



A guide to Facebook graphics

Overview

This quick guide to shows you some of the different Facebook graphics you can create using Canva. We've designed some examples to highlight sizes and shapes. If you can't find the exact option you're after '*Use custom dimensions*' and build your own – but most shapes and sizes are in Canva – ready to use.

Use this document as a reference guide and check list to ensure you have all the graphics you need to build a creative and engaging Facebook page.

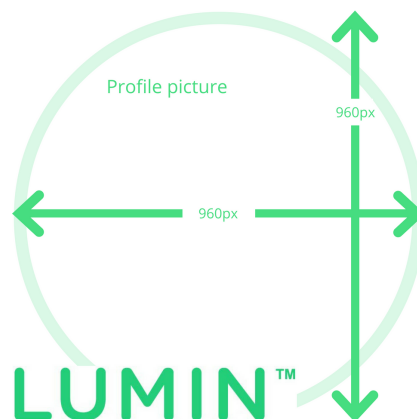
Profile pictures

Use This is typically an organisation's logo.

Size Upload as a square, either 720px by 720px or 960px by 960px.

Tips Note that while on the Facebook profile page this appears square, it will be displayed round (cropping the image) in news feeds and stories. To avoid your logo being cropped, ensure the logo or picture fits within the circle below.

Example





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Cover photos

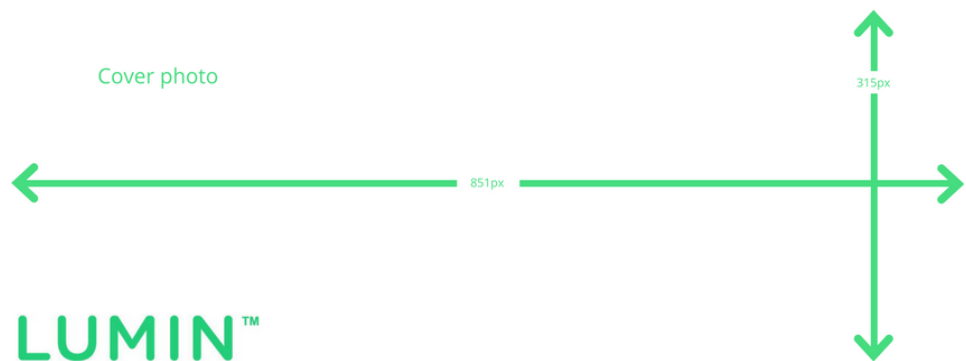
Use This is a banner that sits at the top of your page.

Size The width and height of the cover photo is 851px by 315px. Only a portion of this will display on mobile devices.

Tips This is a good place to communicate come key, or an opportunity to share seasonal messages – upcoming events, important calls to action, etc. The dimensions vary on different devices – desktop computers, mobile devices, smart phones and tablets.

Ensure that wording or important elements of the design exist at least 134px from the right-hand side and at least 158px from the left hand side of the frames for it to show on mobile effectively.

Example:





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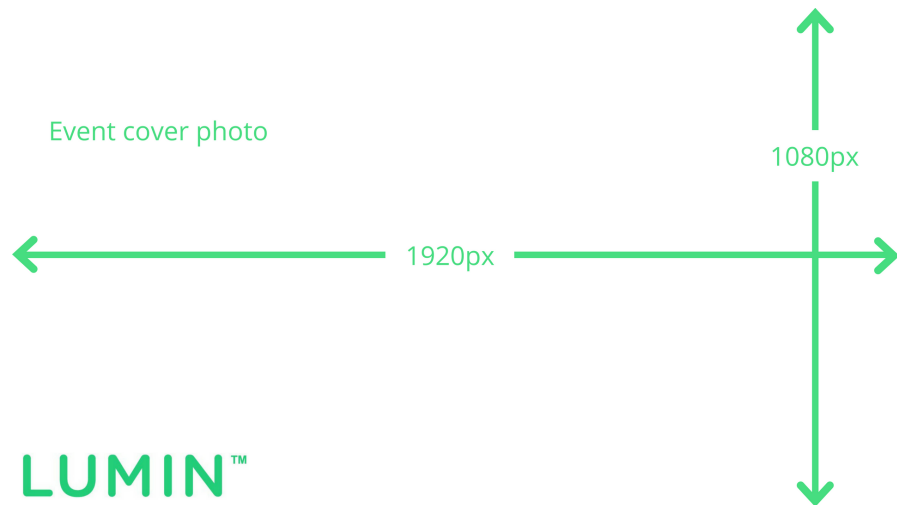
Event cover photo

