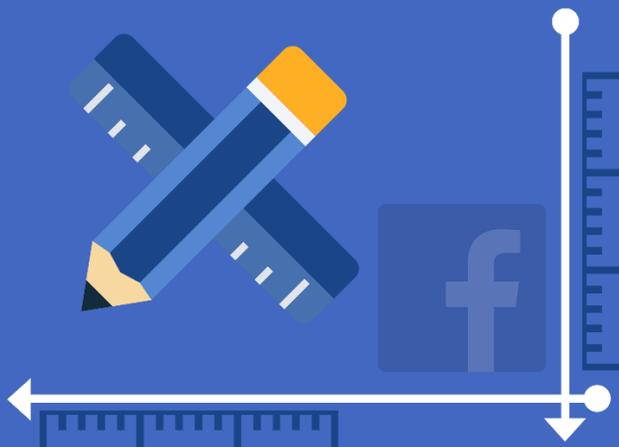




# Facebook Cover Sizing TIPS



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## Facebook Cover Sizing Tips

Hey welcome to another episode of My Unfair Advantage. In this one I'm going to walk through making a banner for Facebook. The kind of banner that I'm talking about is the cover image for Facebook.

Here we are in the Facebook Group and as you know you can change that photo on the top. The thing with Facebook images—particularly these banners—it's kind of annoying. The groups are a different size than the pages, the pages are a different size than the timelines.

The timeline would be your individual Facebook wall, so to speak. This is called your timeline. This is an image that you can make. I can click on it here so you can see it. You can put that on your cover. It's a totally different size than the one that you put.

Obviously, the image that I have there is getting cropped. Facebook crops it down. Notice here we've got a red border around the whole thing, but then when we look at the actual image, the border gets cut off. They're only showing right up to here, up to the TV screen, just below the TV screen. This isn't Photoshopped, I have paused the logo on my screen. There's a video on the screen and I had paused it.

I wanted to create an image for our event, and I want to put it here. I do have a set here. I've got a little folder with images, and I got these templates that I use. This, for example, is an ad image template and it's 1200 x 628. This one is a Facebook group cover template, 820 x 251. This one is a newsfeed rectangle and that's 476 x 316. This one is a news feed square, 476 x 476. This one is a newsfeed skyscraper 476 x 714. If you go to 715, Facebook will automatically chop this in half. Here's an FB timeline cover, and this is 828 x 315.

Here's the problem. That's what those sizes were back when I made those templates, but Facebook is forever changing things. I'm just going to go ahead and do a quick search here for "timeline cover image SIZE" and I'm going to go with the first one I came up. Let's see what this says.

This is Buffer Social, [bufferapp.com](http://bufferapp.com) and apparently, they're going to tell us here, "The ideal size for Facebook cover photo should be 820 x 426." Now the thing is, how recent is that? When was this post? This is as of July 18th, 2017. It was last updated July 24th of 2017. That's not too new.

What if I go do a different search here "Facebook cover image size" and see what Facebook say themselves. That's HubSpot. I'd rather go with HubSpot to be honest with you. Let's see what these guys are saying. Do they have the actual sizes? Are they going to tell us the size, or no? This is just tips about it. They're not giving me the size that I can tell. I'm sure you gather what the idea

here is. Look before you make it because it could change. It likely, at the time that you're watching this, the actual sizes might be different.

Here's a cheat sheet supposedly. This one was made January of 2018 so that's not too long ago because it's currently, today is—at the time that I recorded this—Friday, March 9th so this is a recent one and this is promising some sizes, Pinterest and so on, I just want the Facebook cover sizes.

This would be the Facebook page size, Facebook cover photo size, Facebook profile photo size, Facebook link preview size, wall size 476 and varied height, group cover 1640 x 859. Now that is weird. That's a very large size 1640 wide is the minimum. This post helps you optimize for mobile and desktop. If you do it that size, they're linking to a post here that might help you. This looks like a pretty informative post. Facebook event cover image and sizes is the same 1200 x 675. Here are Facebook ad sizes. This is the Facebook infographic with all their sizes. This can be useful. Here's the desktop newsfeed 1200 x 628 is what they're saying.

