

PRACTICAL GUIDE FOR SOCIAL NETWORKS



Power & Energy Society®



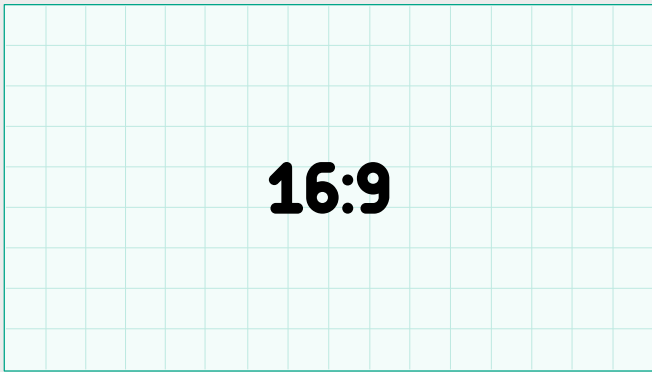
INDEX



You can click on any of the icons to go directly to the section

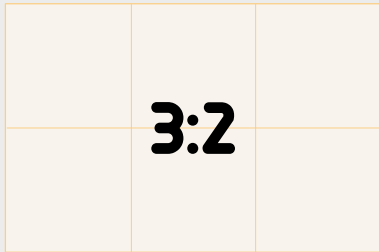


IMAGE FORMATS



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.

The formula is X:Y

where **X** is the size of the width ("Width") and **Y** is the size of the length ("Height")

16:9 - Ratio

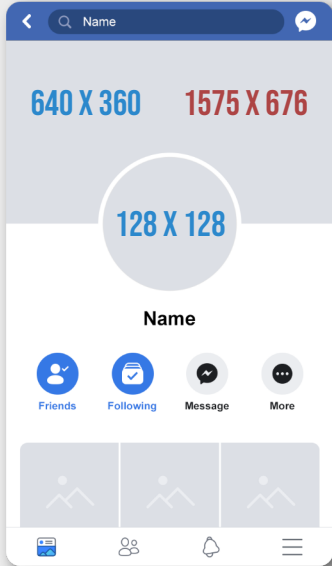
You have surely seen this dimension on presentation slides, computer monitors, or on a television screen. A common aspect ratio of this dimension might be **1920 x 1080** pixels or **16 x 9** inches.





FACEBOOK

ALL SIZES MENTIONED ARE IN PIXELS

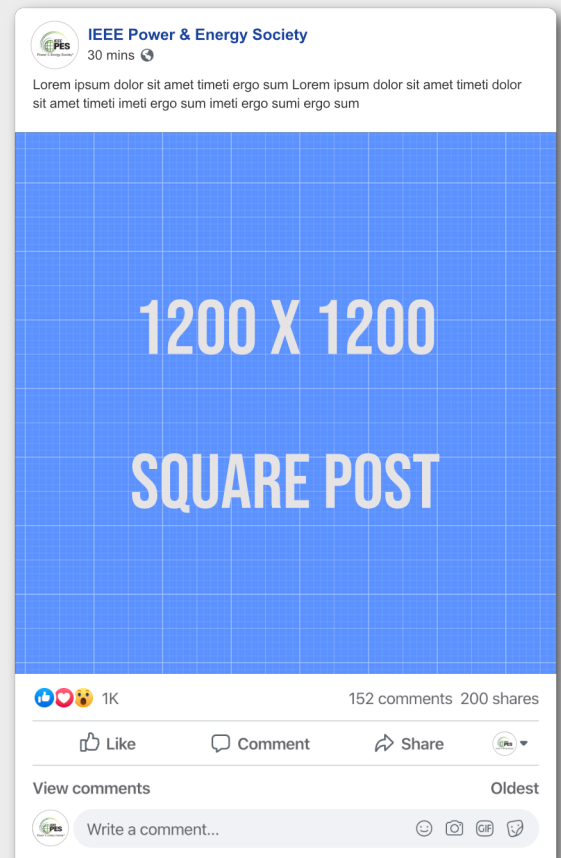


THE RECOMMENDED IMAGE FORMAT IS .PNG TO PRESERVE BETTER QUALITY.

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


IEEE Power & Energy Society
 30 mins

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1200 X 630 IMAGE WITH LINK

IEEE PES Official Web
www.ieee-pes.org





 1K 152 comments 200 shares

Like Comment Share




View comments Oldest

 Write a comment...


IEEE Power & Energy Society
 30 mins


Lorem ipsum dolor sit amet timeti ergo sum Lorem ipsum dolor sit amet timeti dolor sit amet timeti imeti ergo sum imeti ergo sumi ergo sum

1200 X 1800 FEATURED POST




 1K 152 comments 200 shares

Like Comment Share

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 Write a comment...


IEEE Power & Energy Society
 30 mins

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1080 X 1080 VIDEO SQUARE POST




 1K 152 comments 200 shares

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 Write a comment...


IEEE Power & Ener... 1 h

1080 X 1920 FACEBOOK STORIES

Enviar un mensaje...






IEEE Power & Energy Society
 30 mins

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1920 X 1080 VIDEO HORIZONTAL POST

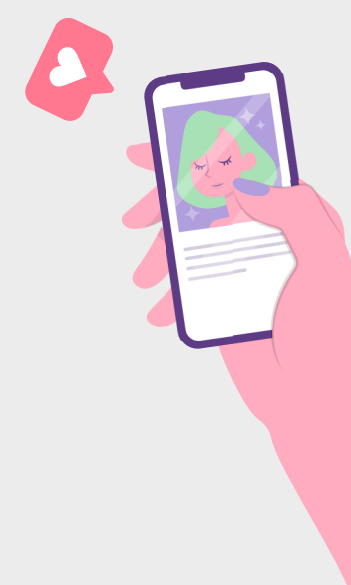
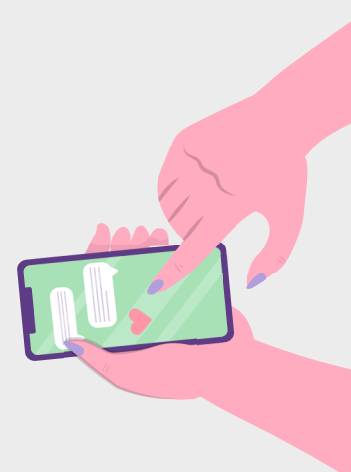



 1K 152 comments 200 shares

Like Comment Share

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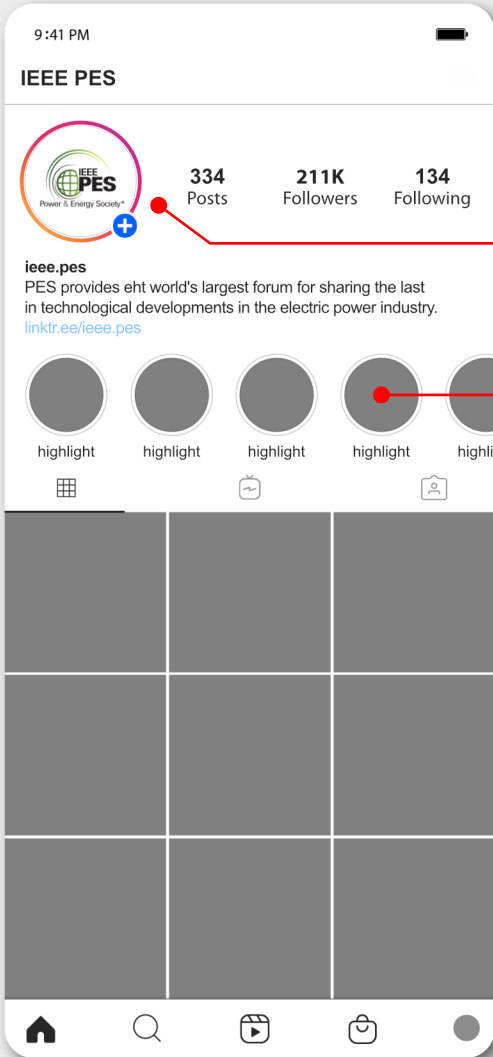
 Write a comment...





