

DAY 3 - YOUR FACEBOOK COVER PHOTO

Your Facebook cover photo should represent your brand. Be creative and experiment with images to see what your audience responds to best.

To ease the graphic design process, we're sharing some Facebook dimension guidelines to get you started.

Your Page's cover photo:

- Displays at 851 pixels wide by 315 pixels tall on your Page on computers and 640 pixels wide by 360 pixels tall on smartphones
- Doesn't display on feature phones
- Loads fastest as an sRGB JPG file that's 851 pixels wide, 315 pixels tall and less than 100 kilobytes

Here's an example of computer vs. mobile display from twelveskip.com:



30 DAY FACEBOOK CHALLENGE

The most important takeaway is the profile photo placement - make sure there's nothing important in that spot on your cover photo. Also, referring to the example above, no essential details in the invisible section.

Keep in mind all cover photos are public, which means anyone visiting your Facebook page will be able to see it. Cover photos must follow the [Pages Terms](#) and can't be deceptive, misleading or infringe on anyone else's copyright.

Two great tools to help build the cover photo are [Canva](#) and [PicMonkey](#). Canva even walks you through step by step!

If you'd like to try designing it yourself, we've got a downloadable Photoshop template for you:

[Photoshop PSD File](#)

Lastly, if you're looking for free images to use, check out two of our favorites:

[Pexels](#)

[Pixabay](#)