The good thing here is that there are resources out there. Louise Myers apparently does a lot of visual social media things and so far, her blog has been helpful here for me today. I might bookmark it and come visit again later. This post, with all its links and all its sizes and all its stuff is obviously something that she put quite a bit of work into it.

Here is the 2018 edition social media cheat sheet for sizes. Facebook page sizes it's saying group cover, optimal 1640 x 859. That's yet another one. Wow, that's yet another size. And yes, she has all kinds of little notations. Wow, this looks very thorough. This looks very, very thorough. The only way to know if these are still right would be to make something that size and pop it in there. Believe it or not, we have a group that we test these things in, like a group page that we don't have any members in it. It's just for internal testing. But I have zero issues with testing a cover image here on my Facebook wall.

The three main ones will be—and they're all different sizes—would be this one here. Then the next one would be the group size, so if I go to My Unfair Advantage, the group size should be a totally different size. Then the other one would be our page, the Higher-Level Strategies size.

Here's why it's important to know the sizes and to create separate images for each one. The reason is because if you don't do it that way, what will happen is certain things will get cut off on certain pages like what I just showed you on my timeline. If we had a logo or had text like this has a slogan, if that slogan was down here, for example, on the Facebook page, it could be covered up by my profile picture. It could also be cut off. Facebook would automatically size it down and chop off. It literally crops the image, so they don't get sized to fit. I wouldn't want it to get sized to fit because what would happen then is it would skew the image. If you take something that's 1600 pixels wide and make it fit into something that's 800, it literally just compresses the image

and it's going to make you look skinny and skewed, and your fonts are going to get all screwed up. I wouldn't want that to happen.

What I'm going to do is I'm going to take one of these sizes here that she described. I'm going to go to the Facebook section where she outlines here and I'm going to say right here, Facebook photo sizes, Facebook group cover photo, details and templates for mobile/desktops are here. She's got the group cover photo size. Facebook group cover photo size changed on November 27th of 2017 and again, a couple of weeks later. Yeah, this is what happens. See? She's speaking the truth. It cropped differently on every device. But now—according to Facebook—the ideal size is 1640 x 856 or a 1.91:1 ratio. This did not work anywhere on November 27th but now it does on mobile. Although it's 1640 x 859. Not sure why they say 856, which isn't exactly 19:1 nor what it displays.

Hence, you're starting to understand the issues with design. You might say, "Oh, what the hell difference does it make? Four pixels." You know what? Three pixels can be the difference of a border, and if you have a border line around your image and it gets cut off on one side, it's going to look like something's missing, and it shouldn't. The image should look properly. It should display properly.

She's saying use 1640 x 859 and that would allow room for face, and she says, "Ratio which will work fine on both phones and tablets." See, that's another thing to consider. If you create an image that looks great just on your computer, how is it going to look when you do this to the browser? When you go like this to iPad size and then when you go like this to phone size. Does it skew? Or does it reformat for mobile? How's it going to look? Is it going to expand? Is it going to fill the width? That is important to know because the reason that they don't show certain parts of the image on desktop is because since it's a wider screen they're cropping the top and bottom. But then on a mobile device since it's not a wider screen, they might show more of the actual image, so more is displaying on a mobile device.

This is good to know because if you have specific text for mobile users, you could hide the text in the part of the image that's going to be cut off on desktop and iPad. These are things you can do if you know what's happening. I'm going to go with Louise Myers' advice. I'm going to go with 1640 x 859. She says, "These dimensions have been verified to work as of January 24th, 2018. Facebook is even providing similar template now. If you're having problems provide specifics in your comment."

Now she's going to the group cover image. Group name here on mobile and closed group. This is a great template. She's doing the new Facebook group cover photo. This is great, this is all for groups. Good stuff.

I'm going to take Louise's advice. She sounds like she knows what she's doing. But I want to use the timeline cover. Does she have the timeline cover dimensions here? This is the group cover,

that's the event cover, profile picture, where is the timeline? Facebook page cover, profile cover. I'm going to do a search for the word "timeline" and only a person commented on it. "I've never heard of a limit specified."

What is she calling the timeline image? Facebook cover photo? She's just calling it cover photo. 1200 x 675. See the template. No, that's not it. Where's the template? Where's your template? Facebook group cover photo, that's group cover, that's Pinterest, that's profile pictures. Okay Louise, I'm becoming aggravated.

