



SOCIAL MEDIA GUIDELINES

April 2025

SOCIAL MEDIA GUIDELINES OVERVIEW

Photo and Render Guidelines

Best practices for posting images or renders.

LinkedIn Guidelines

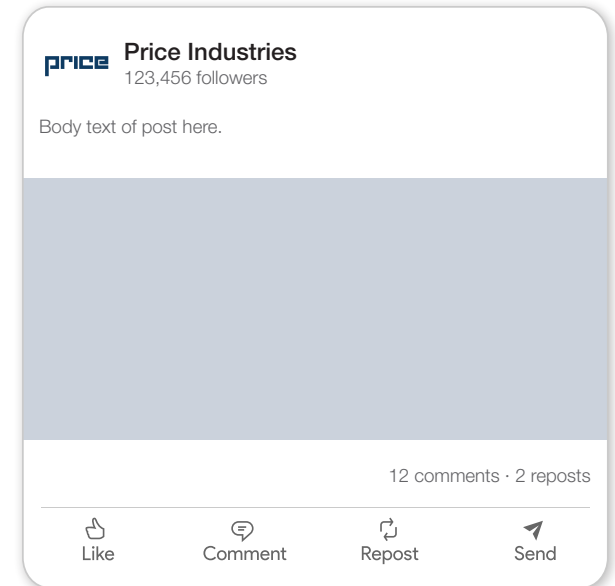
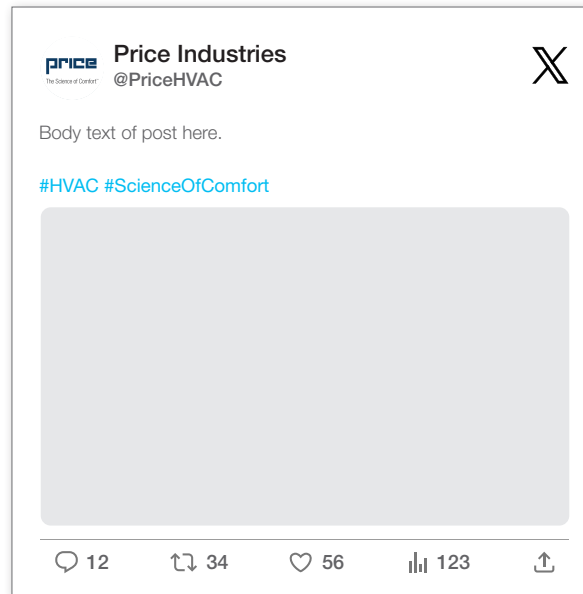
Resolution and dimensions for different types of LinkedIn posts.

YouTube Guidelines

Resolution and file sizes for YouTube videos and thumbnails.

X Guidelines

Resolution and dimensions for different types of X.com posts.



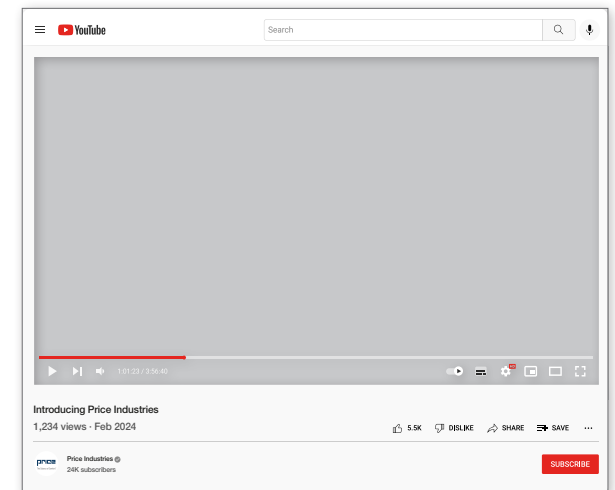
Leave clear space around the product.



Avoid zooming in too much.



Do not tilt or unnaturally cut off image.



APPLICATION RENDER GUIDELINES

Application Renders

Application renders are a great way to show products and systems in an application.

Style Considerations

Do not zoom in too much so you can't see the product, instead leave white space around the image to give proper context for the viewer.

Do not tilt or unnecessarily crop the image.

Do not use outdated application renders.

Image Resolution

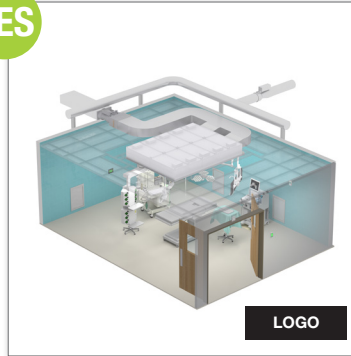
For web purposes, 72dpi.

