Social media image template

Twitter Facebook Instagram LinkedIn

Use this template to size existing images or create new images to use in social media.

To size **existing** images

On the following pages, select the image size you need, then click the photo icon at the center of the image placeholder:

Insert or Drag and Drop Your Image

Drag-and-drop *or* browse for images by clicking on the placeholder.

To adjust the photo you inserted:

1. Click once to select the photo, then right click on it.
2. Click Crop.
3. Click and hold to slide the photo. Once done, click outside of the image.

Right click on inserted image and click **Save as Picture** to save the image.

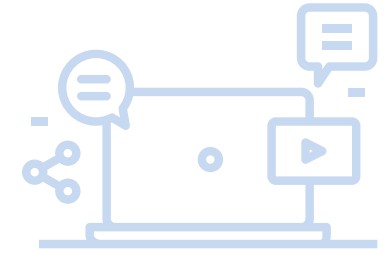The saved image is now ready in the required aspect ratio to be used for your social media posts.

To create **new** images

Insert icons, illustrations, text, or photos inside of the image outline.

To change the background color, click on the outline to select it, then right click, select Fill, and choose a color.

When you are done creating your image, press and hold **CTRL** while you **click** all of the shapes, pictures, or other objects inside of the outline, including the outline and background. Right click, then select Group > **Group**.

Once done, right click on the grouped image and click **Save as Picture** to save the image.

The saved image is now ready in the required aspect ratio to be used for your social media posts.

Insert your company logo on the Master Slide

View → Slide Master

Make sure you are on the **first slide** (*Master*) then remove the placeholder logo and place your logo or edit the text.

Size existing images for Twitter

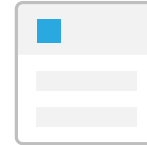## Header image

3:1 aspect ratio
1500 x 500 pixels – optimal size

In-stream image

2:1 aspect ratio
506 x 253 pixels – optimal size

Profile image

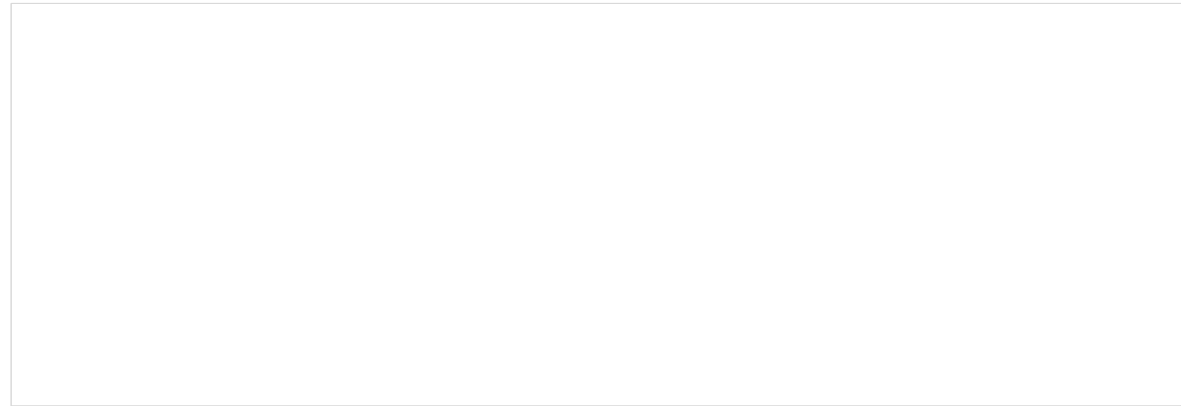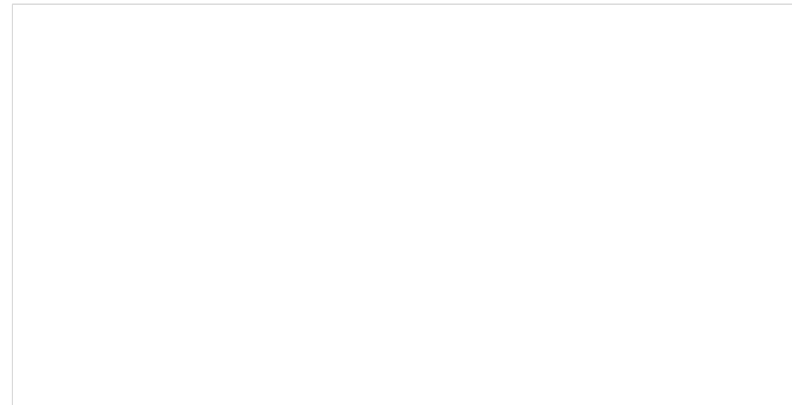1:1 aspect ratio
400 x 400 pixels – optimal size

