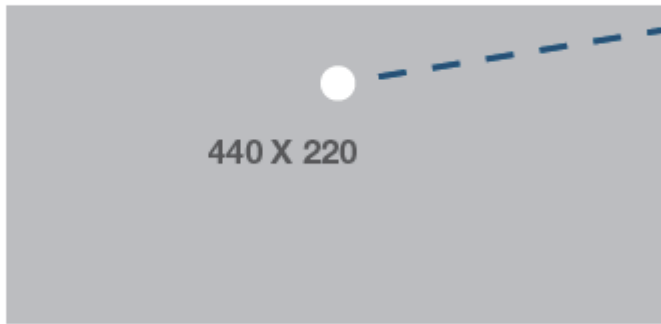


When we meet, we change the world.



# **SOCIAL MEDIA POSTING IMAGE GUIDE**

## **2017-2018**

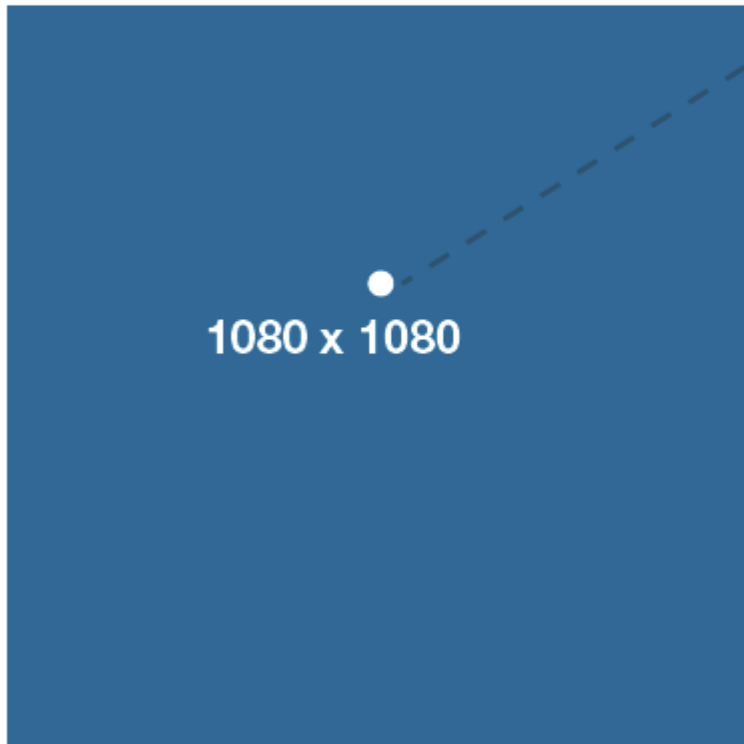


### In-Stream Photo: 440 x 220

#### Image Guidelines

- Min to appear expanded  
440 x 220 pixels.
- Max to appear expanded  
1024 x 512 pixels.
- Appears in stream collapsed at 506 x 253 pixels.
- Max file size of 5 MB for photos, and 3MB for animated GIFs.



