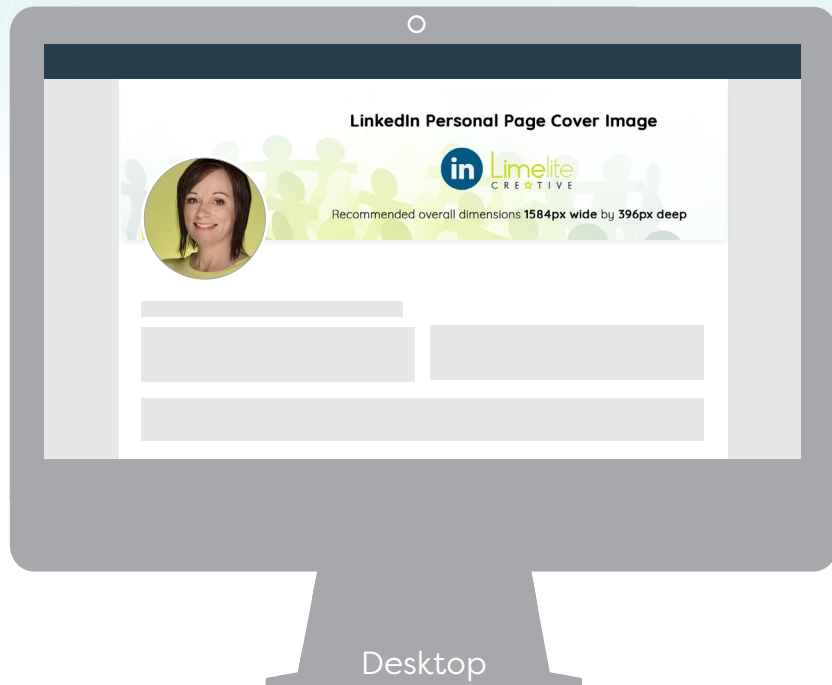
free!
creative
software
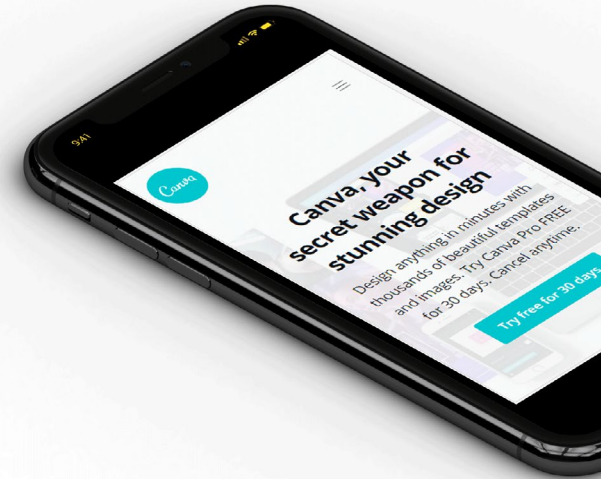
You can create your social media graphics using various software applications.

I use Adobe Photoshop CC on my desktop as it gives me more control, as well as the ability to save layered files that I can organise in folders and edit over and over again. However, Adobe software can come at a cost!

With that in mind, here are some examples of **free** online apps you can use. There are oodles of pre-made templates ready and waiting and you can create graphics on desktop and mobile devices. If you want to access additional features though, you'll need to upgrade to the premium versions to unlock them.

Have a look! Experiment and see what works best for you!

Canva

PicMonkey

s SNAPPA

desygner

pablo

GRAVIT DESIGNER

Sp Ps

Helpful 😃 hints!

To achieve the best results for your business profile images, I recommend the following...

free! image resources

Many stock photographs are copyright-free or they will be licensed under Creative Commons Public Domain Dedication which allows copyright owners to release their works without restriction. This means you can copy, modify and distribute images, even for commercial purposes, and without asking permission. However, please be aware that some photos will have copyright restrictions.

Here is a selection of **free** professional stock image sites. You'll get a feel for which ones work best for you!

Below are subscription-only sites where you'll need to pay a monthly fee or a one-off payment but they do occasionally offer freebies!

A little bit about image types

JPEG
This is possibly the most popular for social media. It's a great format for storing strong photos at a smaller file size. You can also store JPEGs in your image folder and export the final versions as PNGs.

PNG8
This format is ideal for flat colours overlaid with text. However, it displays only up to a maximum of 256 colours so if you have an image with effects applied it might not display as well. PNG is better quality than JPEG but large photographic PNGs can have a much larger file size.

PNG24
The file size of this format is larger than a PNG8 but it's good for saving graphics that have a mix of images and type. It can display up to 16 million colours! Use only when required though because larger images mean longer loading times!