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Create new images for Twitter

Header image

3:1 aspect ratio
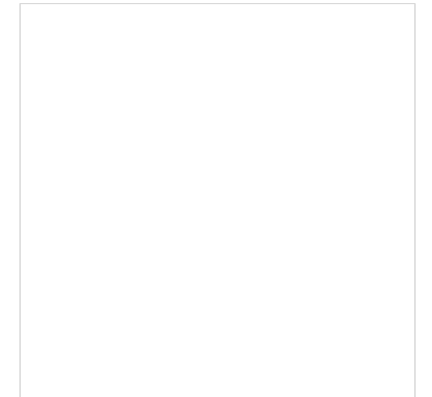1500 x 500 pixels – optimal size

In-stream image

2:1 aspect ratio
506 x 253 pixels – optimal size

Profile image

1:1 aspect ratio
400 x 400 pixels – optimal size

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Size existing images for Facebook
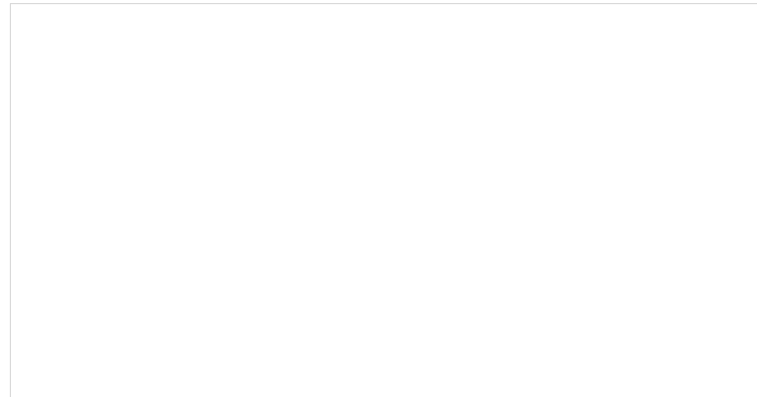
Cover image

851:315 aspect ratio
851 x 315 pixels – optimal size

Shared image

40:21 aspect ratio
1200 x 630 pixels – optimal size

Profile image

1:1 aspect ratio
180 x 180 pixels – optimal size

Create new images for Facebook

Cover image

851:315 aspect ratio
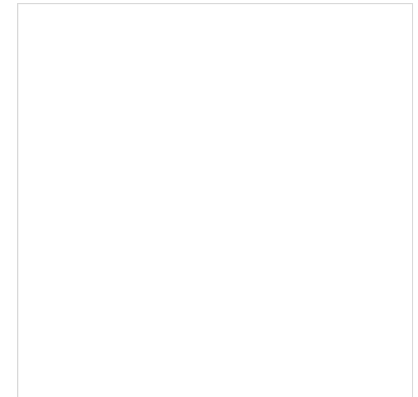851 x 315 pixels – optimal size

Shared image

40:21 aspect ratio
1200 x 630 pixels – optimal size

Profile image

1:1 aspect ratio
180 x 180 pixels – optimal size

Size existing images for Instagram

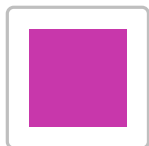**Profile image**

1:1 aspect ratio
400 x 400 pixels – optimal size

In-stream wide image

16:9 aspect ratio
1920 x 1080 pixels – optimal size

Size existing images for Instagram .2

In-stream square image

1:1 aspect ratio
1080 x 1080 pixels –
optimal size

In-stream tall image

4:5 aspect ratio
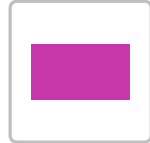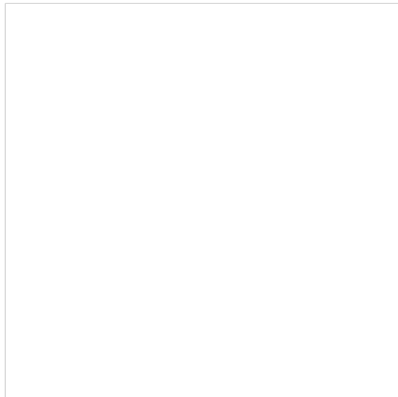1080 x 1350 pixels –
optimal size