Logo Placement

When using the logo superimposed on an image, use either the white or the black logo to create the most contrast and readability.

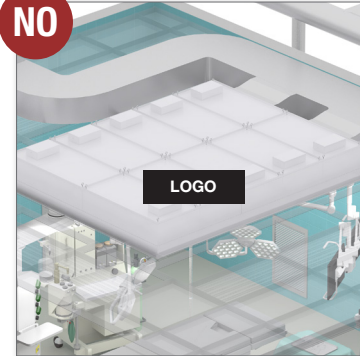
Make sure to not cover any important area of focus in the image with the logo and ideally place the logo on white.

YES



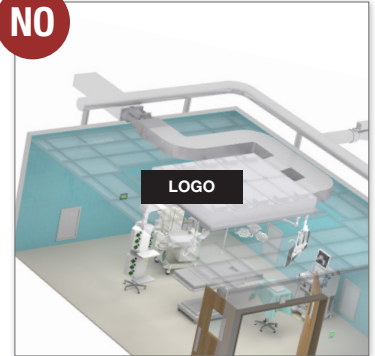
Leave clear space around the application.

NO



Avoid zooming in too much.

NO



Do not tilt or unnaturally cut off image.

PRODUCT RENDER GUIDELINES

Product Renders

Application renders are a great way to show products and systems in an application.

Style Considerations

Do not zoom in too much so you can't see what the product is, instead think about choosing an area to highlight or a specific area of focus.

Alternatively, do not show the image at too small a size where you cannot make out details of the product.

Do not tilt or unnecessarily crop the image.

Do not use outdated product renders.

Image Resolution

For web purposes, 72dpi.

Logo Placement

When using the logo superimposed on an image, use either the white or the black logo to create the most contrast and readability.

Make sure to not cover any important area of focus in the image with the logo and ideally place the logo on a white background - solid or gradient are acceptable.



Leave clear space around the product.



Avoid zooming in too much.



Do not tilt or unnaturally cut off image.

PHOTO GUIDELINES

Photos

Photos are a ideal for case studies and other applications where credibility is important.

Style Considerations

Do not zoom in too much so you can't see what the product is, instead think about choosing an area to highlight or a specific area of focus.

Alternatively, do not show the image at too small a size where you cannot see the details of the product.

Do not tilt or unnecessarily crop the image.

Use only approved images from Price.

Image Resolution

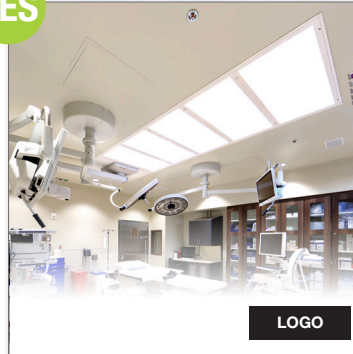
For web purposes, 72dpi.

Logo Placement

When using the logo superimposed on an image, use either the white or the black logo to create the most contrast and readability.

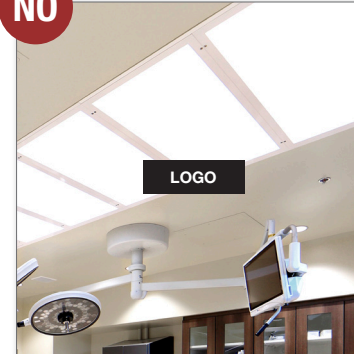
Make sure to not cover any important area of focus in the image with the logo and ideally place the logo on a white background - solid or gradient are acceptable.

YES



Be mindful that the photo equally showcases the product as well as the application.

NO



Avoid zooming in too much.

NO



Ensure to keep the product the main focus of the image.

LINKEDIN GUIDELINES

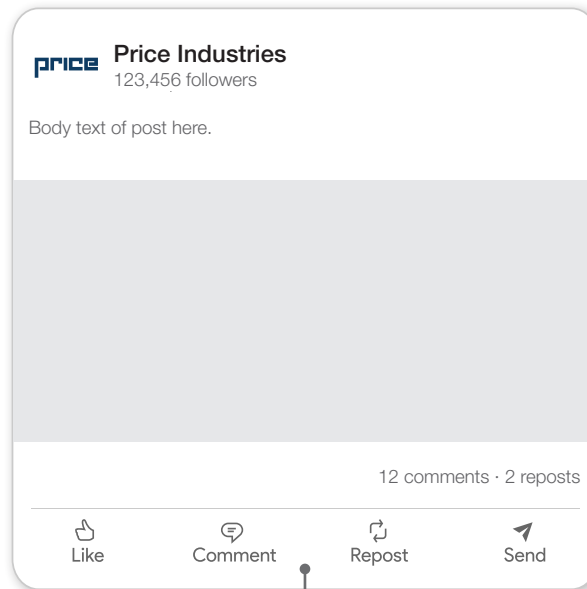
Resolution

- + For most LinkedIn posts, the maximum resolution is 1920 x 1080 and the minimum resolution is 1080 x 1080.
- + You should use the maximum resolution when possible to ensure images look the best they can.
- + Make sure to follow photo and render guidelines when choosing images to post.