INSTAGRAM

ALL SIZES MENTIONED ARE IN PIXELS

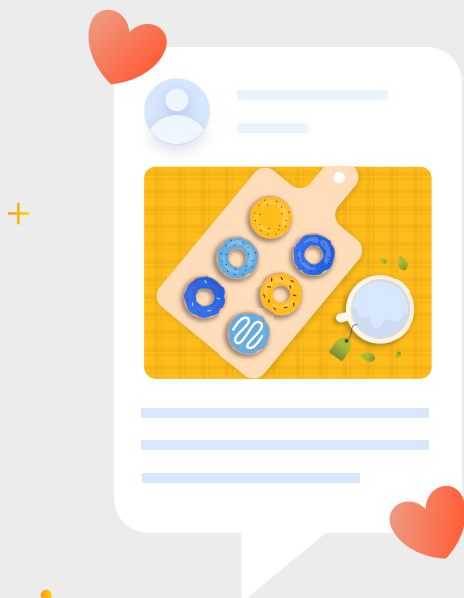
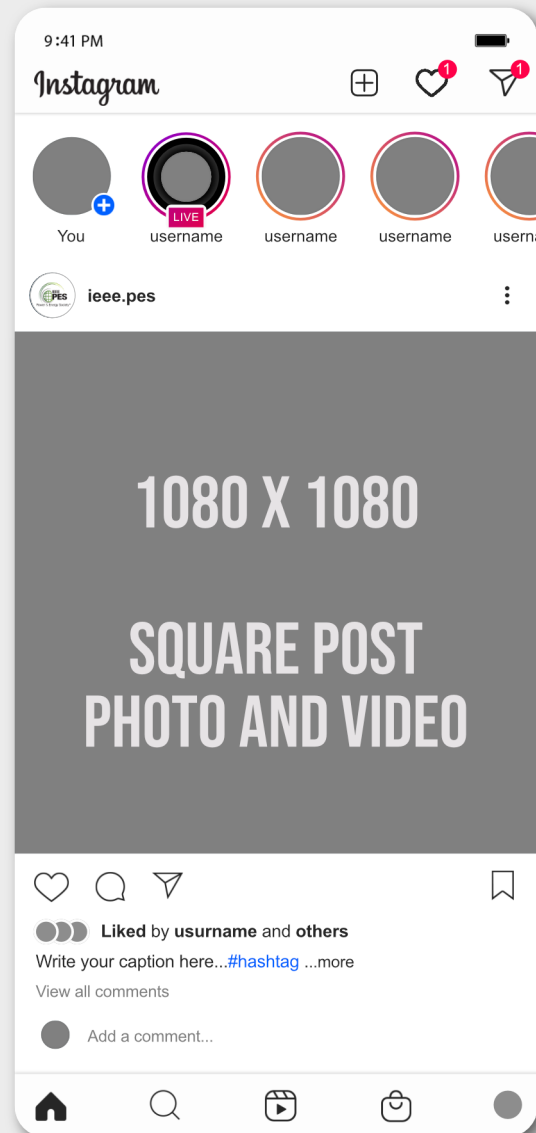


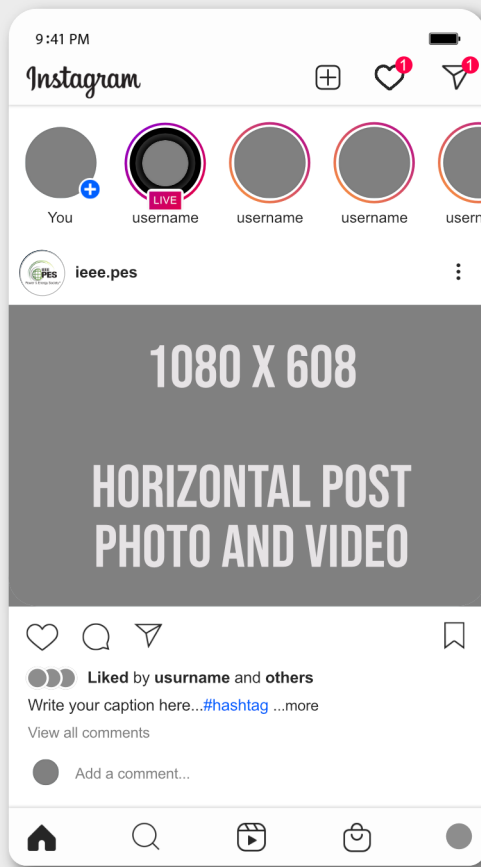
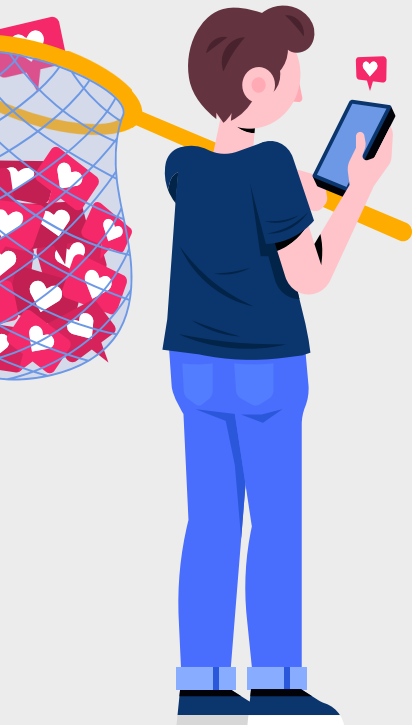
THE RECOMMENDED IMAGE FORMAT IS **.PNG** TO PRESERVE BETTER QUALITY.

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.

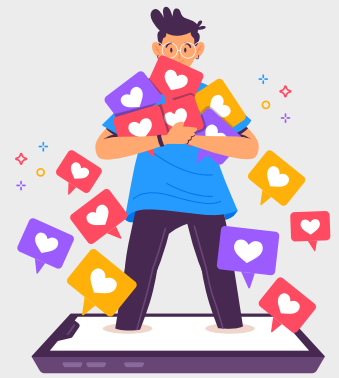






TWITTER

ALL SIZES MENTIONED ARE IN PIXELS



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

IEEE PES **74.5K** Tweets

1500 X 500
HEADER

800 X 800
PROFILE PHOTO

IEEE PES **@ieeee_pes**
Power & Energy Society

Follow

IEEE PES **@ieeee_pes**
Lorem ipsum dolor sit amet timeti ergo sum Lorem ipsum dolor sit amet timeti dolor sit amet timeti imeti ergo sum imeti ergo sumi ergo sum

[ieeee-pes.org](#) California, USA Joined June 2011

2,191 Following 984K Followers

Tweets Tweets & replies Media Likes

IEEE PES **@ieeee_pes** · 22h
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1200 X 675
HORIZONTAL IMAGE POST

78 59 159

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- WIE UN** **@wieun** Follow
- AESS UN** **@aessun** Follow

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SUMMARY CARD

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.



IEEE PES **@ieeee_pes** · 22h

Lorem ipsum dolor sit amet timeti ergo sum Lorem ipsum dolor sit

1200 X 628

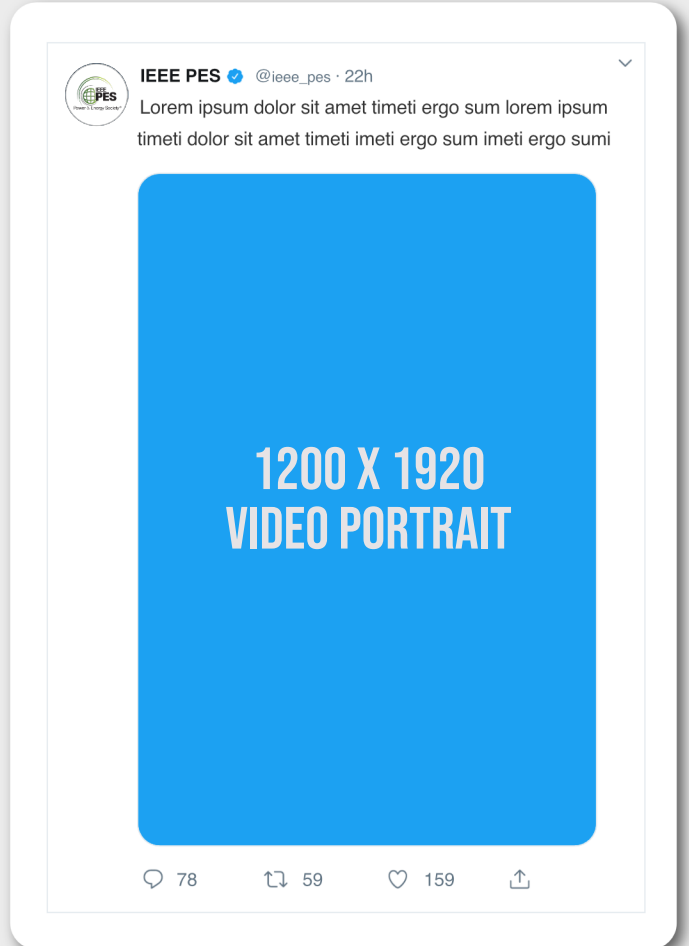
#IEEEPES on Twitter
#IEEEPES on Twitter
[ieeee-pes.org](#)

