

	PROFILE PHOTO	COVER OR HEADER PHOTO	ABOUT US/ DESCRIPTION CHARACTER COUNT	REGULARLY POST & LINK TO SOCIAL NETWORK SCHEDULING SOFTWARE
LinkedIn	400x400 pixels	1000 x 425 -- 4,000 x 4,000 pixels	2,000	X
Twitter	400x400 pixels	1,500 x 500 pixels	160	X
Facebook	180x180 pixels	820 x 312 pixels	155	X
YouTube	800x800 pixels	2,560 x 1,440 pixels	1,000	X
Google+	250x250 pixels	1,080 x 608 pixels	(Tagline: 140 characters) (About Us: No limit but only 641 visible)	X
Instagram	110x110 pixels	-	150	X
Pinterest	165x165 pixels	-	160	X

MAKE SURE YOU:

- ✓ Check on a daily/ weekly basis to make sure that your posts are posting properly
- ✓ Check, Measure, and Note Metrics
- ✓ Research and Plan Your Social Media Strategy
- ✓ Be Active and Engaged
 - Engaging with engaged followers
 - Following up on feedback both negative and positive
 - Following, and Liking other accounts or Pages

