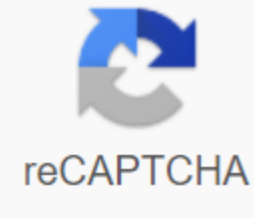




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When someone visits your Facebook page, the first thing they see is a big splash of image taking up almost a quarter of the screen: your Facebook cover photo. This is the headline of your profile, a big, bold banner image that introduces your brand to potential Facebook followers. You can show a lot in your Facebook cover photos: images of your product or team, ads and promotions, or even something as simple as a graphic that sets the right mood. A good cover photo can lead to increased engagement, whether it's more page likes or increase traffic to your site or other social channels. So how do you make Facebook cover photos and get most of them? This article will go for everything you need to know about Facebook cover photos. We also share 5 free templates created by our design team to help you get started. Let's start with the basics: making sure your image fits Facebook's photo-size coverage guidelines (and their other guidelines, too). Bonus: Download a free package of 5 customizable Facebook cover photo templates right now. Save time and easily promote your brand with professional design. Facebook cover photo size: 851 x 315 pixels Minimum sizes for Facebook cover photo (sometimes referred to as Facebook banner size) - 851 x 315 pixels. This is the best size to choose if you are taking a cover photo and want to know exactly what it will look like before you upload it. For high-quality photographic experience, Facebook recommends using the PNG file. Choose this option if you want to display a high-definition logo on the cover of the image, or if your cover image contains a copy that really should stand out. On a mobile phone, it's often best to prioritize the types of images that load quickly and don't use a lot of data. In this case, Facebook recommends downloading the JPEG sRGB file, which also follows these two requirements: Dimensions: 851 x 315 pixels File size: less than 100kb Remember on desktop, Facebook coverage photos are more rectangular, which is large/widescreen displays. On a mobile phone, the cover photo is more square, allowing it to fit on a portrait-oriented screen. While 95 percent of Facebook users access the site via a mobile phone, that doesn't mean you should ignore the 31 percent of users who also browse across the desktop. For a Facebook cover photo that looks good on any screen, Facebook recommends an image that is 820 pixels x 462 pixels. This also applies to the newer platform cover format: Facebook cover video. Video cover size: 820 x 462 pixels Facebook video coverage are another way to get the user's attention and drive user interactions on your page. On the desktop, video covers definitely look more appealing than static photos, and can really bring your page to life. However, they are less effective on a mobile phone, as they are not autoplay and instead download as a sketch. Here's Facebook Facebook Settings for size and duration of the cover: Dimensions: 820 x 462 pixels (820 x 312 minimum) Duration: 20 to 90 seconds (no more, no less!) Note: Facebook video cover may have audio, but it won't play if you actually click on the video. For best results, make sure that the video you're uploaded works equally well with or without sound. This is something you should keep in mind even outside of video coverage: 85 percent of Facebook users watch videos with the volume off. Other requirements for Facebook coverage of photos and videos Besides these technical requirements, there are specific rules for the types of content that you can display in Facebook cover photos and videos. These rules are pretty standard: Make sure you don't infringe someone's copyright. Make sure your photo or video cover is family friendly and safe to work with. Make sure that if you're promoting a product with a cover photo or video, you're not violating any of Facebook's ad rules. See the guidelines on the Facebook page for a full breakdown of these policies. How to use Facebook cover photo templates, starting with a professionally designed template, makes it easier to create your own Facebook cover photo. Here's how to customize our templates for your brand. You'll need Adobe Photoshop to get started. Bonus: Download a free package of 5 customizable Facebook cover photo templates right now. Save time and easily promote your brand with professional design. 1. Once you've downloaded the templates, you'll notice that the fonts and image files are separate. Double tap the font file of your chosen theme to download the font to your computer. Click set the font. 2. Double tap the image file to open it in Photoshop. 3. Choose a Facebook cover photo template that you'd like to work with first. 4. To edit the text: double-click the text you would like to edit. You can change the fonts and colors in the menu on the left side. 5. To edit the color block or background: double tap the color block you'd like to edit. Change the size or use the menu on the left side to change color. 6. To edit a photo or image: Double click on the photo you'd like to edit and click the new image. If necessary, be cool about the image. 7. To save the template: Choose a template you'd like to use and go to Save>Export As>Artboard to Files. Make sure to save both .jpg or .png. 8. Download the Facebook cover photo below. How to upload Facebook cover photos once you're done taking a Facebook cover photo by uploading it easily. Go to your Facebook business page and mouse Cover photo space at the top. Click Add cover to top left. Click download photo/video and select the photo you want to upload. A preview of the photo will appear in the cover space. Click on the photo and drag it up or down towards vertical orientation orientation Taste. Click Post. If you don't like the way your Facebook cover photo is located after you've posted it, you can click Update Cover and then change the position that will get you back to step 4. As you upload additional cover photos, you'll create a library. If you ever want to replace your current cover photo with an old one, click Select Photo