



EO SOCIAL MEDIA FORMATS

June 2025

IMAGE SPECS

Platform	Image Size (px)	Image Ratio
LinkedIn	1080 x 1350	Portrait (4:5)
	1200 x 1200	Square (1:1)
Instagram	1080 x 1350	Portrait (4:5)
Facebook	1080 x 1350	Portrait (4:5)
	1200 x 1200	Square (1:1)
X (Twitter)	1200 x 675	Landscape (16:9)
YouTube	1280 x 720 (thumbnail)	Landscape (16:9)
TikTok	1080 x 1920	Vertical (9:16)

VIDEO SPECS

Platform	Video Size (px)	Video Ratio	Ideal Video Length
LinkedIn	1080 x 1350	Portrait (4:5)	30–90 sec
Instagram	1080 x 1920	Vertical (9:16)	15–60 sec
Facebook	1080 x 1920	Vertical (9:16)	30–90 sec
X (Twitter)	1280 x 720	Landscape (16:9)	30–45 sec
YouTube	1920 x 1080	Landscape (16:9) Vertical (9:16) - Shorts	7–15 min (regular), 15–60 sec (Shorts)
TikTok	1080 x 1920	Vertical (9:16)	15–60 sec



IMAGE AND VIDEO - KEY CONSIDERATIONS

Platform	Notes
LinkedIn	Square for feed images; vertical videos work best for mobile.
Instagram	Prioritize Reels; use portrait images in feed.
Facebook	Square and vertical work best in-feed and stories.
X (Twitter)	Keep content snappy; visual + text is key.
YouTube	Use Shorts for reach; thumbnails matter.
TikTok	Quick, hook-driven videos perform better.

- **File Type:** MP4 (video) and JPG/PNG (images) are universally accepted.
- **Captions/Subtitles:** Always recommended to improve accessibility and retention.
- **Thumbnails:** YouTube and Facebook benefit from custom thumbnail
- **Engagement Tip:** Aim to capture interest in the first 3–5 seconds of any video.



COPY/CAPTION BEST PRACTICES

Platform	Ideal Word Count	Considerations
LinkedIn	50–100 words	Professional tone; concise summaries perform best.
Instagram	138–150 characters	Short captions with engaging content are effective.
Facebook	40–80 characters	Brief posts receive higher engagement.
X (Twitter)	71–100 characters	Brevity is key; concise tweets perform better.
YouTube	100–200 characters	Clear and concise descriptions aid discoverability.
TikTok	100 characters	Concise captions complement short-form videos.



HASHTAG BEST PRACTICES

✓ Be specific and relevant

- Use hashtags that relate directly to the content, campaign, or community.
- Use a mix of branded hashtags, community/cause hashtags, trending/event-specific hashtags.

✓ Prioritize clarity and clean formatting

- Place hashtags at the end of the caption or in the first comment (especially on Instagram).
- Avoid hashtags in the middle of sentences for readability.
- If the hashtag is too long, try to shorten it without losing the overall meaning (ex. #EOWithLBS, #EOAtOxford)
- Use camel case to improve readability (ex. #EOJumpstartJuly, #EOGlobalSpeakersAcademy)

✓ Don't overdo it

Stick to 5 hashtags max, as much as possible. Focus on quality, not quantity.

✓ Be consistent

Always use the same hashtag or group of hashtags for every campaign





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