

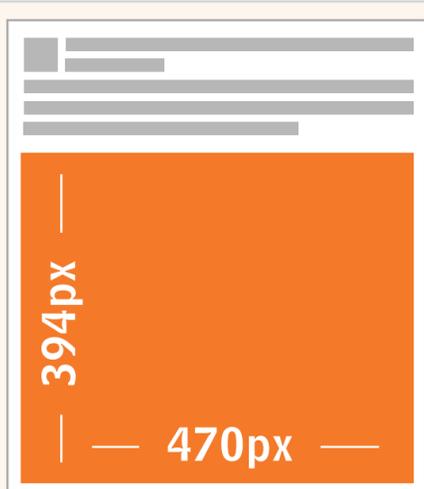
The Unofficial Guide to Facebook's New News Feed Image Sizes



Last March 2014, Facebook stirred up a major change in the way how images are presented in the news feed. Here are some of the basic changes and how you can fully maximize how your images will show online.

by MGR Consulting Group

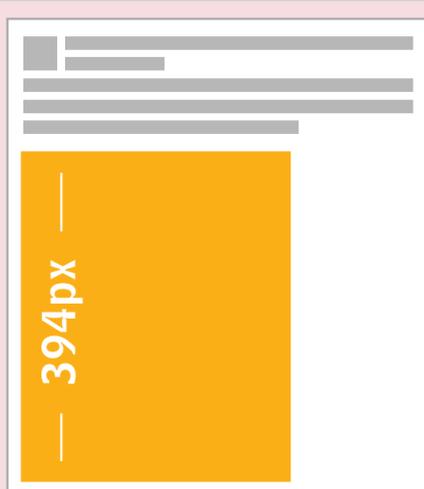
Photo Posts



All your images will fit inside an invisible box no larger than these dimensions.

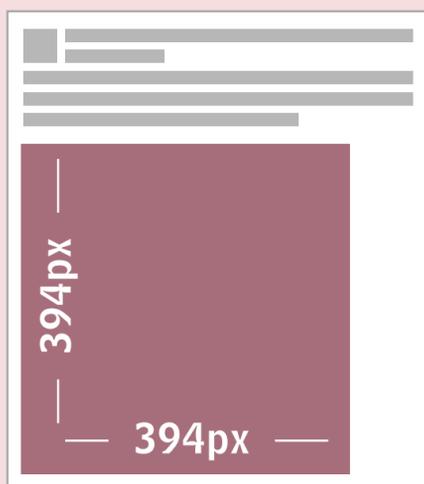
Now images will never be cropped, but rather it will be scaled down, but your photos will never be shown more than 394px tall or 470px wide.

If your portrait image is taller than 394px, it will cause the image to appear narrower and it will leave a blank space on the right.



Horizontal or panoramic pictures will be resized in order to fit the 470px box.

Even images using the recommended aspect ratio of 1:1 (square) will leave some wasted space on the right.

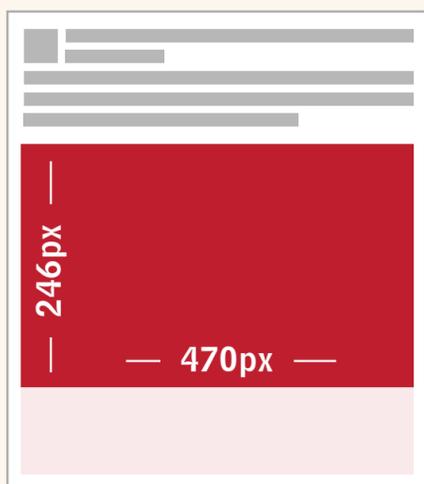


You want to get that perfect ratio? The perfect ration for your image to maximize the available space in the post is 235:197

4:3 image ratio is still recommended though as they are close enough to the perfect ratio and it will still look awesome.



Link Posts



Images on a link post will be cropped automatically to an aspect ratio of 1.91:1. A minimum size of 470 x 246 pixels is required in order to be shown in this box.

Images smaller than 470 x 246 pixels will look tiny, like the figure on the right.

Images smaller than 154 x 154 pixels will be either resized to 90 x 90 pixel thumbnail or not shown at all.

