

UCIAA MarCom

Graphic Size & Dimensions Cheat Sheet

Hello Alumni Staff and student workers: Here are the sizes for all the platforms that we use in our social media & department marketing.

UCIAA Main Event Graphic:

(960×540 pixels for Events Digest and alumni website Events Page)

1920X1080, 16:9 aspect ratio, 1080p (Works for Twitter, Email Header, LinkedIn)

Aventri Registration Page Header:

8111x2888 | 2.7 MB | 300 dpi | 32 bit

UCIAA Event Page Graphic:

Website Header (1900 x 650 pixels)

Corresponding graphics must be in a rectangle size,
(960×540 pixels, 16:9 aspect ratio, 1080p).

(PROTIP#1-try to include large images and less text if possible! Decreasing the repeating text that will be shared below the image will help your graphic stand out! Protip #2- include your chapters logo!) and place the text in the format below:

Event Digest Details Submission Format:

Title:

Date: (month) (day of month) (no year)

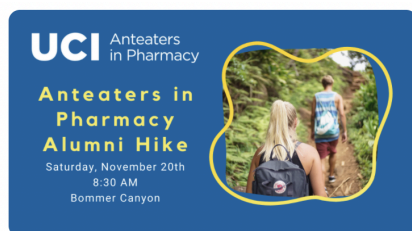
Location: | **Time:** (Time)(a.m or p.m) (timezone)

Name of Location (if applicable ex: “Zoom” or address- no zip code)

Physical address

Web Link:

EXAMPLES BELOW:



Anteaters in Pharmacy Alumni Hike
November 20
Bommer Canyon | 8:30 a.m. PST
6400 Shady Canyon Trail, Irvine, CA 92603

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Vietnamese American Alumni Chapter &
Anteaters in Law: Is a Career in Law Right for you?

December 2
Zoom | 3 - 4 p.m. PST

LEARN MORE

Social Media Graphics:

To make social media graphics, we suggest using our CANVA program. It is preloaded with images, UCIAA logos, UCI fonts and brand colors, templates and graphics that may be useful for your needs!

Canva: <https://www.canva.com/>

Username: uciaamarcom@uci.edu

Password: Anteater2012

Social Media Image Sizes 2021				
				
Profile photo:	320 x 320	170 x 170	400 x 400	400 x 400
Landscape:	1080 x 566	1200 x 630	1024 x 512	1200 x 627
Portrait:	1080 x 1350	630 x 1200	N/A	627 x 1200
Square:	1080 x 1080	1200 x 1200	N/A	N/A
Stories:	1080 x 1920	1080 x 1920	1080 x 1920	1080 x 1920
Cover photo:	N/A	851 x 315	1500 x 1500	1128 x 191

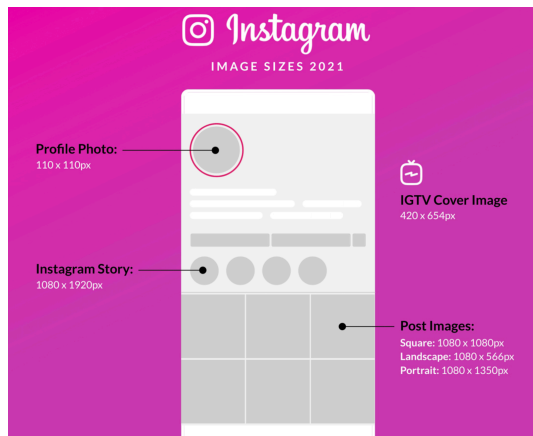
See Samples on Canva Here:

- <https://www.canva.com/sizes/social-media/>

- <https://blog.hootsuite.com/social-media-image-sizes-guide/>
- <https://visme.co/blog/social-media-image-sizes/>
- UCIAA Canva Templates:
<https://www.canva.com/folder/FAEbKPRnu-w>

Instagram:

Image Post: 1080 x 1080 px
Landscape Post: 1080 x 566 px
Portrait: 1080 x 1350 px
Instagram Stories: 1080 x 1920 px