That's group cover. I want timeline covers, just regular cover. Facebook page cover, that's group cover and page cover. Would it be this event cover? That's what she's calling an event cover? No. event cover. I don't think so. I don't think that's what I need. I think the minimum wall post size, hopefully you're okay. This is going to Twitter and Pinterest which I don't give a crap about. She doesn't even have it on here. She's got photo post. She's just calling it a cover. I'm going to try this 1200 x 675 thing and see if that what she's talking about. No, that's Facebook page. She's not giving me what I need.

I want the actual size so I'm going to ask Facebook. I'm just going to ask Facebook cover size. cover photo size helper. Okay, all dimensions. This is again, for a page. Cover photo size. This is timeline. That's 851 x 315. This is old. This is 2016. Cover photo size 2017 updated. Yeah. How could you say this is the post I referred? No. Cover photo size, okay this if February 2017. This is the most recent one and this is what it would be, 851 x 315. No. That's always what it's been, 851 x 315 is always what it's been. If I could just use my actual crop scissors and I'm just going to take a stab out of here. So, 851 x 315. It's correct, that hasn't changed. So, 851 x 315 has not changed. Let's go ahead and do that. Let's see what that would look like.

What I'm going to do is I just took an image of it. Let me see what that image looks like. I'll use that image, hopefully, oh my goodness I didn't take an image, I guess. Let's go back over here. Let's grab an image. I'm just doing—on a Mac—it's just Command+Shift+4. Makes the crosshairs and now I can go like this and take a snapshot, and it's going to be 851 x 315. It doesn't look seem to work. Okay, you know what, let me redo this. I didn't get in the right spot. Let me go right there, down, oops, come on, go right in the corner there, alright, nope, didn't grab it, taking all these stupid images, okay 851 x 315 there we go.

Now I got the image and I'm going to use this to make a template for myself. Let's drag it on here, open with GIMP. What I'm just going to do here is just quickly make a template for myself. I want to create a layer, new layer, like this and I'm just going to make a box over here just so that I don't ever do anything on that area. I'm just going to color it in, let's create a new layer and I'm just color it in black. That's set and I'm going to create a new layer and what I'm going to do is another box where I'm going to make sure that I don't put any text in this area which is where the name is, and these buttons are. I'll just color that area in black as well. Let me click a gray, a dark gray or

something like that. Right there. Now I know that I shouldn't put any kind of text in that area. What I'll do not is create a new layer for the background and we'll just make that blue. Select none and make it blue.

This is our template, and we know that we shouldn't write on the black or the gray. We shouldn't put any text there. I could've just done it all black honestly, but now I know which part is the image, which part is the avatar, and which part is the—right in the Profile Page—which part has the buttons and such that and stay away from that area.

What I want to do now is I'm going to save this as a template. I'm going to also put the sizing on here, just do some text. It's going to create a little bit of text here. I'm going to call this Facebook timeline cover 850 x 315. I'm going to save this as the template. File, export as Timeline Cover Template, and I save that to my desktop. Now whenever I want to make one of these it's just easy.

Now, what kind of situations would I want to make one of these for? Well, any kind of product launch, any kind of bonus, if you're doing any kind of campaign that you want your Facebook followers to know about, you can advertise.

There is a rule of how much text you can put on these and I believe that rule is 25%. Do not quote me because that's the last I heard. One of the problems with designing stuff for Facebook is like running ads on Facebook and that is they change the rules constantly. Even if I did give you an exact number of how much text you can put on your image, that would probably be different by the time you're making your own image.

That's the reason that I started this video by starting and doing a little bit of research, and not just doing the research but looking into it a little bit. Don't just go and the first thing that pops up grab that. Look into it a little bit. Click to the side a little bit. Does this person look credible? That Louise person, that site look great, lots of resources and stuff. I also looked on Facebook itself, I did some measuring and stuff, and the thing that I liked about the Louise site was that it was recent. I looked at the date of the blog post.

It's the internet guys. There's a lot of fake news on the internet. There's a lot of people that just create things for clickbait. They totally make the things up to get the people to click on them. If we learned anything through the whole Donald Trump election and presidency is that clickbait, people will click on things just for the purpose of the sensationalism and the same holds true with internet marketing and knowledge. People want clicks to their site, so they will just post things and spread them around. Make sure you're looking at recent information and that you do a little bit of digging. In five minutes, you can research something and find a couple of different sources and then pick what appears to be the most credible.