12:26 PM · Apr 30, 2021

78 59 159



FOR TWITTER, IT IS NOT HIGHLY RECOMMENDED TO SUB-PUBLICATIONS IN VERTICAL FORMATS, SINCE OCCASIONS WHEN THE DEVICES VARY, THEY MAY SUFFER UNWANTED CUTTING.





LINKEDIN

ALL SIZES MENTIONED ARE IN PIXELS

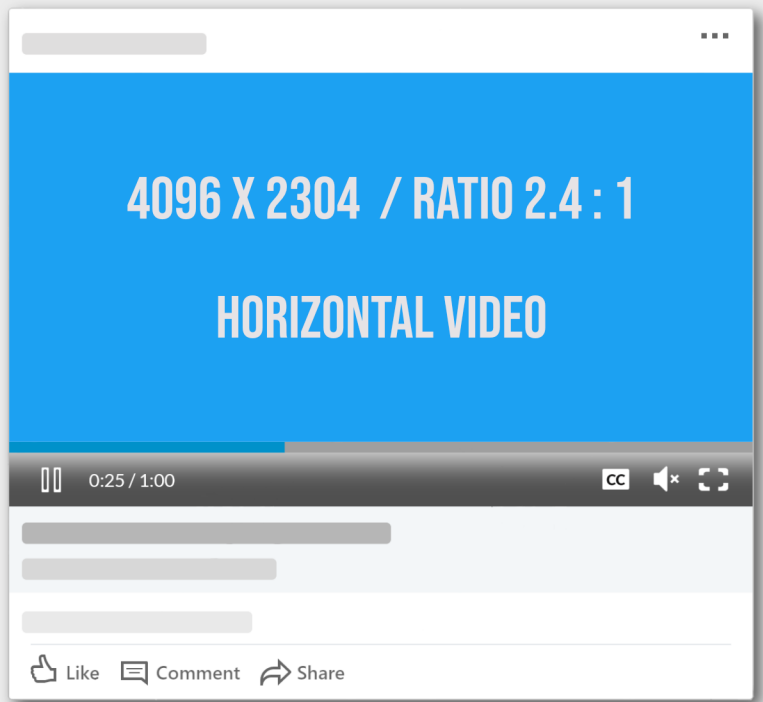
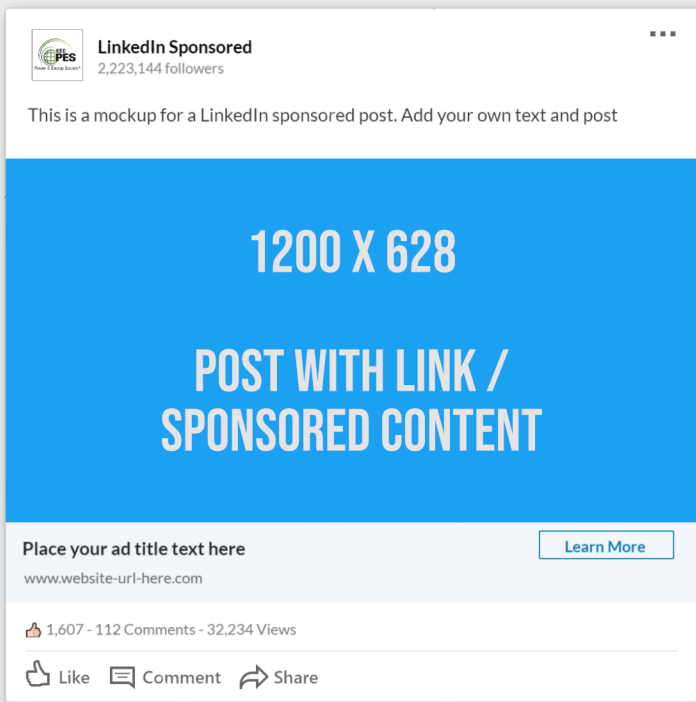


THE RECOMMENDED IMAGE FORMAT IS **.PNG** TO PRESERVE BETTER QUALITY.

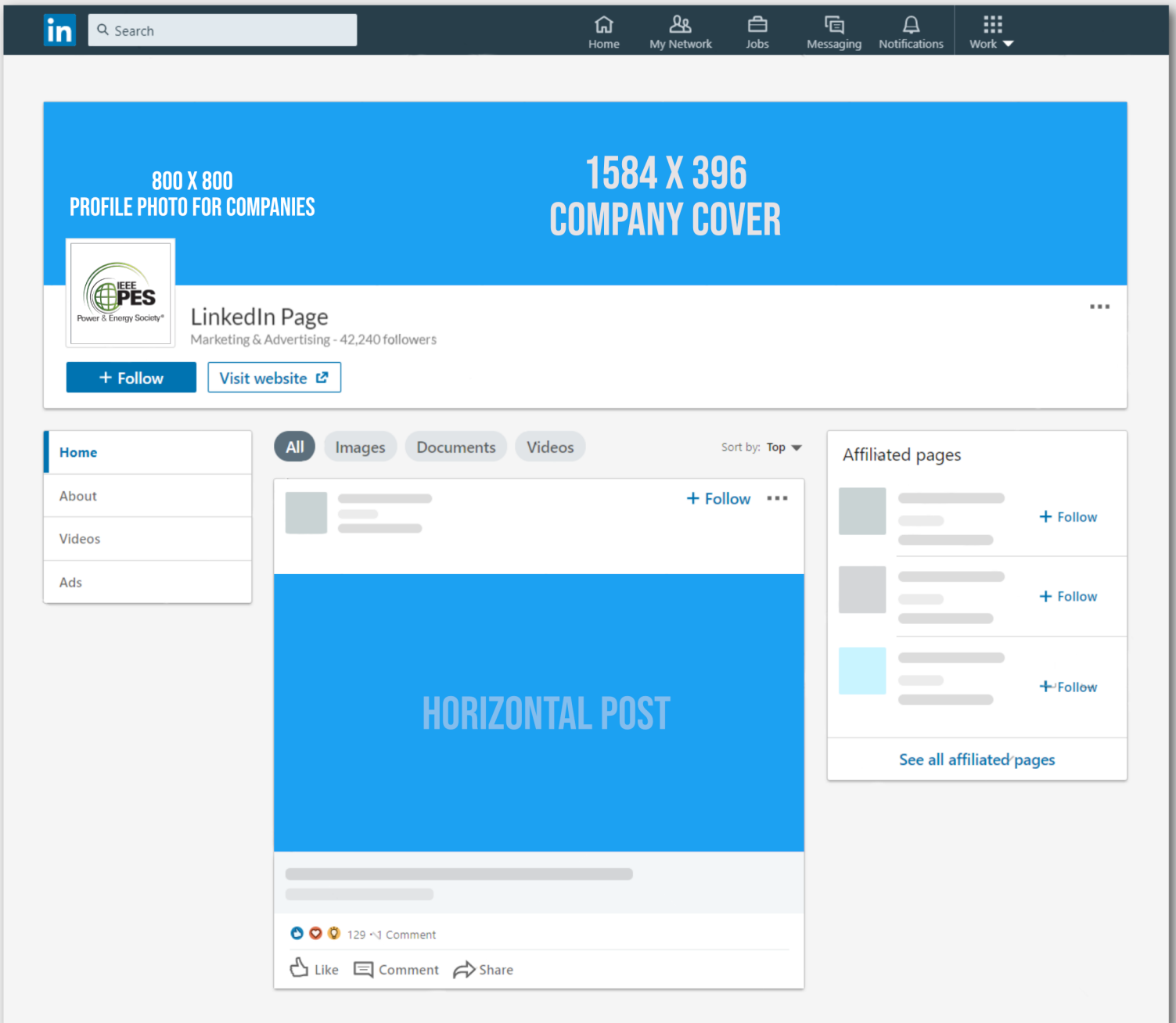
The mockup shows a LinkedIn profile page with a dark blue navigation bar at the top containing icons for Home, My Network, Jobs, Messaging, Notifications, and Work. Below the navigation bar is a search bar and a profile header with a blue background. The header includes a circular profile picture placeholder labeled '800 X 800 PROFILE PICTURE' and a large blue banner labeled '1584 X 396 PROFILE COVER'. To the right of the banner are 'Connect', 'Message', and 'More...' buttons. Below the header is the profile information: 'LinkedIn Profile', 'CO Founder at Best Company', and 'Estonia · 277 connections'. The main content area is divided into 'About' (with placeholder text), 'Highlights' (with a placeholder), and 'People Also Viewed' (with a list of profile placeholders). A large blue box labeled 'ADS' is positioned on the right side of the profile.