instead of Upload Cover Photo in Step 3, and you'll be able to choose from previously uploaded images. Finally, the Select Artwork button contains a number of finished background images for the cover photopro. They look great as a last resort, but I recommend creating branded images for your business page that demonstrate the identity of your organization, products, or services. How to upload a Facebook cover video Downloading a Facebook cover video is almost the same as uploading a cover photo, with a couple of extra steps. Go to the company page and mouse over the space at the top. Click Add cover to top left. Click Download photo/video and select the video you want to upload. A preview of the video will appear in the cover space. Click on the video and drag it up or down to the vertical orientation to your liking. Choose a sketch from the 10 options Facebook provides (hint: choose the one that is likely to pique interest and reel someone in). Click Post. Facebook cover photos: Best practices Now that you know the basics of creating and uploading cover photos, it's time to take a look at some powerful examples and strategies behind them. 1. Use a simple image with a clear focal point the whole meaning of your profile banner to attract attention and arouse curiosity so people take action on your page. Use memorable images with colors that reflect your brand, and don't be afraid to use negative space, especially if you're including a copy: it will help your words stand out. Bonus: Download a free package of 5 customizable Facebook cover photo templates right now. Save time and easily promote your brand with professional design. Get the templates right now! This playful cover photo from zendesca uses bright colors and negative space to make them a copy of the pop. 2. Combine a Facebook cover photo with a Facebook cover photo that matches your profile picture, always looking professional and together. This may seem restrictive, but it's also a good opportunity to get creative. Target the attractive Facebook cover photo makes clever use of their bullseye logo. The optical illusion took me by surprise, earning this cover photo of my full attention. 3. Optimize your mobile cover photo Think about what it will look like on the screens of 1.15 billion Facebook smartphone users. If there is a tiny text, will it be readable? What will the smaller details look like on the smaller screen? What is it Cut off when your cover photo panning and scanning in a mobile format? I was surprised to learn that many companies (large companies!) don't really bother to optimize for this, making it an easy way to provide a better page experience than your competitors. Duolingo cleverly chose an image that doesn't change too much between desktop and mobile. Nothing is lost in translation, giving both audiences an equally good viewing experience. As an added bonus, the brand in the banner leaves the profile picture open for Lingo (their mascot company) to welcome visitors to the page. 4. Balance your Facebook cover photo with the right aligned elements Centered Images work well on photo covers, but aligning the contents of the image on the right is aesthetically pleasing and strategic. The call-to-action Facebook buttons appear on the right side of your profile: ideally, your images should pay attention to this section of the page. If possible, include items that draw attention to your CTA. Here, YouTube star and cake decorating sensation Yolanda Gumpp uses a cover photo to advertise her new cookbook, How To Cake Is. This banner effectively keeps an eye, starting with a copy and then on the cover of the book, which is right above watch the CTA video. It's a direct route to her YouTube channel, and an invitation to join her 3.6 million subscribers! 5. Regularly update your cover photo, your Facebook cover photo is the perfect place to announce what's new in your company. Keep this space up to date with fresh content, whether you're promoting a new product or service, or referring to current events related to your brand. Here, KFC uses their cover video to advertise the Canadian start of the latest spin on the infamous Double-Down. This video profile works well because the animation is on a short loop, so it's not too distracting. It really creates a mood! 6. Link from your Facebook cover photo Including a link to the cover photo page itself is a good way to drive traffic to other pages via Facebook. Use shortened links, ow.ly to create a customized URL format that is unique to your brand. This makes links more manageable and hides the UTM code you should use to track traffic sources. Here Threadless uses an overly relatable cat figure to drive traffic to its site. When you click on the cover photo, you'll find a link that guides you to purchase a T-shirt. The link contains the UTM code, which allows Threadless to track page views from their Facebook cover photo. While they haven't done it here, another strategy is to have this URL right on the same page as the CTA on your main profile, offering another chance to convert. It also allows you to experiment with other CTAs on your Facebook page (Facebook currently has seven to choose from). Check out this post if you want more on how to write a call to action. 7. Pin important updates under your Facebook cover photo Remember the purpose of the headline to get you to read the article below, and the Facebook cover photos are no different. Attach the most important current content to the top of your Facebook page. When people are attracted to your cover photo, they will see the most relevant information as soon as they scroll down. Hootsuite is currently promoting an upcoming webinar series on Demystifying Social ROI. In addition to the cover of the video highlighting the event, we pinned it as the first post on our page so people don't forget to sign up. Manage your brand's Facebook presence and a new Facebook cover photo with Hootsuite. Attract subscribers, track results, and schedule new posts from one dashboard. Try it for free today. Start with files from Shannon Tian. 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