Videos

- + LinkedIn videos have a maximum resolution of 4096 x 2304 and a minimum resolution of 256 x 144.
- + Video file size can range from a minimum of 75 KB to a maximum of 5 GB, with the maximum length being 150 minutes.
- + File type must be MP4.

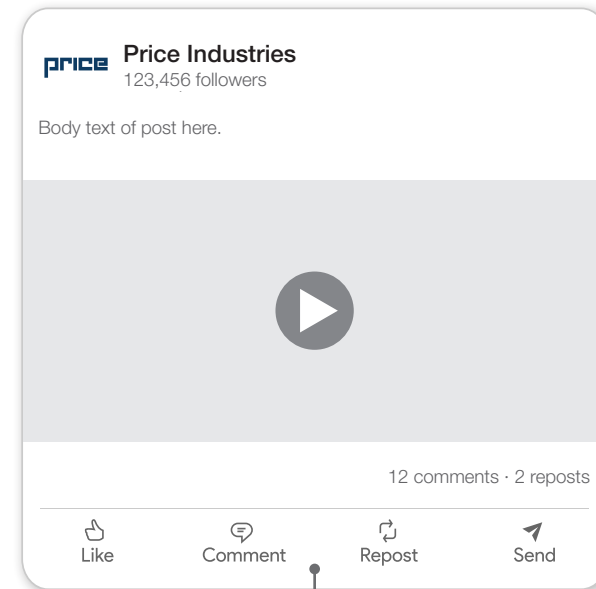
Image posts:



MINIMUM RESOLUTION 1080 X 1080
MAXIMUM RESOLUTION 1920 X 1080

Single image posts can be 1200 x 627 or 1920 x 1080

Video posts:



MINIMUM RESOLUTION 256 X 144
MAXIMUM RESOLUTION 4096 X 2304

Standard video ratio of 1920 x 1080 is the most common

YOUTUBE GUIDELINES

Video Resolution

- + YouTube recommends 1080p (Full HD) resolution
- + Full HD sizes include:
 - 1920 x 1080 (horizontal)
 - 1080 x 1920 (vertical)
 - 1080 x 1080 (square)
- + YouTube recommends a minimum size of 720p (Standard HD), these sizes include:
 - 1280 x 720 (horizontal)
 - 720 x 1280 (vertical)
 - 480 x 480 (square)

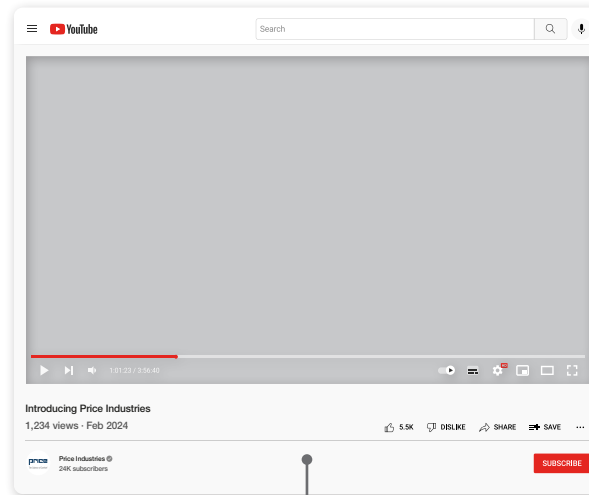
Video File Formats

- + Accepted video formats include:
 - .MPG (MPEG-2 or MPEG-4)
 - .WMV
 - .MOV
 - .MP4
 - .HEVC (h265)
- + Video files can range up to 256 GB in size

Video Thumbnails

- + The recommended size is 1280 x 720, with a minimum of 1280 x 640
- + Thumbnail size must be under 2MB
- + File type must be JPG, GIF, or PNG