What I'm going to do right now is create a background image and I'm going to create something for our event. I'm going to the Event page and I'm going to grab the colors from there. I'm going to

show you exactly how I do this. The way that I'm going to do this is I'm going to try to use elements and colors from the page. I already have the logo but what I want to do is I also want to grab the color scheme, so this teal and this purple are things I want to use. As far as the background image here, as you can see there's this opaque, blurry scene of a crowd in an event or venue. It's hard to make out but it gives some texture. It gives the page some background texture. As we move further down here there's a couple of images, there's a map, there's some information about the hotel and things like that, but I'm wondering if we can get probably some other images, and I did have some that we could use.

I want to use a background image that I can blur. I'm going to grab I think here in projects I had some images. I'm going to look and do a quick search command for CME—stands for Close Marketing Event—and we have a folder for pictures from that event. Here it is, CMG, Close Marketing Group. I have a bunch of pictures here from event, this is from our last event, and I'm thinking maybe I'm just going to get one of these crowd pics from the event and use it. These are people at our event, and I might be able to use one of them. There's a bunch of pictures here of myself and Mike Filsaime, Tom Beal. This is a good one. I think I used that one for one of the ads.

I'm trying to find a picture we could use in the background that would look like kind of a crowd picture, maybe somebody talking on stage. We've seen a couple of them already. Here's another, big crowd one that we can possibly use, and it's neat. Scrolling up. How about this one. Nah. This one's cool. I like this one. I used this one for an ad. I'm going to try that one. I'm just going to copy it and paste it onto my desktop right here. I'm going to keep this window in case I want another one so I'm just going to move that out of the way for now.

Here's my image. I've already saved my template so I'm going to save a copy and we're going to call this Commission Expo. I'm going to call it CommExCover and I want to save that to the desktop, and now we are working on the CommExCover. Isn't the one that we're in? Yeah, this one. I'm going to close the template and now I'm working on the CommExCover here. What I'm going to do is drag that image into the background and to be much bigger than this size because it's a huge image. When I dragged it in, it put it beneath the background layer, so I'm over here in the layer tab now and I'll just move it up. There it is. Now you see how it's so much bigger than we need it though. I'm going to scale my canvas here. Let me open the window that I'm working with a little bit more so I can see more.

What I want to do now is zoom out. I'm going to that 25% and you can see that dotted line is the size of the image and the actual window, the canvas that we're working on is much smaller. I must reduce this, so I'm just going to scale it with the scale tool. I'm going to lock this little chain link that protects the aspect ratio, so it just locks the aspect ratio. I'm reducing the size of this a bit and now I'm going to just drag it back over, so I don't want to reduce it too much. I'm going to drag it so I can see that it covers the image underneath.

Now there's no way to protect the aspect ratio of this image. Let me zoom up again. Let's go to 100%. There's no way to protect the aspect ratio of this image and fit the entire image at the same time. there's just no way to make that happen because if I do it, it will skew. I'm almost wondering at, do I want this image still? Do I want to have this image since it has the back of my head on here. I'm wondering if we blur this out and change the color of it, would it possibly look nicer? Is this possibly going to be usable if we do that? Would it still have the appeal that it has? The visual appeal, I mean. I don't know, it remains to be seen.

What I'm going to do is to play with it a little bit. I'm going to just hide the text there. I'm going to start with this background image right here. I'm not sure I'll bring it up a little bit. But that kind of puts my head a little too close. What I'm going to do is I'm going to go over to the colors tab, and I'm going to go to hue/saturation and I'm going to come over to this, wrong one. I'm going to go to colorize, not color. Notice how it's made that bluish. I'm going to change the hue to make it purplish.

I'm looking at this color that I have on the desktop, it's kind of just make it match, make it close. Let's go all the way to purple. There we go. Here we go, we're getting there. That purplish color kind of matches a little bit. I don't know if it's exact, but we're getting there. Not quite there but play with it a little bit more. I'm going to grab that. The moment I touch the slider it's going to hide and put it behind it. I must reduce the window size to do this properly, so I'm just going to go like this and bring this over like that, and now we can look at the color a little bit better.