GIF
This format is not the most obvious choice to use but it does the same job. I'd go with JPEG or PNG first though! Some platforms can also display animated GIFs!
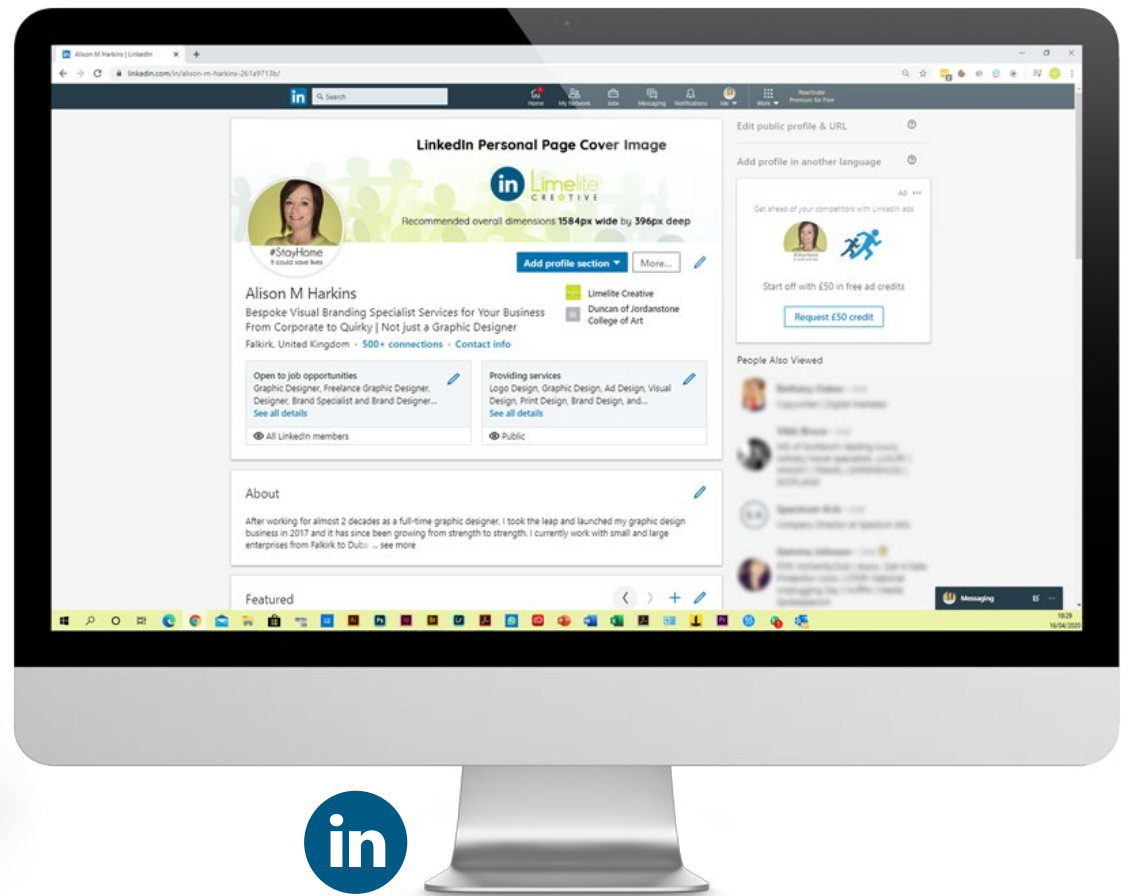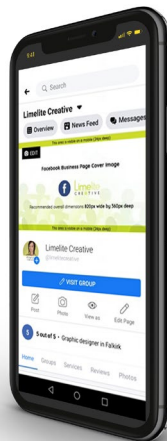
Social media platforms optimise your images!

For the best results you should upload images from a desktop. Uploading from a mobile can compromise image quality.

Consistency
is oh so cool

Everything here is consistent and works well across various devices.

Tips for brand image consistency

You should be aiming to build good awareness of your product/service in a consistent way that evokes a feeling. In return this can develop trust and loyalty with your audience.

VOICE
What's your unique voice? What is it that makes you stand out over other similar businesses? It's really important to keep that in mind.

FONTS
Choose a suitable font that works and use consistently in your graphics.

COLOUR PALETTE
Bold is good - but remember to use the same colour palette across your imagery to keep everything in sync.

LOGO
Place your business logo consistently and in the correct format on your graphics. Avoid using boxed logos unless that's your intention!

FILTERS
If there's a specific photo filter effect that works, then use that across your images to make your business brand imagery more recognisable.
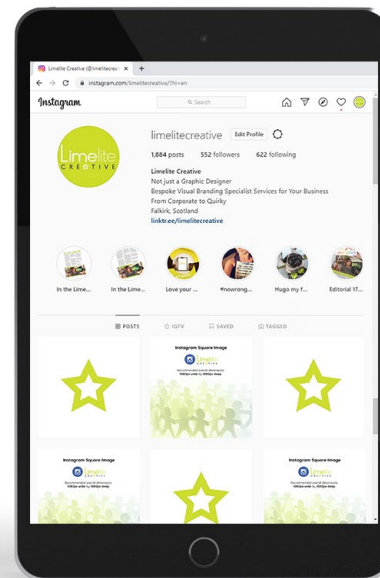
It's over to you now!

Now that you have this guide to help you, I hope that it gives you the confidence to move forward and create visually appealing graphics for your business.

Thank you for downloading my e-book and please remember to use it as a handy reference.

Look out for my next one which will focus on helping you create shared post images (these are the images you post on your various timelines).

Until then, keep on going. I know you can do it!

You've got this!

Alison

> " **Believe you can and you're half way there.** "
>
> *Theodore Roosevelt* 1858-1919

Thank you so much for downloading my first e-book!

I hope you find it useful!
Have fun creating
lots of wonderful
images for your
business!

#fromcorporateto*quirky*

Alison M Harkins
(not *just* a Graphic Designer)

m: 07882 694 306

Find me here