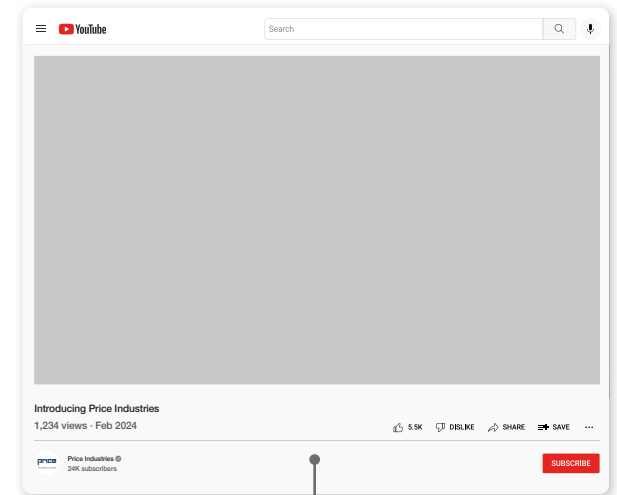
Videos:



MINIMUM RESOLUTION 480 X 480
MAXIMUM RESOLUTION 1920 X 1080

1920 x 1080 Full HD is recommended for YouTube videos

Video thumbnails:



MINIMUM RESOLUTION 1280 X 640
MAXIMUM RESOLUTION 1280 X 720

1280 x 720 is the standard thumbnail size

X.COM GUIDELINES

Image Resolution

+ X recommends the following image dimensions:

- 1600 x 900 (landscape)
- 1080 x 1080 (square)
- 1080 x 1350 (portrait)

Note: larger images will be automatically resized to fit within these parameters.

+ Accepted image file types include:

- JPG
- PNG
- GIF
- WebP

+ Image files can range up to 5MB, GIF files up to 15MB

Video Resolution

+ X supports the following video types:

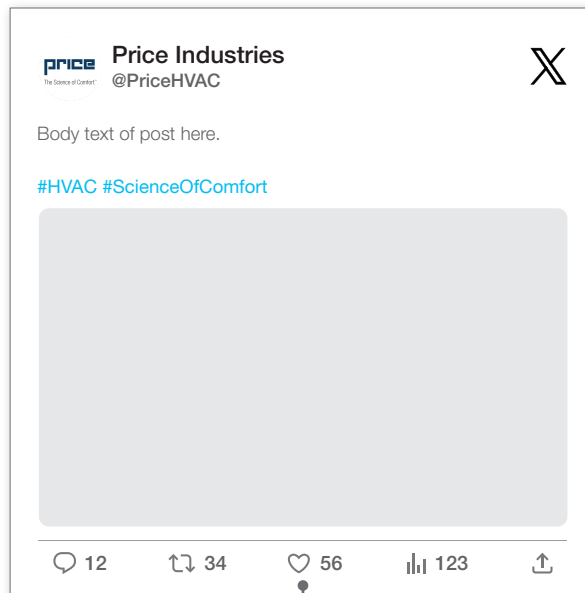
- MP4, MOV and AVI
- **MP4** with H.264 encoding is recommended

+ X recommends the following maximum video dimensions:

- 1920 x 1200
- 1200 x 1900

+ Video files can be up to 140 seconds long for non-premium subscribers, with a max size of 512MB

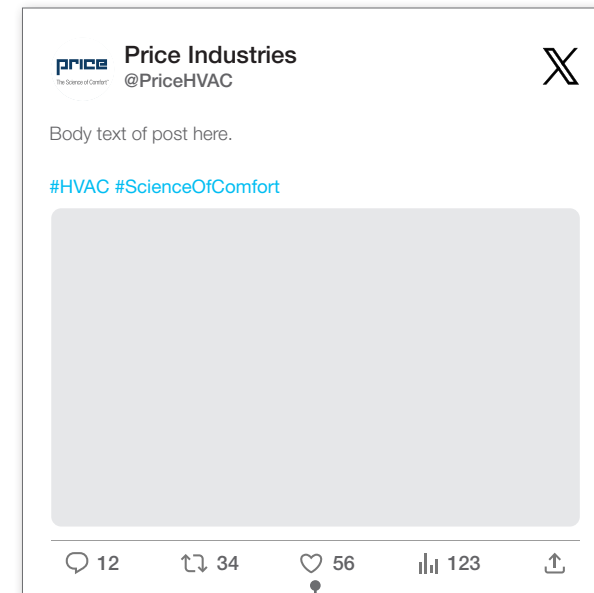
Photos:



MINIMUM RESOLUTION 1080 X 1080
MAXIMUM RESOLUTION 1920 X 1080

The minimum recommended size for landscape images is 1024 x 512

Videos:



MINIMUM RESOLUTION 32 X 32
MAXIMUM RESOLUTION 1920 X 1200

Maximum video length of 140 seconds can be viewed by non-premium subscribers