

# Social guidelines

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In this document we provide image sizes, character limits and video length for the main social platforms. All image sizes provided below are in pixels.

## Facebook

Image size - 1,200 x 628  
Headline Text - 25 Characters  
Description Text - 30 Characters  
Body (Main text) 5,000 Characters  
Text in Image - Less than 20% Text on image  
Video Length - Sub 1 minute (preferably <30 seconds)



## Twitter

Image size - 1200 x 675  
Headline Text - 50 Characters  
Body (Main Text) - 280 Characters  
Video Length - Sub 1 minute (preferably <30 seconds)



## Instagram

Instagram story size - 1080 x 1920  
Instagram post image size - 1080 x 1080  
Headline Text - 25 Characters  
Body (Main text) - 2,200 Characters  
Text in Image - Less than 20% Text on image  
Video Length - Sub 1 minute (preferably <30 seconds)



## LinkedIn

Image size - 1,200 x 628  
Headline Text - 70 Characters  
Description Text - 300 Characters (100 on mobile)  
Body (Main text) -1,300 Characters



## YouTube

Image size - minimum 1280 x 720  
Characters - 1,000