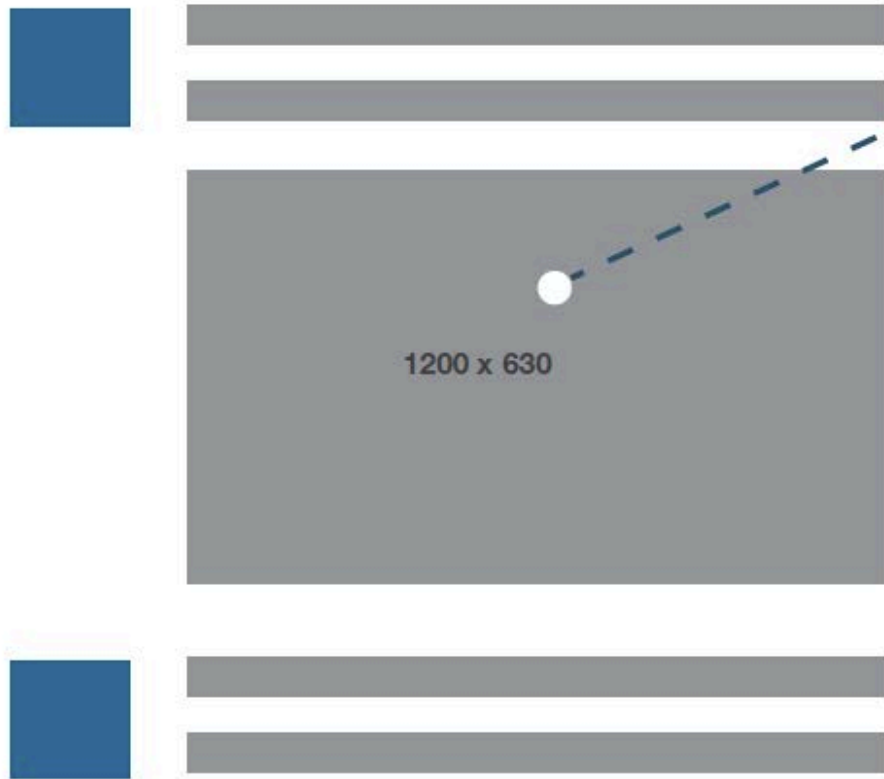


1080 x 1080

Photo Size: 1080 x 1080

#### Image Guidelines

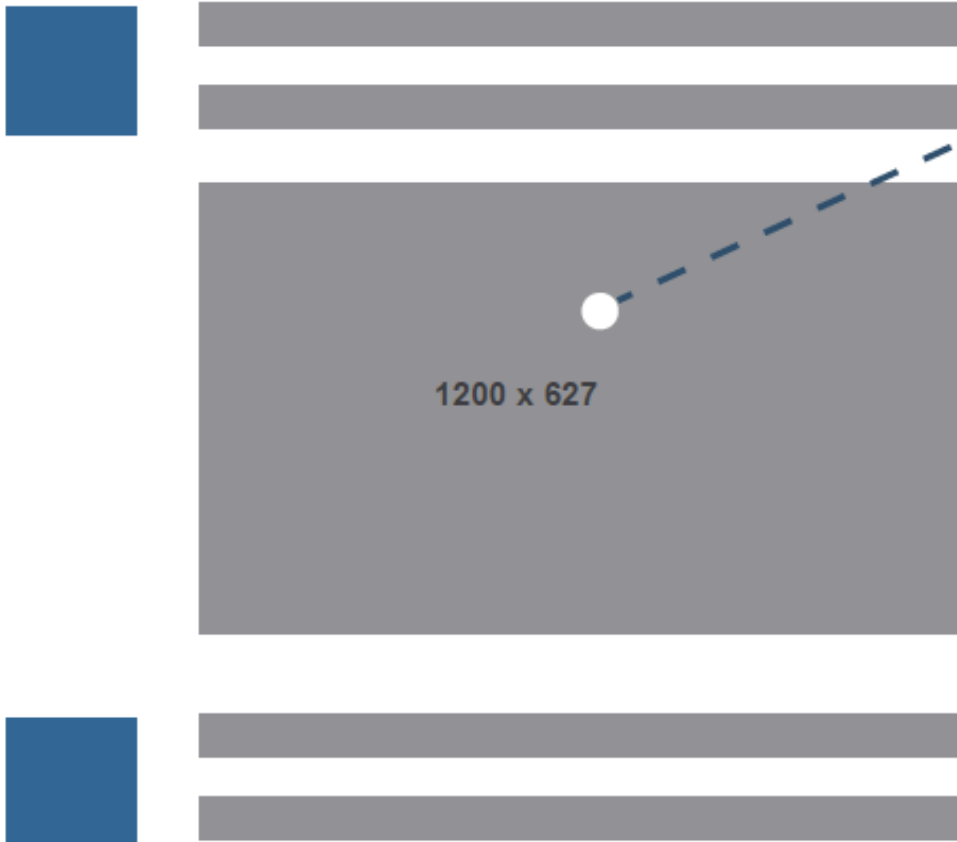
- The size of Instagram images has been increased to 1080 x 1080 px.
- Instagram still scales these photos down to 612 x 612px.
- Appear in feed at 510x510px.
- Smaller featured header images appear as 204 x 204 pixels, and larger featured header images appear as 409 x 409 pixels.



Shared Images: 1200 x 630

#### Image Guidelines

- Recommended upload size of 1,200 x 630 pixels.
- Will appear in feed at a max width of 470 pixels (will scale to a max of 1:1).
- Will appear on page at a max width of 504 pixels (will scale to a max of 1:1).



Shared Images: 1200 x 630

### Image Guidelines

- Recommended upload size of 1,200 x 627 pixels.
- Will appear in feed at a max width of 520 pixels (will scale to a max of 1.91:1).