This is a LinkedIn regular image post mockup. It features a white header with the profile picture and name 'LinkedIn Post', followed by the text 'Add your bio text here'. Below the header is a large blue area with the text '1200 X 1920 HORIZONTAL POST'. At the bottom, there is a white bar with engagement icons and text: '16 - 112 Comments', 'Like', 'Comment', and 'Share'.

This is a LinkedIn regular image post mockup. It features a white header with the profile picture and name 'LinkedIn Post', followed by the text 'Add your bio text here'. Below the header is a large blue area with the text '1200 X 1200 SQUARE PHOTO / VIDEO'. At the bottom, there is a white bar with engagement icons and text: '16 - 112 Comments', 'Like', 'Comment', and 'Share'. To the right of the post, there are three blue social media icons: a hand cursor, a heart, and another hand cursor.



THE RECOMMENDED VIDEO FORMAT IS **.MP4** WITH A **.H264** COMPRESSION, VERTICAL VIDEOS ARE CUT OFF IN THE FEED.





YOUTUBE

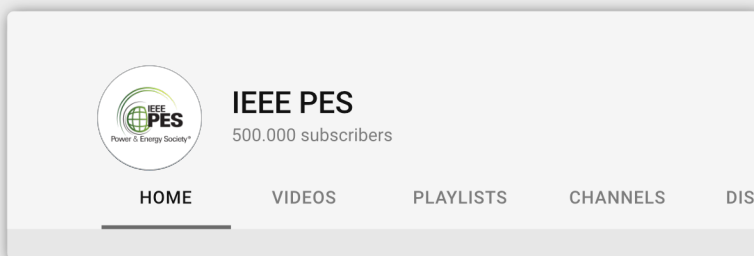
ALL SIZES MENTIONED ARE IN PIXELS



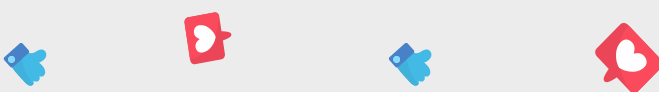
THE RECOMMENDED IMAGE FORMAT IS **.PNG** TO PRESERVE BETTER QUALITY.



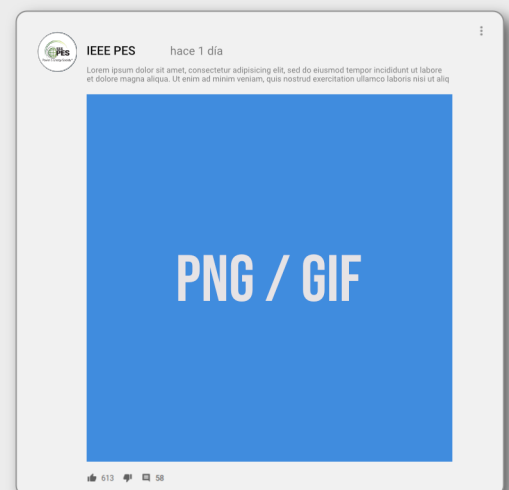
WHEN DESIGNING THE BANNER, THE SIZES IN WHICH IT WILL BE PRESENTED ON THE DIFFERENT DEVICES MUST BE TAKEN INTO ACCOUNT, FOCUSING ALL OUR ATTENTION ON THE MAIN AREA, ALTHOUGH WITHOUT NEGLECTING THE REST OF THE BANNER.



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**





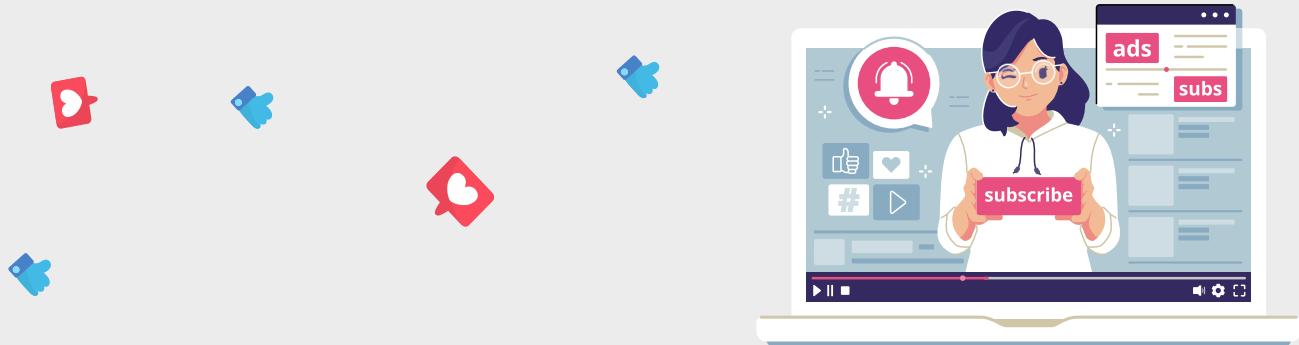
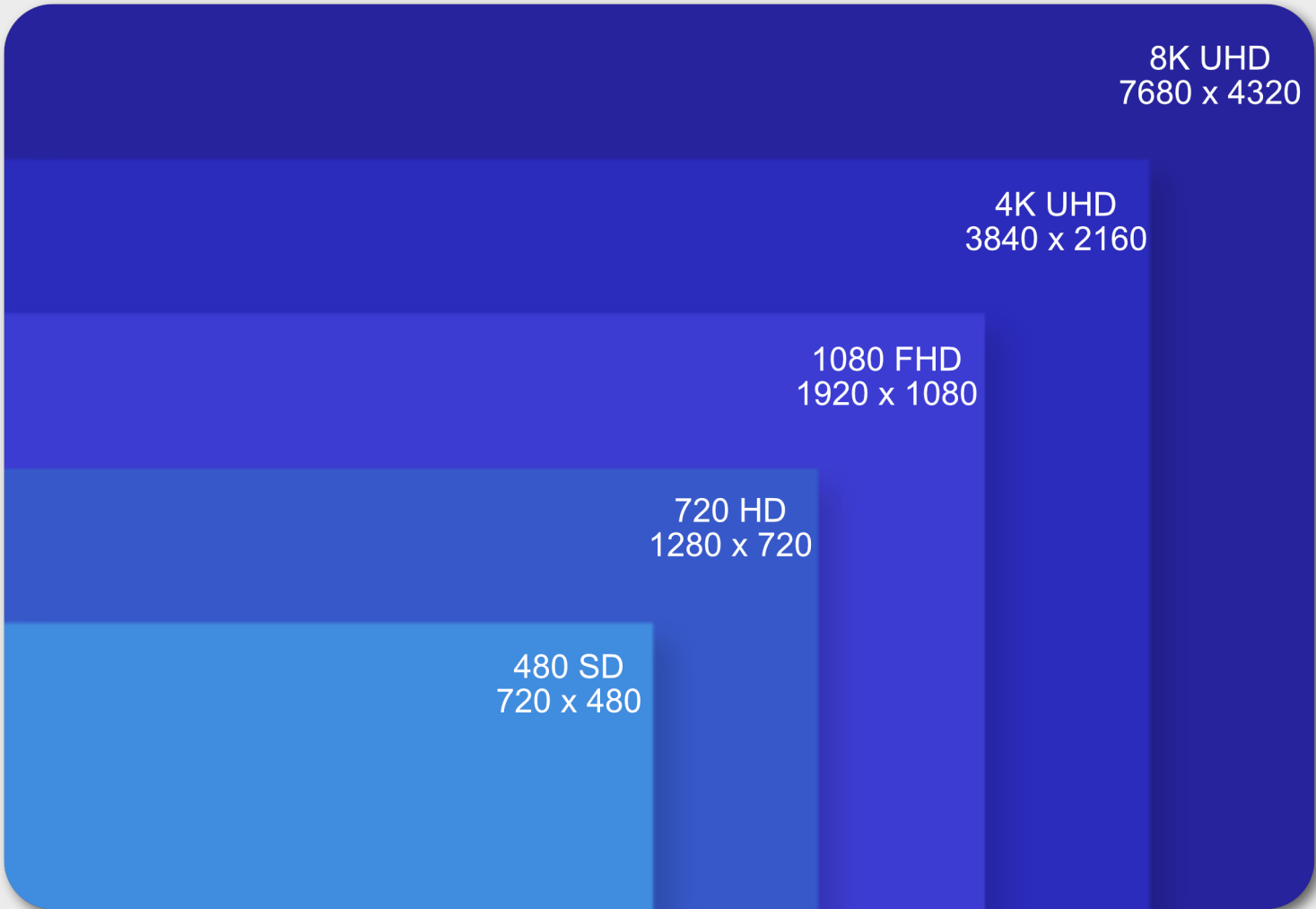
Editable Video Name - Example