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Create new images for Instagram

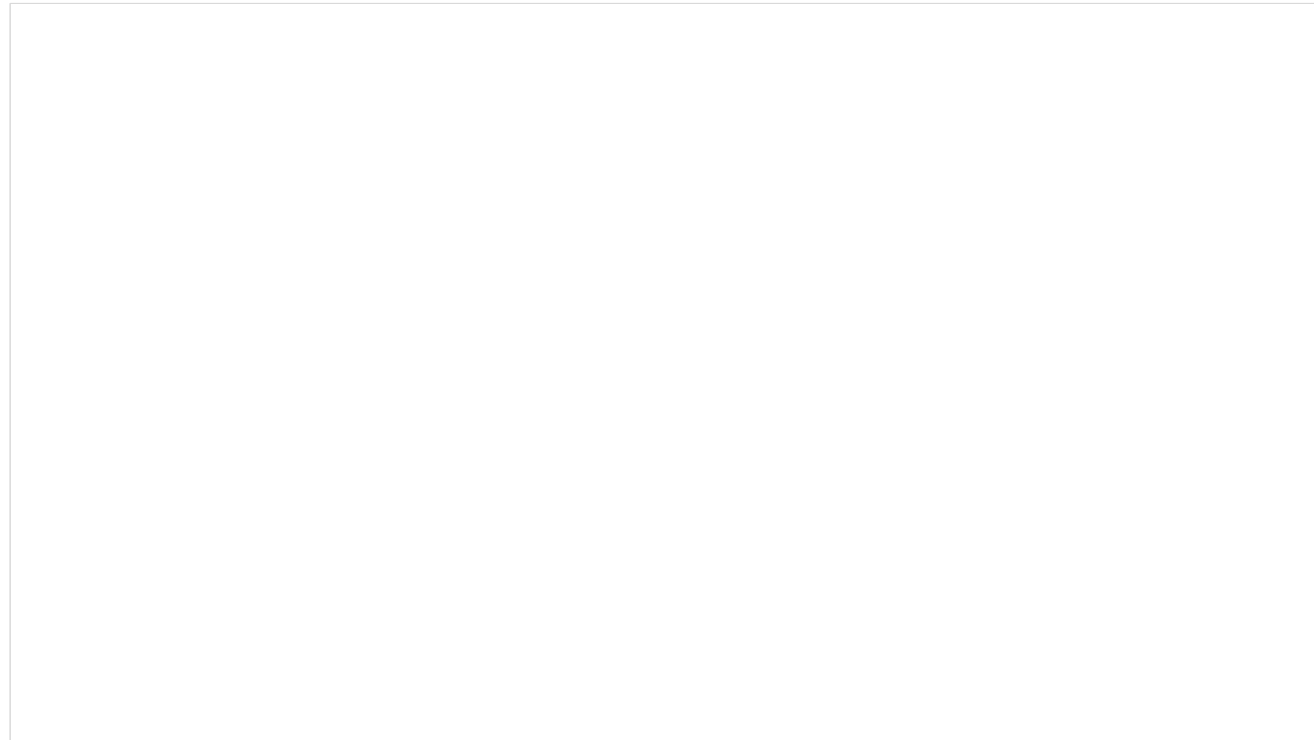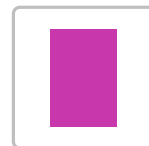**Profile image**

