

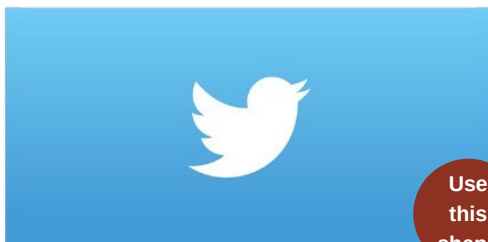
Social Media Tips: Use the right size photo

Follow these simple guides to make the most of your posts, and avoid cropping fails such as this



Use this shape

Size photos at **1200 x 630** pixels. Post 40 to 50 characters, once or twice a day, and between 9am and 3pm.



Use this shape

Minimum photo size **440 x 220** pixels, and use a **16:9** ratio. Tweet around 15 times a day, between 8am and 4pm.



Use this shape

Like Facebook, LinkedIn likes photos to be **1200 x 630** pixels. Post once daily, between 9am and 10am, or at 12noon.



Use this shape

Instagram is easy, as photos shared on their platform are square. Use photos of at least **1080 x 1080** pixels, and post once or twice daily.

Facebook allows you to save posts as a draft, which is a great way of checking if your image will display well. Also remember to use relevant hashtags where appropriate (3 per post at most).