500,000 views • 1 day ago

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam

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



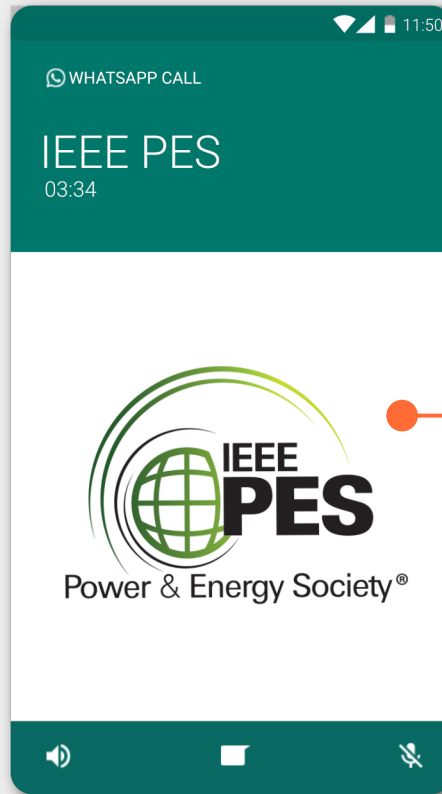


WHATSAPP

ALL SIZES MENTIONED ARE IN PIXELS

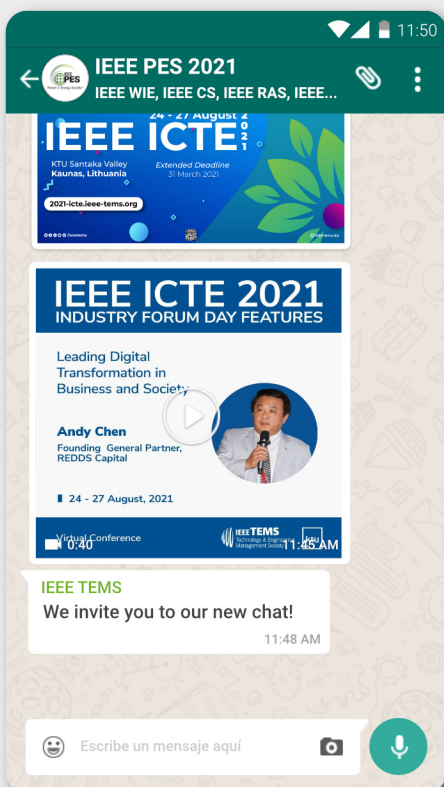


THE RECOMMENDED IMAGE FORMAT IS **.PNG** TO PRESERVE BETTER QUALITY.



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.



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.

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.



