

Facebook:

Facebook Pages are moving to a single column format, similar to personal profiles. This is largely to present a universal Page view across desktop, mobile and tablet displays.

The biggest change will be to the size of page post images. You'd previously optimized these at 403x403px and you now need to optimize them at 1200x1200px.

The images themselves won't often display at a full 1200x1200px - typically they will display on a standard page at 504x504px and smaller on mobile. So when you prepare images prepare them at 1200x1200px but keep text in proportion allowing for the fact that most often it will be scaled down to around a third of that size. It will typically be display at a full 1200x1200px on a gallery page where the image is being viewed on its own.

So the basic recommendation, simply prepare images at 1200x1200px and allow for the fact they will typically be scaled down by Facebook to about half to a third of that size.

The other key change is to the cover photo at the top of your Facebook Page. The overall dimensions will stay the same, but now Liked, Following and Share buttons will encroach on the image so you have to avoid placing text or key parts of the image in that specific area in the same way you avoid the area where the profile photo cuts in to the image. See attached example - basically avoid placing text or key elements in the lower 64px of any cover photo.

Twitter:

You may have seen that the page layout is changing completely. To be ready you need to change your header and your profile photo. Note - custom backgrounds will no longer be used.

Header photo will be 1500x500px

Profile photo needs to be 400x400px