Use This is a banner that sits at the top of your Facebook events.

Size 1920px in width and 1080px in height.

Tips Create an image to promote your events! This is a handy way to create an eye-catching graphic and make your event recognisable to the community.

Example





Newsfeed images

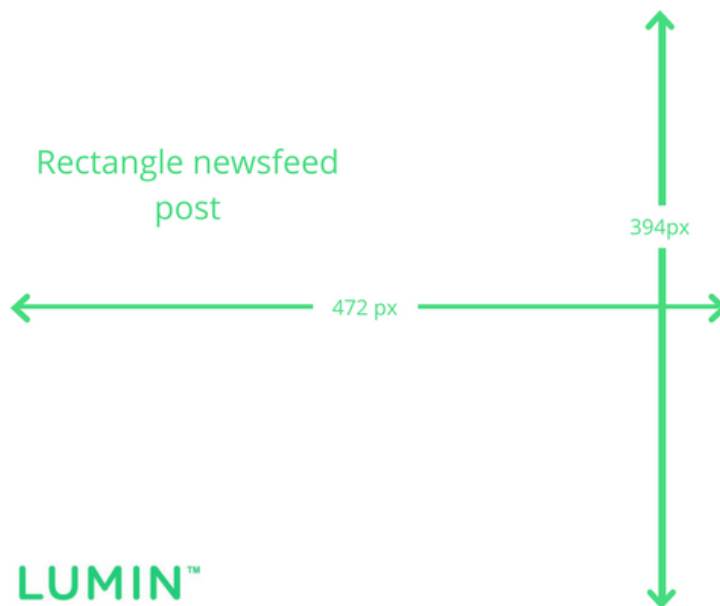
Use These are the photos people post on Facebook, they appear in your newsfeed.

Size There is no strict rule for these, but some helpful dimensions.

- Rectangle 472px x 394px
- Square 1080px x 1080px
- Tall 476px x 714px

Tips Trying different sized graphics can allow for different types of content. Some, such as the tall graphic, are good for filling the mobile screen of your followers to get more attention!

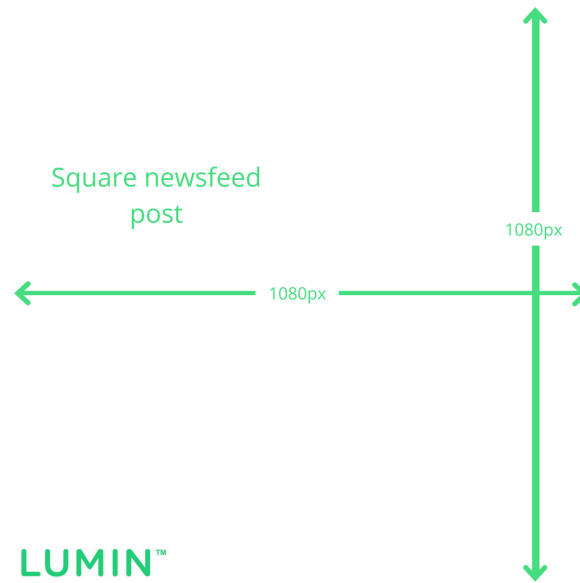
Example This can be useful for photos.



You can share square images.



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Tall image dimensions – great for infographics!