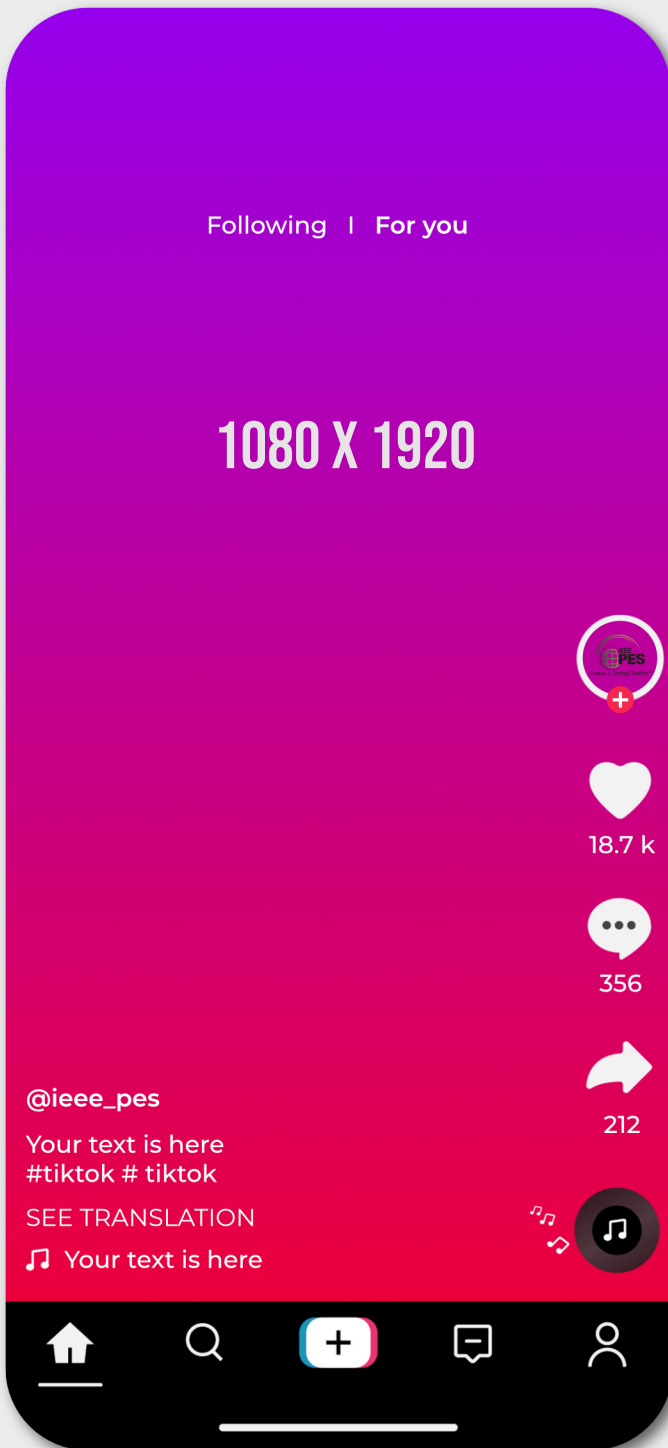


TIKTOK

ALL SIZES MENTIONED ARE IN PIXELS

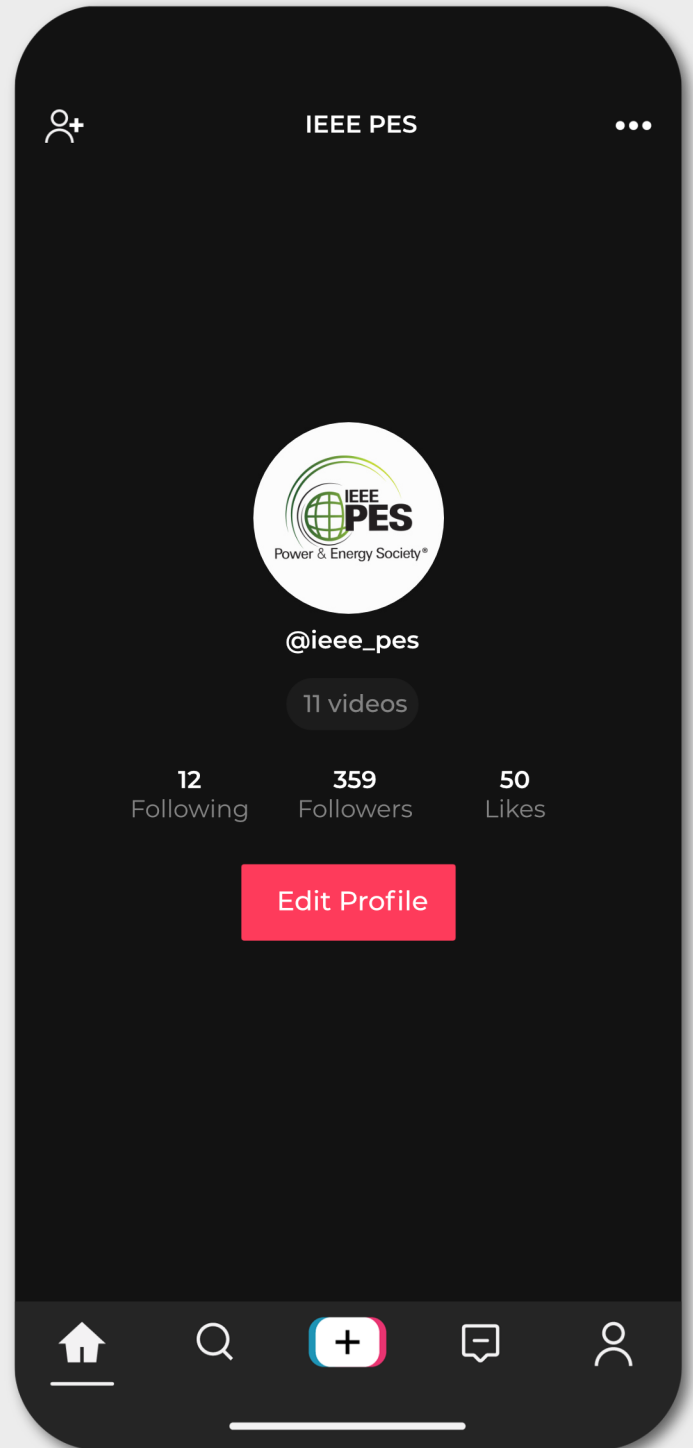


THE RECOMMENDED VIDEO FORMAT IS **.MP4** WITH A **.H264** COMPRESSION



THE MAXIMUM LENGTH OF VIDEOS SHOULD BE **60 SECONDS**.

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



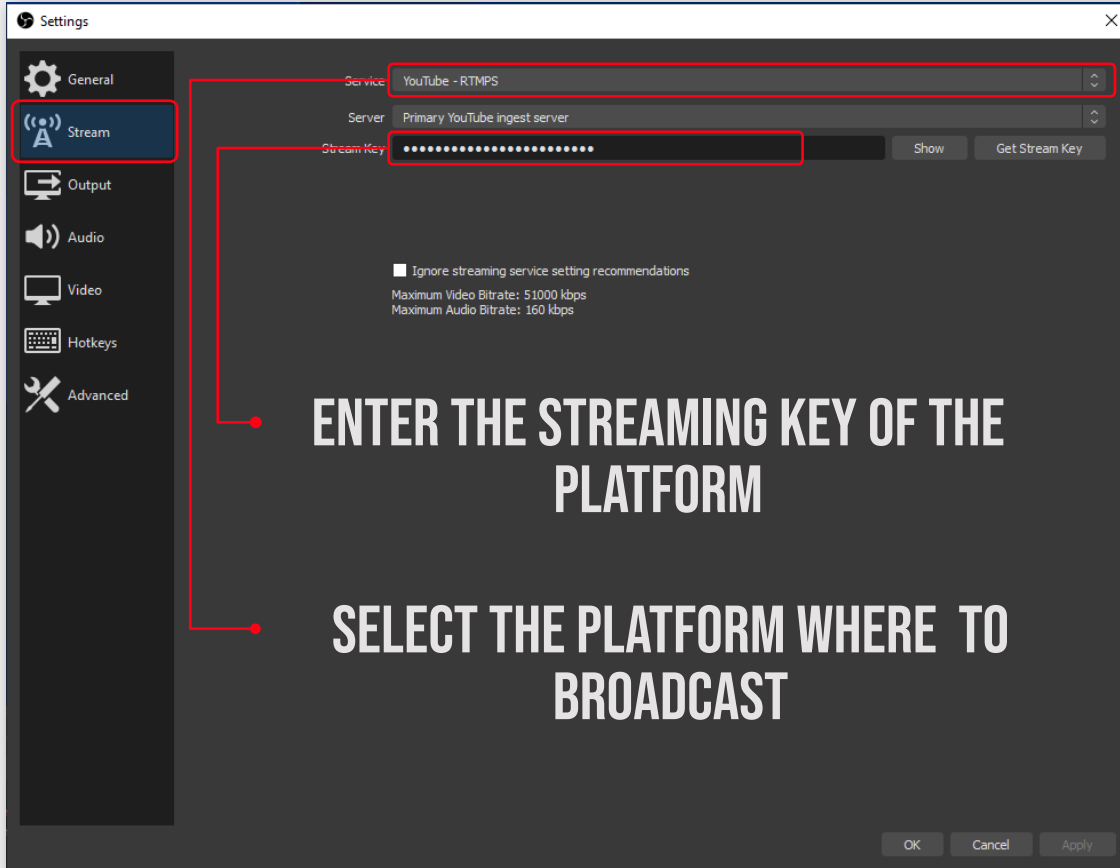
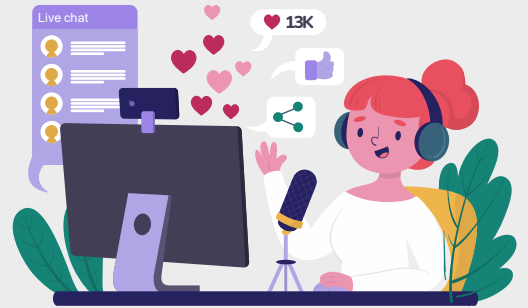
THE RECOMMENDED IMAGE FORMAT IS **.PNG** TO PRESERVE BETTER QUALITY.

YOU CAN USE A LOGO WITH TRANSPARENCY TO GIVE THE EFFECT THAT IT IS FLOATING, WHEN THE USERS WATCH THE VIDEOS.



OBS STUDIO

ALL SIZES MENTIONED ARE IN PIXELS

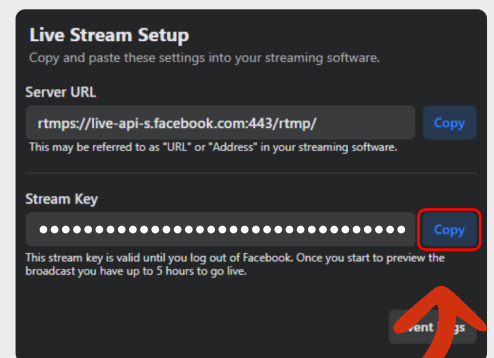
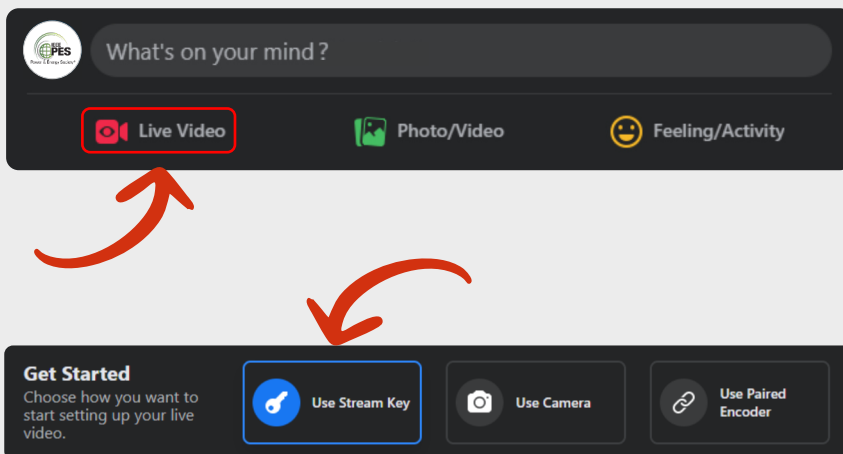


IF POSSIBLE, IT IS RECOMMENDED TO USE A CABLE CONNECTION. WIRED CONNECTIONS ARE MORE RELIABLE THAN WI-FI CONNECTIONS

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.

