PRACTICAL GUIDE FOR SOCIAL NETWORKS
You can click on any of the icons to go directly to the section.
**1:1 - Ratio**

the proportion of your image will be the same size in width and length, creating a square. Some common 1:1 proportions are 8 x 8" in inches (for photos), 1080 x 1080 pixels in digital, the most common use is in the profile image on social networks.

**3:2 - Ratio**

The ratio of proportion has its roots in cinematography and 35mm photographs and is still used, mostly for printing 1080 x 720 px images are set within this ratio.

**4:3 - Ratio**

This type of dimension is typically used for television, computer monitors, and digital cameras. For every 4 units of width, there are 3 units of height, creating a rectangular shape. An image that measures 1024 x 768 pixels or 6 x 8 inches fits this type of aspect ratio.

**16:9 - Ratio**

You have surely seen this dimension on presentation slides, computer monitors, or on a television screen. A common aspect ratio of this dimension might be 1920 x 1080 pixels or 16 x 9 inches.

The formula is X:Y

where X is the size of the width ("Width") and Y is the size of the length ("Height")
The recommended image format is .PNG to preserve better quality.

The sizes in blue are the minimum recommended and are the sizes in which the image will be seen, it is recommended to upload the images in red sizes to obtain a better quality even though it is not the resolution at which they are displayed.

In the design of the cover, it is recommended to take into account the size in which it will be seen on mobile devices, so that the cover is seen correctly on all devices and does not suffer from unexpected cuts.

The recommended video format is .MP4 with a .H264 compression.

The horizontal posts can also be done in 1920 x 1080 resolution.
1200 x 630 Image with Link

1200 x 1800 Featured Post

1080 x 1080 Video Square Post

1080 x 1920 Facebook Stories
**INSTAGRAM**

All sizes mentioned are in Pixels

The recommended image format is .PNG to preserve better quality.

The recommended video format is .MP4 with a .H264 compression.

The profile photo is displayed in the profile at a size of 180 x 180, it is recommended to upload the photo in a resolution of 1080 x 1080.

The stories highlights are shown in the profile at a size of 120 x 120, it is recommended to upload the photo in a resolution of 400 x 400, for its design it is recommended to use icons that make it easier to identify the stories it contains.

1080 x 1080

**Square Post Photo and Video**
THE RECOMMENDED IMAGE FORMAT IS .PNG TO PRESERVE BETTER QUALITY.

The summary card can be used for many types of web content, from blog posts and news articles, to products and restaurants. It is designed to give the reader a preview of the content before clicking on your website.

Since 280 characters are sometimes short, take advantage of the visual impact of your images to enlarge your text. Remember not to repeat the same phrase in the image as in the tweet, so you can communicate a longer and more striking message.
FOR TWITTER, IT IS NOT HIGHLY RECOMMENDED TO SUB-PUBLICATIONS IN VERTICAL FORMATS, SINCE OCCASIONS WHEN THE DEVICES VARY, THEY MAY SUFFER UNWANTED CUTTING.
The recommended image format is .png to preserve better quality.
**The recommended video format is .MP4 with a .H264 compression, vertical videos are cut off in the feed.**
The recommended image format is **.PNG** to preserve better quality.

When designing the banner, the sizes in which it will be presented on the different devices must be taken into account, focusing all our attention on the main area, although without neglecting the rest of the banner.

The profile image must have a resolution of **800 x 800**.

In the Community Tab, if images are used in publications, they must be in **1:1** ratio, with a recommended resolution of **1080 x 1080**.
THE RECOMMENDED VIDEO FORMAT IS .MP4 WITH A .H264 COMPRESSION
WHATSAPP

ALL SIZES MENTIONED ARE IN PIXELS

THE RECOMMENDED IMAGE FORMAT IS .PNG TO PRESERVE BETTER QUALITY.

THE RECOMMENDED VIDEO FORMAT IS .MP4 WITH A .H264 COMPRESSION

THE PROFILE IMAGE MUST BE SQUARE, ALTHOUGH IT IS SHOWN IN A CIRCULAR WAY, THIS MUST BE TAKEN INTO ACCOUNT WHEN DESIGNING THE IMAGE.

STORIES CAN BE AN EFFECTIVE WAY OF ATTRACTING NEW AUDIENCES TO EVENTS, SINCE WE ARE GIVING INFORMATION TO AN AUDIENCE THAT DOES NOT PARTICIPATE SO ACTIVELY IN THE ACADEMIC FIELD, SUCH AS FAMILY, FRIENDS AND OTHER ACQUAINTANCES.

THE PICTURE FOR SHARING PUBLICATIONS FORMAT IS 1:1, THE RECOMMENDED RESOLUTION IS 1080 X 1080.