I'm going to adjust the hue. That's too much. There we go. I think that's close. That's pretty darn close. Now I can mess with the lightness and saturation amount. I can make it darker; I can make it a little bit brighter. I can mess with the saturation a bit. I'll go there and what I'm going to do now is I'm going to hit OK and I'm going to blur it. I'm going to go into filters, blur and I'm to go Gaussian blur. I didn't mean to do that. I'm going to go filters, blur then select Gaussian blur. A little window will pop up somewhere. There it is, and that's blurring at five. No, that's enough of a blur, yeah, it's a bit of a blur. I can blur that a little further. I'm going to just repeat that. I'm going to go filter, repeat Gaussian blur. Just blurring the blurred image even further. There it is.

You can tell it's an event and I think I'm going to remove that last blur. I'm just going to undo like that. I'm just going to drop the logo on here and see what it looks like. Let's go over here and find the CommExpo folder which is this one right here and there should be a logo folder within here. I'll grab the 500 one because I can drop it here. I can always resize it.

Okay I got the CommExpo logo in here now and I think I'm going to size that down. I'm going to grab my little scaling tool, make sure that the link is locked in place, reduce this a bit, bring it over to here to the end like that, hit scale. All right, it looks pretty good. Now what I'll probably do under here is I'll put the dates. Let me grab the text tool and just open a pretty little text box here for myself, and we're going to do Orlando FL, April 19th – 21st. I'm going to highlight this text; I'm

going to change the font to my favorite font which is Kozuka Gothic Pro. I'm just going to increase the size of it until it reaches the end there, and I will move it now with my little move tool, the little crosshairs, a little to the right there, it's kind of centered underneath there.

As you can tell, it stands out in parts of it, but over here on the 21st, kind of fades into that white background image there. What I'm going to do is put a drop shadow on it. I'm going to go filters, light and shadow, drop shadow, in black. This is okay. Might be a little too much on the width of it. Yes, I'll just repeat that again. All it's doing is darkening the area around that text a little bit with some shadow, so that it sticks out a little bit more. Now that's good.

I should put a slogan up here which would probably complete this image. I'm not sure what I want to do with the slogan. For now, we've got the image that we want. Now remember, these won't show, this row and that black thing won't show. I'm going to go back to my layers and see what this image is going to look like without that. I'm going to take those two guide marks basically. This is what the image would look like without that. Let's get rid of that little dotted line which is just showing. Okay, this is the image that we've created.

I'm almost wondering, if I should put some sort of gradient in this or some sort of design for the background or something like that, but I am not. You see how this has some yellow text here? I'd like to put some yellow text in the top-left hand corner right here, and it could be call-to-action text or could be "boost your commissions" or "make more commissions" something like that. I must give it some thought. I'm looking on the page here for inspiration. "Where vendors find affiliates and affiliates boost commissions." I wasn't too happy, I'd just thought of that quickly. "Finally have the breakthrough that you deserve." That's cool. "Finally have the commission breakthrough," "commission breakthrough," "have a commission breakthrough," something like that. Man, I would love to put some text up here in yellow. Let me grab that yellow color.

Here's how I grab colors of a website page to make sure I have the right one. I use this little app that I downloaded. I think it's a free app. It's called Classic Color Meter. You get it from the App Store, and I just install it on my computer, and right here I can just hover anywhere on the page. You see that? It gives me the color. It gives me the color code. You see this code right here? There's three boxes, R, G, and B. That stands for Red, Green, and Blue. Just the RGB hex color code. There's going to be two characters in each one of these and that's the formula that makes the color. You see me go to that font right there and that yellow is FFF220. I'm going to write that down in my notebook. Now I can come over here and I can make that my color. I finally going to put in text here, somewhat just make a text box, and then I can click on the color for the text, and right here where it says HTML notation, that's where you put in the color code, which is FFF220, and the moment I hit enter, you see how it made that yellow? There it is and now that's going to be the yellow of my text that I put here.

Commission – I guess my layer is beneath the background so I'm going to put it above. There it is, see how it just appeared? Okay, Commission Expo Breakthrough. Have a Breakthrough. Have a Breakthrough. That sounds corny. That sounds cheesy. Have A Breakthrough at Commission Expo. I don't just want to write Commission Expo because it already says the name of it, so let me go to font, Kazuka bold and let me just increase the font size here a little bit. I want to do something, like I said I just don't know what. I'm going to have some kind of text here in yellow, I just don't know what. Get your ticket or something like that. Maybe a call-to-action. I don't know. Something will come to me.