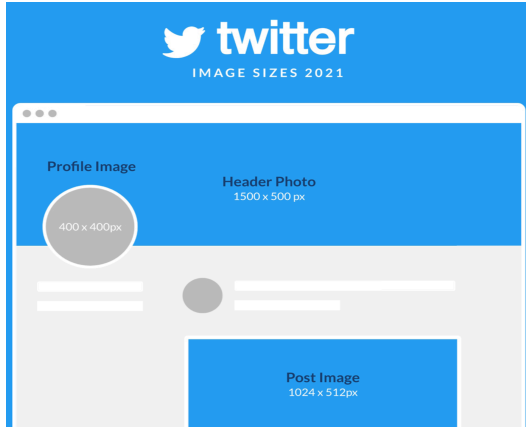
Facebook:

Image Post: 1,200 x 630 px
Share Image or Link: 1,200 x 628 px
Event Image: 1920 x 1080 px
Facebook Stories sizes: 1,080 x 1,920 p



Twitter:

Landscape Image Post: 1024 x 512
Profile Picture: 400 x 400
Share Image or Link: 1,200 x 628 px



Linked In:

Landscape Image Post: 1,200 x 1,200 px

Share Image or Link: 1200 x 627 px

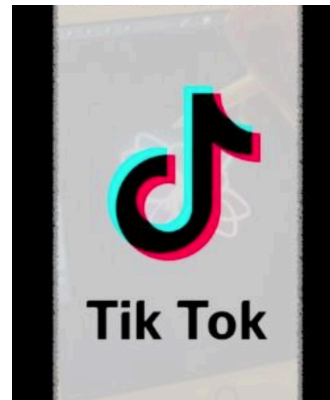
Event Image: 1,200 x 627 px



TikTok:

Video Upload: 1080 x 1920

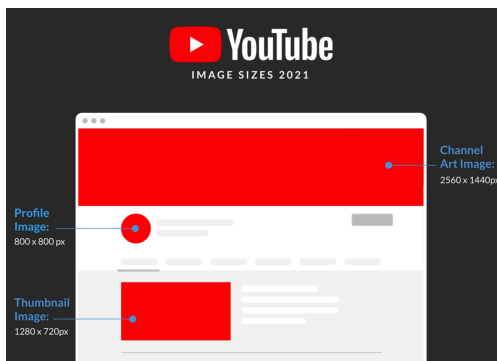
Aspect Ratio: 9:16



YouTube:

Video Upload: 1280 x 720 (Minimum HD)

Aspect Ratio: 16:9





Facebook Page Photo Sizes

	minimum	optimal	maximum
• Page Cover Photo	400 x 150	1200 x 674	see template ¹
• Group Cover	not specified	1640 x 856	see template ¹
• Event Cover	1200 x 628	1920 x 1005	see template ¹
• Profile Picture	170 x 170	340 x 340	crops round
• Link Image	600 x 315	1200 x 630	(1.91:1 ratio)
• Photo Post Widths for quality	720, 1200, 2048		(up to 2:3 ratio)
• Photo Viewer max			2048 x 2048



Pinterest Photo Sizes

• Profile Photo	180 x 180	600 x 600	600 x 600
• Pins (recommended)	600 x 600	1000 x 1500	1000 x 2100*
• Profile Cover	800 x 450	1920 x 1080	10MB image, 2GB video

*Taller than 1:2.1 will be cropped in feed. Wider will be scaled down.



Instagram Photo Sizes

• Profile Photo	110 x 110	320 x 320	crops round
• Story Image	540 x 960	1080 x 1920	(9:16 ratio)
• Photo Post	1080 x 566	1080 x 1080	1080 x 1350 ⁵

⁵larger sizes will work but will be sized to 1080 width by Instagram



Twitter Photo Sizes

• Header	not specified	1500 x 500	see template
• Profile Photo	200 x 200	400 x 400	crops round
• Tweeted Image	600 x 335	1200 x 675	any height when clicked
• Twitter Card (link)	600 x 314	1200 x 628	(1.91:1 ratio)



LinkedIn Photo Sizes

• Profile Banner	not specified	1584 x 396	(4:1 ratio)
• Profile Avatar	200 x 200	400 x 400	20,000 any side
• Update/blog post	600 x 314	1200 x 628	(1.91:1 ratio)
• Page Cover	1128 x 191 ¹	2256 x 382 ¹	2 MB
• Page Logo	300 x 300	300 x 300	4 MB



YouTube Photo Sizes

• Channel Art	1546 x 423	2560 x 1440	see template ¹
• Video Thumbnail	640 x 360	1280 x 720	
• Channel Icon	not specified	800 x 800	

¹crops differently per device, see template