REMEMBER THAT IF THE IMAGE IS ACCOMPANIED BY A TEXT MESSAGE, DO NOT REPEAT THE SAME INFORMATION THAT IS ALREADY ON THE POSTER.
TIKTOK

ALL SIZES MENTIONED ARE IN PIXELS

THE RECOMMENDED VIDEO FORMAT IS .MP4 WITH A .H264 COMPRESSION

THE MAXIMUM LENGTH OF VIDEOS SHOULD BE 60 SECONDS.

THE FIRST 15 SECONDS ARE THE MOST IMPORTANT TO BE ABLE TO HOOK THE AUDIENCE.

THE RECOMMENDED IMAGE FORMAT IS .PNG TO PRESERVE BETTER QUALITY.

YOU CAN USE A LOGO WITH TRANSPARENCY TO GIVE THE EFFECT THAT IT IS FLOATING, WHEN THE USERS WATCH THE VIDEOS.
If possible, it is recommended to use a cable connection. Wired connections are more reliable than Wi-Fi connections.

To make a recommended live transmission as a minimum, have an internet connection of at least 10 MBPS, although it can be done with lower speed, it may cause stability problems.

GET FACEBOOK TRANSMISSION KEY
GET YOUTUBE TRANSMISSION KEY

GET TWITCH TRANSMISSION KEY
If in addition to transmitting the event is to be recorded, here you can define the route where the video file will stay.

Set bit-rate for platforms:

- Here goes the bitrate according to the platform and the speed of connection of the remaining
- Here is the encoder we will use for the transmission
- Nvidia: NVENC
- AMD: H264/AVC
- Intel: X264

Here goes Elbit rate of audio, 160 is a value of good quality and is admitted by the great most of platforms.
To avoid transmission stability problems, it is always recommended to set the values recommended by the platform, in case of having a range of values such as YouTube, always use the highest.

### Facebook
- **720p / 30 FPS**
  - 1280 x 720
  - 3000 Kbps
- **720p / 60 FPS**
  - 1280 x 720
  - 2250 - 6000 Kbps
- **1080p / 30 FPS**
  - 1920 x 1080
  - 3000 - 6000 Kbps
- **1080p / 60 FPS**
  - 1920 x 1080
  - 4500 - 9000 Kbps
- **4k / 30 FPS**
  - 3840 x 2160
  - 13000 - 34000 Kbps
- **4k / 60 FPS**
  - 3840 x 2160
  - 20000 - 50000 Kbps

If you are not a premium user, Facebook will not let you do higher quality broadcasts.

### YouTube
- **720p / 30 FPS**
  - 1280 x 720
  - 3000 Kbps
- **720p / 60 FPS**
  - 1280 x 720
  - 4500 Kbps
- **1080p / 30 FPS**
  - 1920 x 1080
  - 5000 Kbps
- **1080p / 60 FPS**
  - 1920 x 1080
  - 6000 Kbps
- **4k / 30 FPS**
  - 3840 x 2160
  - 13000 - 34000 Kbps
- **4k / 60 FPS**
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### TWIPLA
- **720p / 30 FPS**
  - 1280 x 720
  - 3000 Kbps
- **720p / 60 FPS**
  - 1280 x 720
  - 4500 Kbps
- **1080p / 30 FPS**
  - 1920 x 1080
  - 5000 Kbps
- **1080p / 60 FPS**
  - 1920 x 1080
  - 6000 Kbps
- **4k / 30 FPS**
  - 3840 x 2160
  - 13000 - 34000 Kbps
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  - 20000 - 50000 Kbps

### Settings
- **Base Canvas Resolution**: 1920x1080
- **Output (Scaled) Resolution**: 1920x1080
- **Downscale Filter**: Bicubic (Sharpened scaling, 16 samples)
- **Common FPS Values**: 29.97

This is the value of the frames per second, for 30 FPS it is recommended to leave it at 29.97 and for 60 FPS at 59.94.

This is the transmission resolution, we must configure it according to the bit-rate and the platform where we are going to transmit.

Base resolution it is recommended to leave en1080p, to have a better margin to edit the transmission.
Have you ever gone to upload a photo to your social networks and it was published with a different size than you wanted? It is very important that you pay attention to the size of the images and prepare them correctly before uploading them, use this list of recommended measures (updated to 2021) to avoid these errors.

This guide has been developed in collaboration with the IEEE student branch of the National University of Colombia and the PES student chapter of the National University of Colombia.

For more information, please visit:

https://sproutsocial.com/insights/social-media-image-sizes-guide/ (Images)
https://sproutsocial.com/insights/social-media-video-specs-guide/ (Videos)