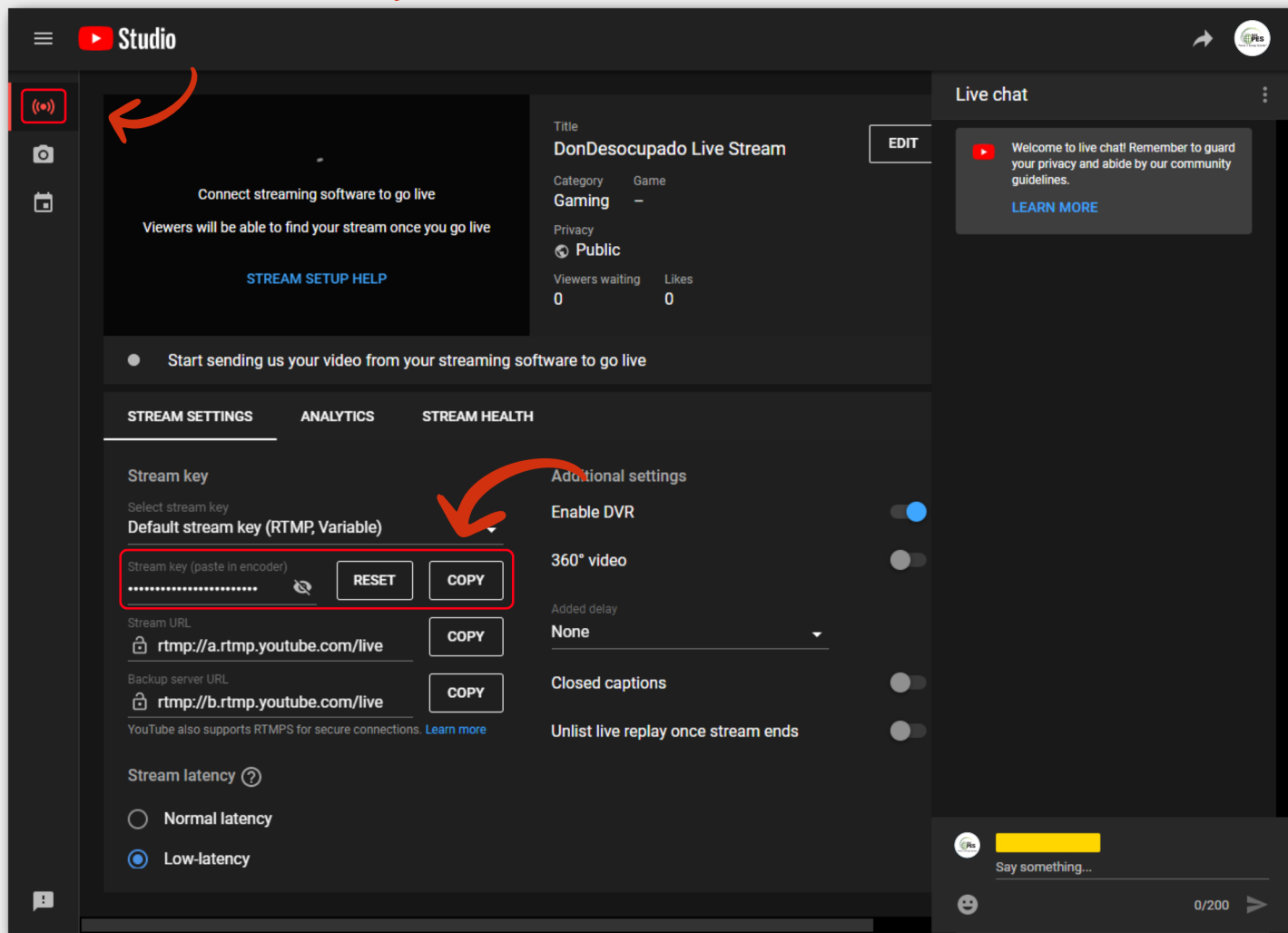
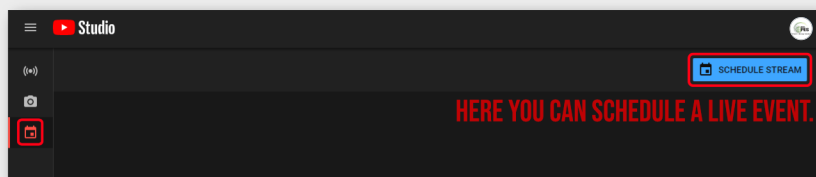
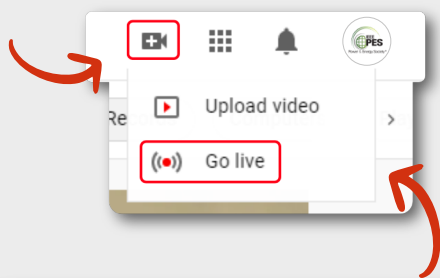


GET FACEBOOK TRANSMISSION KEY

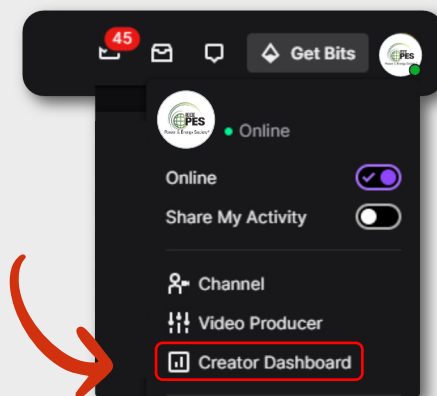
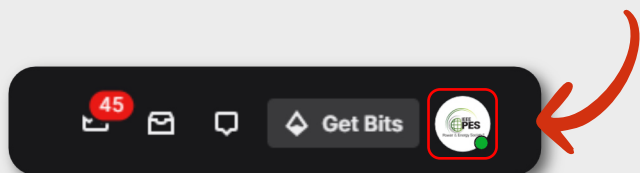