1:1 aspect ratio
400 x 400 pixels – optimal size

In-stream wide image

16:9 aspect ratio
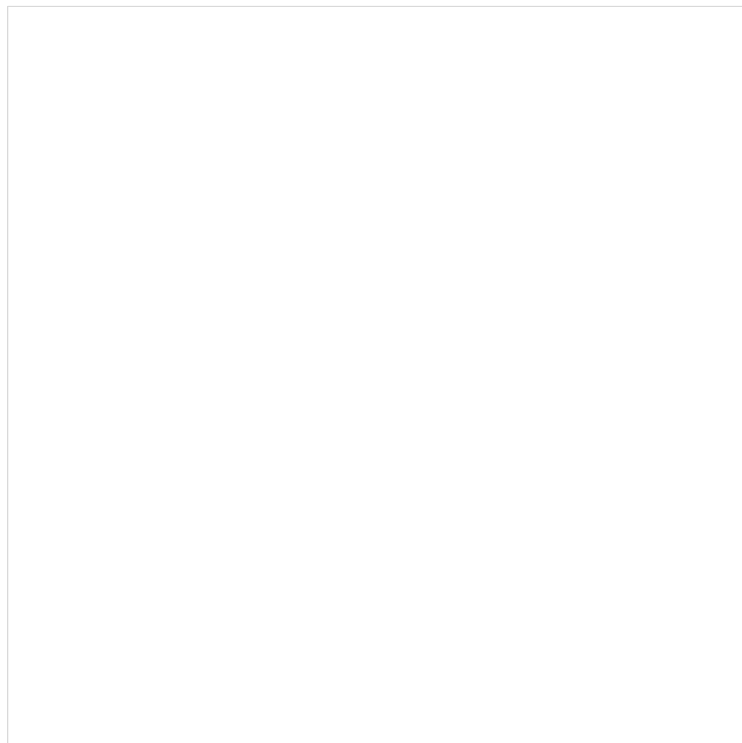1920 x 1080 pixels – optimal size
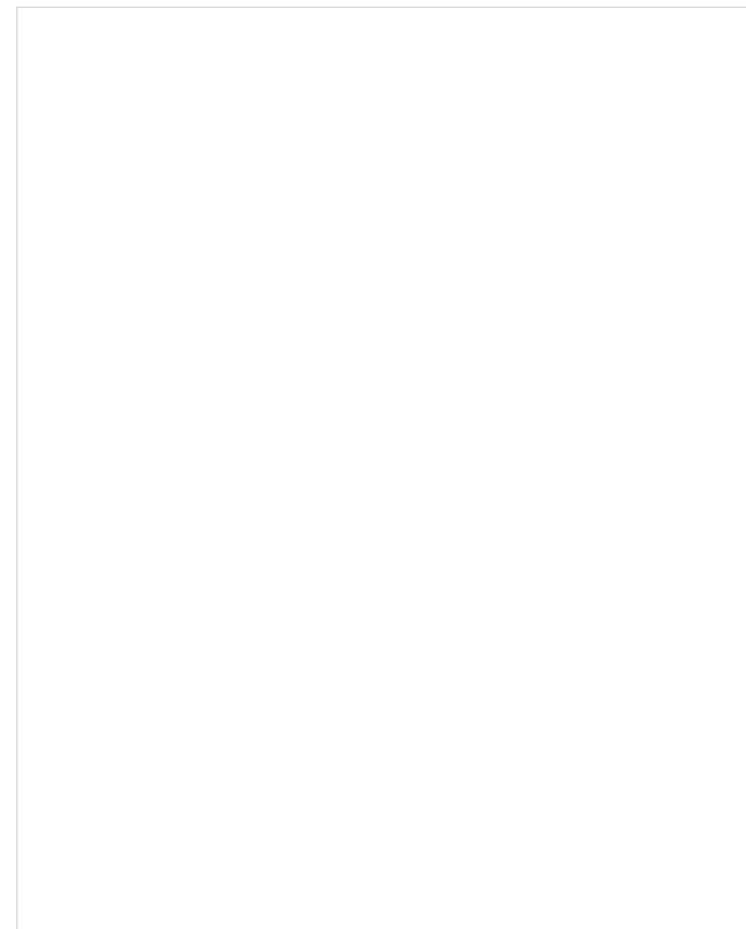
Create new images for Instagram .2

