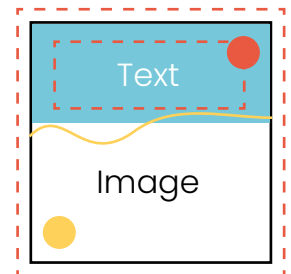# Producing Graphics

Software

You can use anything from Adobe Illustrator, Adobe Photoshop or even Microsoft Powerpoint. You can also use Canva, a simple tool to build impressive graphics.

Templates

Developing clear templates can help you create impressive, consistent graphics and save time. This provides a canvas for your posts to adapt whenever you need to.

Text

Image

Text

Keep the amount of text to a minimum - unless you are making a quotation graphic, you'll want 5-6 words at a maximum. Think about what you are going to say in the post text accompanying the graphic. Does the text on your graphic add to it rather than unnecessarily duplicate it?

Dimensions

Getting the dimensions of your graphic right is important. Here are the right ones for various platforms:

Facebook ▪ Profile Picture: 180 x 180

Cover Photo: 820 x 312

Shared Image: 1200 x 630

Shared Link: 1200 x 628

Event Image: 1920 x 1005

Twitter ▪ Profile Picture: 400 x 400

Header Picture: 1500 x 500

Posted Photos and Shared Links: Any - but 1200 x 630 recommended

Instagram ▪ Profile Picture: 110 x 110

Photo Thumbnails: 161 x 161

Photo Size: 1080 x 1080

Instagram Stories: 1080 x 1920

WhatsApp ▪ Profile Picture: 500 x 500

Shared Picture: 800 x 800