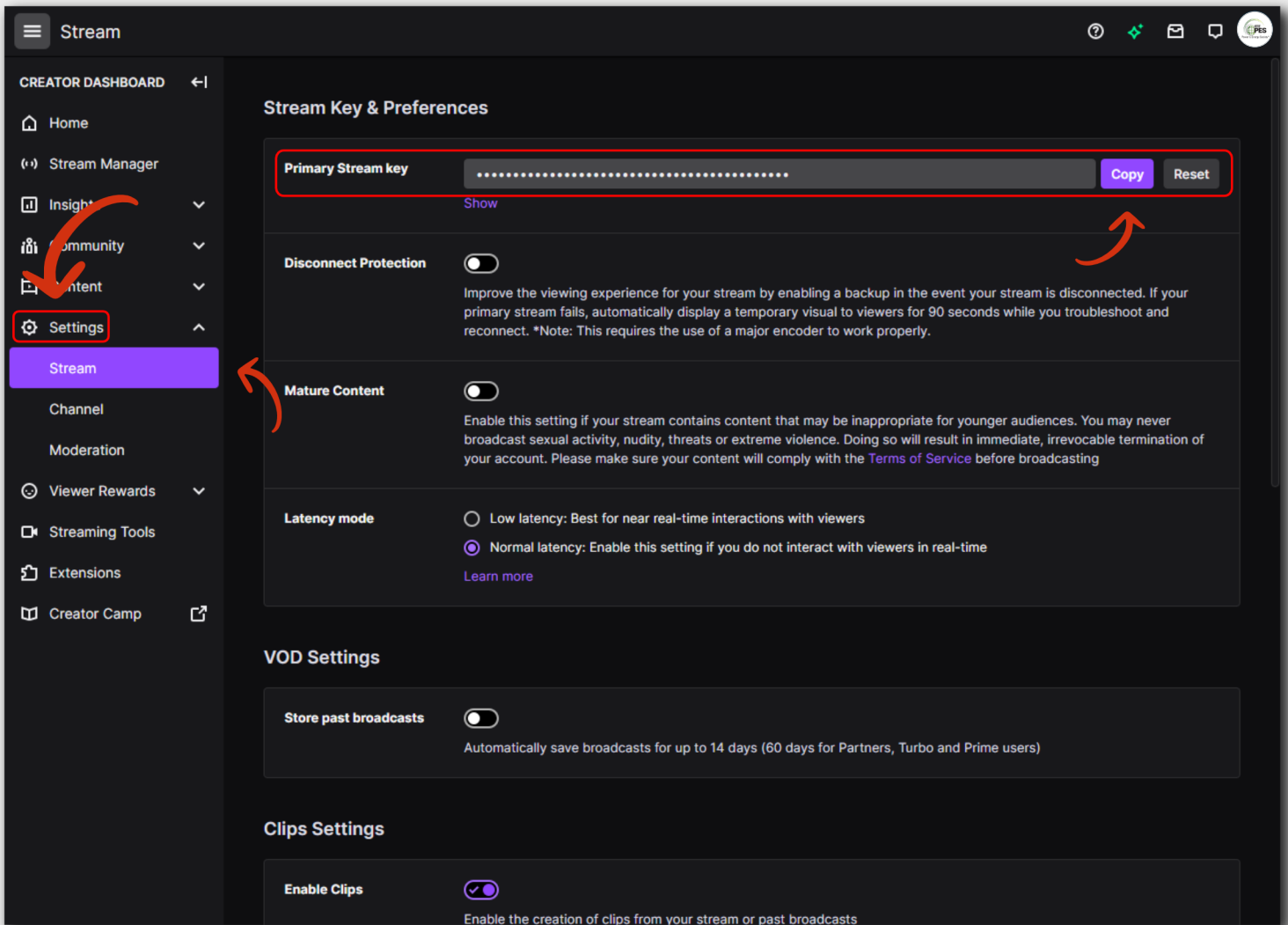


GET YOUTUBE TRANSMISSION KEY

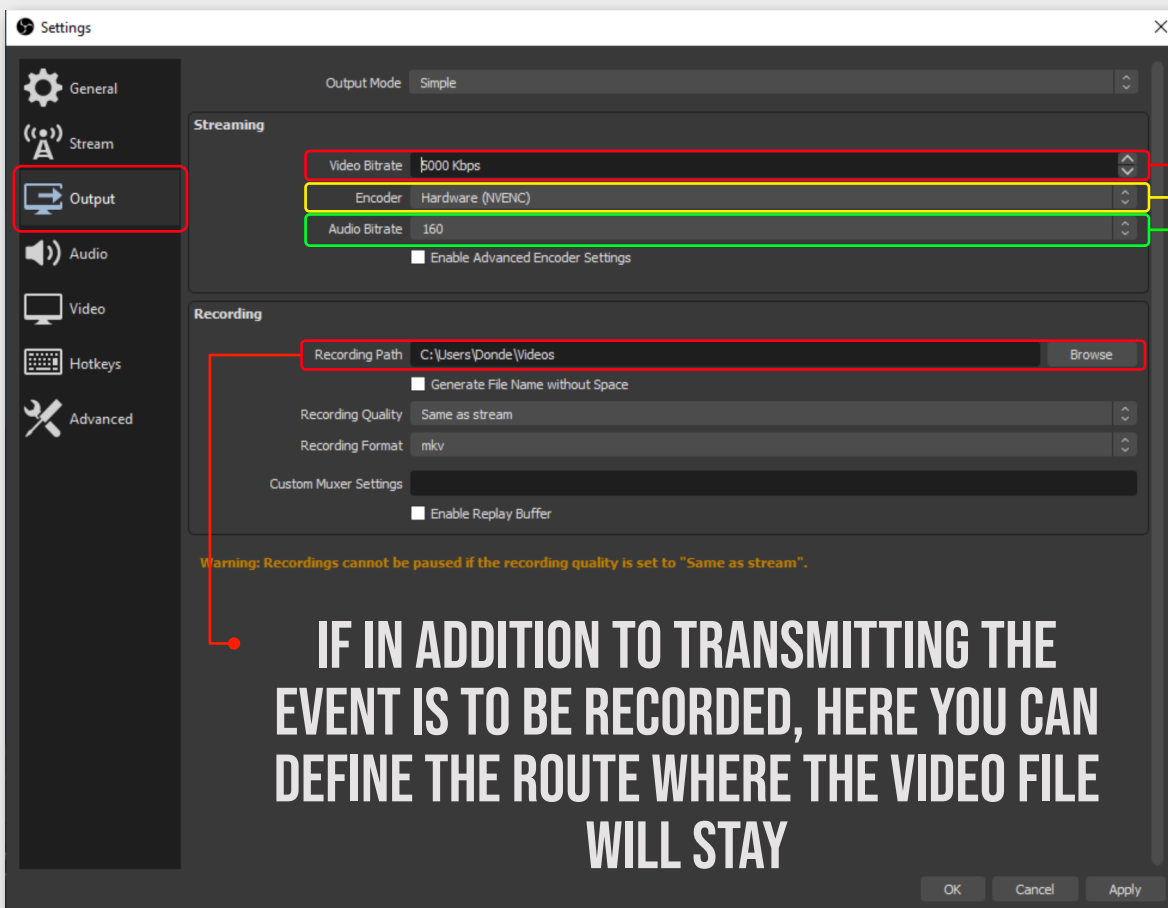


GET TWITCH TRANSMISSION KEY





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

IF IN ADDITION TO TRANSMITTING THE EVENT IS TO BE RECORDED, HERE YOU CAN DEFINE THE ROUTE WHERE THE VIDEO FILE WILL STAY

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.



720P / 30 FPS
1280 X 720
3000 KBPS

IF YOU ARE NOT A PREMIUM USER, FACEBOOK WILL NOT LET YOU DO HIGHER QUALITY BROADCASTS



720P / 30 FPS 1280 X 720 1500 - 4000 KBPS	720P / 60 FPS 1280 X 720 2250 - 6000 KBPS
1080P / 30 FPS 1920 X 1080 3000 - 6000 KBPS	1008P / 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



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

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





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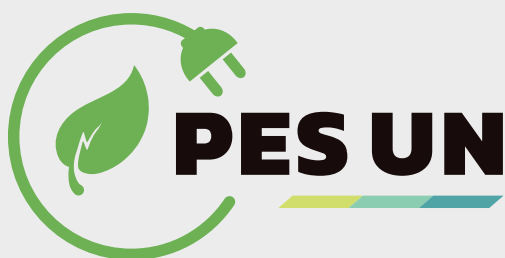
HAVE YOU EVER GONE TO UPLOAD A PHOTO TO YOUR SOCIAL NETWORKS AND IT WAS PUBLISHED WITH A DIFFERENT SIZE THAN YOU WANTED? IT IS VERY IMPORTANT THAT YOU PAY ATTENTION TO THE SIZE OF THE IMAGES AND PREPARE THEM CORRECTLY BEFORE UPLOADING THEM, USE THIS LIST OF RECOMMENDED MEASURES (UPDATED TO 2021) TO AVOID 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/](https://sproutsocial.com/insights/social-media-image-sizes-guide/) (IMAGES)

[HTTPS://SPROUTSOCIAL.COM/INSIGHTS/SOCIAL-MEDIA-VIDEO-SPECS-GUIDE/](https://sproutsocial.com/insights/social-media-video-specs-guide/) (VIDEOS)



IEEE
UNIVERSIDAD NACIONAL DE COLOMBIA
SEDE BOGOTÁ

Designed by Mauricio Rodriguez Becerra Web Master IEEE UN 2021

Review 1.4 - 01/08/2021 [Review by: Valentina Hernández]