In-stream square image

1:1 aspect ratio
1080 x 1080 pixels –
optimal size

In-stream tall image

4:5 aspect ratio
1080 x 1350 pixels –
optimal size

Size existing images for LinkedIn

**Profile or
logo image**

1:1 aspect ratio
400 x 400 pixels –
optimal size

Header image

4:1 aspect ratio
1584 x 396 pixels –
optimal size

Banner image

323:110 aspect ratio
646 x 220 pixels –
optimal size

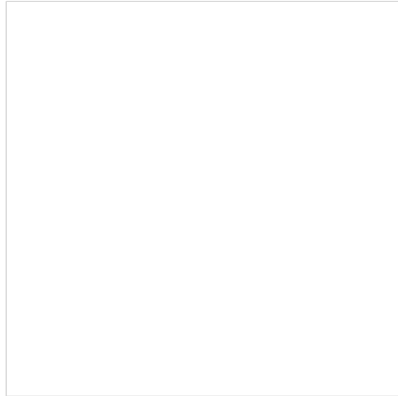**Hero image**

3:1 aspect ratio
1128 x 376 pixels –
optimal size
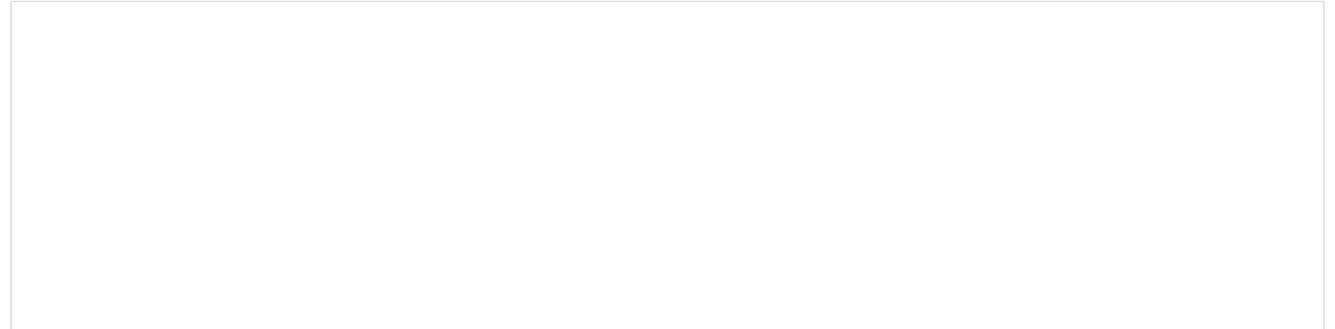
Create new images for LinkedIn

Profile or logo image
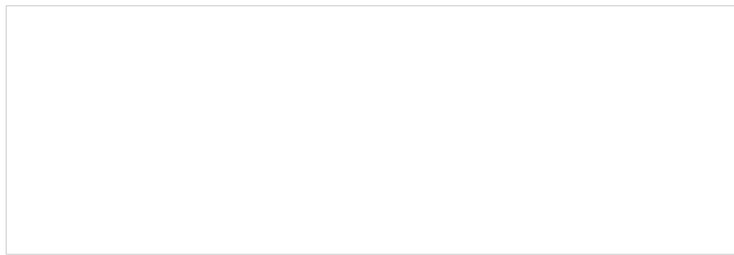
1:1 aspect ratio
400 x 400 pixels –
optimal size

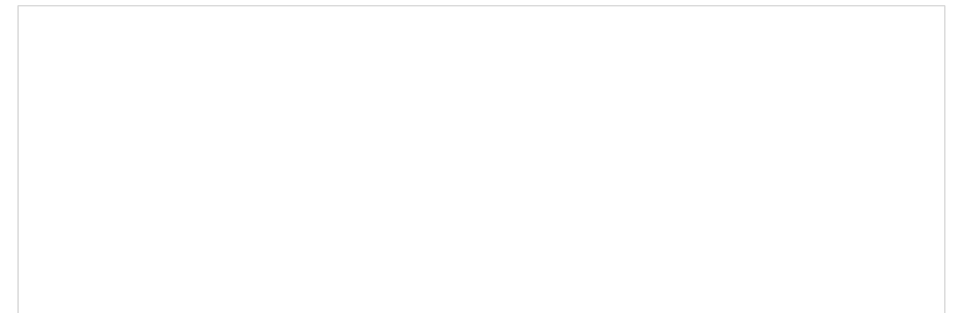**Header image**

4:1 aspect ratio
1584 x 396 pixels –
optimal size

Banner image

323:110 aspect ratio
646 x 220 pixels –
optimal size

Hero image

3:1 aspect ratio
1128 x 376 pixels –
optimal size

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Template Editing Instructions and Feedback

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