

STUDENT INVOLVEMENT SOCIAL MEDIA INFO



FACEBOOK

PROFILE PHOTO:
340 W X 340 H
COVER PHOTO:
1200 W X 675 H

POST
DIMENSIONS:
1200 W X 1200 H
STORY
DIMENSIONS:
1080 W X 1920 H

MAX POST VIDEO
LENGTH:
90-120 SECONDS
EVENT COVER
PHOTO
DIMENSIONS:
500 W X 262 H

CAPTION
LENGTH: 2200
CHARACTERS
HASHTAGS: UP
TO 30 PER POST

All sizes are in pixels (px)



INSTAGRAM

PROFILE PHOTO:
180 W X 180 H
HIGHLIGHT ICON:
1080 W X 1920 H

POST
DIMENSIONS:
1080 W X 1080 H
STORY
DIMENSIONS:
1080 W X 1920 H

MAX POST VIDEO
LENGTH:
60 SECONDS
STORY VIDEO
LENGTH:
15 SECONDS

CAPTION
LENGTH: 2200
CHARACTERS
HASHTAGS: UP
TO 30 PER POST

All sizes are in pixels (px)



TWITTER

PROFILE PHOTO:
400 W X 400 H
HEADER PHOTO:
1500 W X 500 H

IN-STREAM
SQUARE
DIMENSIONS:
800 W X 800 H

IN-STREAM
LANDSCAPE
DIMENSIONS:
800 W X 418 H

MULTI-IMAGE
TWEET
DIMENSIONS:
1200 W X 675 H

CAPTION
LENGTH:
UP TO 280
CHARACTERS
USE ONLY ONE
HASHTAG

All sizes are in pixels (px)

POST INSPIRATION:

student/member spotlight, how-to videos, upcoming event details, event recaps, informative posts about your organization, celebrate organization achievements, share statistics that show how you are helping others, announce when sign-ups, applications or forms are open, share details on how to apply, celebrate holidays, announce contests



HOW TO SUBMIT TO **@AUINVOLVE SOCIAL MEDIA**

Have a graphic or post you would like Student Involvement to share on @AUinvolve?

DIRECT MESSAGE

@AUinvolve with the post and info you would like to be shared from our account

TAG US

Tag @AUinvolve in your post or story

To request participating in an Instagram Takeover, or for additional questions, contact Amy Shugart at ashugart@auburn.edu.

RECOMMENDED RESOURCES

[Linktr.ee](https://linktr.ee)

- Allows you to link multiple websites to your Instagram link in bio.
- Go to linktr.ee/register and sign up with Instagram

[Plann](#)

- Social media planning and posting app

aub.ie/smresources

- Find more resources including a free social media workshop at this link

@AUINVOLVE   