

# Social Media Graphics

Considerations for developing your brand through various online presences

## FACEBOOK

Despite the constant parade of newcomers to the social media circuit, *Facebook* continues to be the hub of people's pretend Internet lives.

All kidding aside, no site is more capable of driving traffic to your other online presences than this site. Coincidentally, they realize this and can (have) set whatever rules they like.

So, here's the list of things you *can't* use you cover photo for:

- ▶ *Encourage people to upload your cover to their timelines*
- ▶ *Include contact information, like your website address, email, mailing address, or information that Facebook wants you to put in your Page's "About" section*
- ▶ *Include references to Facebook features or actions, such as "Like" or "Share" or an arrow pointing from the cover photo to any of these features*
- ▶ *Include calls to action, such as "Get it now" or "Tell your friends."*

So, you can't really use it as a marketing tool – *at all*. But, you can use it as a spot for a cool picture and a few words.



### Facebook Graphics Quick Facts

#### COVER PHOTO

Dimensions	851 pixels by 315 pixels
Size	Facebook recommends that you use images 100 KB or smaller
Do	Use a photo or graphic that promotes your institution
Avoid	Marketing a specific action, event or product

#### PROFILE PICTURE

Dimensions	160 pixels by 160 pixels
Minimum size	180 pixels by 180 pixels

## PROFILE PICTURES

Profile pictures get lumped together because they're all the same – at least they should be.

Outside of some slight variances in size, all profile images are square and are typically displayed in a range of sizes. Due to this fact, there are only three major rules when it comes to profile pictures:

1. *Be consistent between accounts*
2. *Use your logo (or something identifiable)*
3. *Make sure you fill as much of the space as possible without significant cropping*

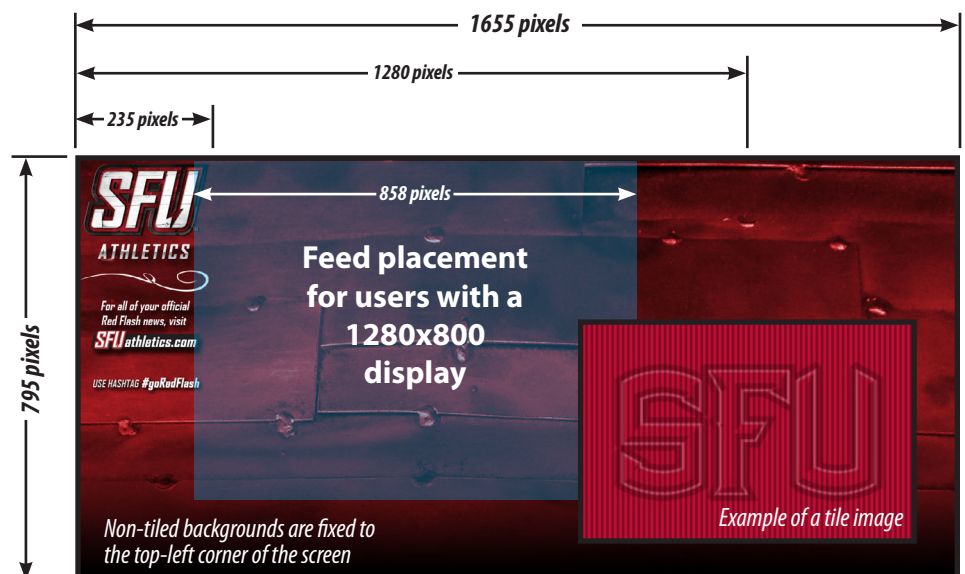
## TWITTER BACKGROUNDS

There are two approaches to Twitter backgrounds that a majority of users have adopted. The first is the tiled image and the second is the full-width background.

The tiled image background is achieved by uploading one small image that is repeated over and over again to create what looks like a virtual media backdrop.

High-contrast images can be extremely distracting in the tile mode, so you'll probably want to add some effects to it to make it more bearable (inset, right).

The full-width option is dissected to the right.



## YOUTUBE BACKGROUNDS

YouTube backgrounds, compared to Twitter backgrounds, offer slightly tighter quarters.

If you opt for a tiled or repeating image, YouTube offers you more layers of customization such as “repeat horizontally” and “repeat vertically.”

If you opt for a full-width, non-repeating graphic, YouTube is different in that the background is centered. Not only that, but content column is over 100 pixels wider than the feed on Twitter.

In short, if designing for users with a 1280 by 800 display, you have two columns of about 150 pixels to utilize.

Also unlike Twitter, a non-repeating background is not fixed, which means it scrolls with the page. The example to the right uses a gradient layer to transition to black which is also the background color of the page.

*Presented by Ben Mitchell, Saint Francis University*