I think that this image is looking pretty good as is. If you're worried about the 25% text limit, I'm pretty sure we've gotten over the 25% or 20% whatever the hell it is right now. If you're worried about that, there's no reason why you can't reduce the font size here. It will still have the same effect. There's no reason that you can't do it. I'm just going to put 'Join Us At The 2018 Commission Expo'. That's what I'm doing. Join Us, oh wait I gotta do it inside the yellow text. Join us at the 2018 Commission Expo. Okay that's kind of cool. What I want to do here is reduce the space between letters, so I'm bring in the, it might have been too much there. Bring it in a little bit like that and I'm going to need to put some drop shadow beneath this as well, so filters, repeat the drop shadow here, and repeat it again. You know what, I don't like the drop shadow, and I want this is a 'Come Join Us'. 'Come Join Us at the 2018 Commission Expo'. I like this better. All right and let's get rid of that drop shadow. Delete that layer and what I want to do is to have another drop shadow here, to get rid of that one too.

Now what I'm going to do is I'm going to make this stand out with the drop shadow but I'm going to change the drop shadow a little bit. I'm going to do reshadow the drop shadow and I'm going to reduce the blur radius on the drop shadow. I'm going to keep it at four for now and see what that did to the actual drop shadow. Made it a little bit tighter and I think I'm okay with the way it is now. The other alternative that we can try here is I can make a box behind it like a black box, but then I think it would look kind of like this logo does and I don't want it to look exactly like the logo. I'm going to blur the drop shadow a little bit more. Repeat this drop shadow. I'm going to make it eight. Let's see what this looks like. I think that's a little better. It's standing out. I think we're good.

What I'm going to do now is I'm going to save this; in case we want to edit it later. I'm going to save it as the CommExCover and I'm going to do FB TIMELINE Cover. Okay that's good there, we save it to the desktop as an XCF, and I'm also going to export this. File, export as, and want to go to the desktop as a... wait, I'm saving. I want to export not save. File, export as a PNG.

PNG or JPEG now, we're kind of going to roll the dice here to see what the Facebook compression does to this image. If it gets blurry, I'm going to come back here and save it as a different file type and reduce the quality of the image and see how much we can reduce the file size without affecting the quality. But Facebook always tries to compress your images and generally if they are bigger than 99K, they are going to get compressed. I'm going to look here.

This is my final image. I'm going to right-click on it and get the info and it's going to tell me how big the file size is. This is 274K, so this is three times the amount that Facebook usually compresses. Let's see how bad the compression affects the quality of the image. If it doesn't affect the text that much. The text here and the text here will be okay. I don't mind if it blurs the background because the background is already blurry, I meant it to be blurry. Let me close this because it's freaking me out.

Let me come over to Facebook and try to upload that banner and see if the sizing process and everything that we went through works. I'm going to click on update cover photo. I'm going to upload the photo and let's drag-and-drop that thing in there. There it is, happy to be right there. Let's see what this going to look like. All right it's not too bad. It is in fact blurring the text more than I'd like it to and we can fix that. We can make it look perfect and crisp but that would require us going and changing the ratio, the quality of the image.

What I could do here is I'm going to try to do that. Let me see if I can Google ideal file size Facebook cover image upload. A hundred kilobytes. Less than a hundred kilobytes. We gotta get this image down to less than a hundred kilobytes, which is tough because of all the color data that's in there. Let's see if we can save this. It's currently at 298 and it's getting a little blurry, but I want that nice crisp color. This drop shadow is still kind of bothering me a little bit. I'm going to bring it down a little bit the opacity of it to just that much.

I want to save the file type. PNGs are much bigger than JPEGs so just by saving this JPEG, I know I'm already going to reduce the amount. I'm going to file, export as JPEG first, and then there will be some export settings here. I click export. It will open this little window that allows me to affect the quality and the file size. For some reason right now it's saying unknown. This is the JPEG. I'm going to advanced options here and this is where you can affect these things. I'm going to go 75% on quality and see if I export this. This is my JPEG. Let's look at the quality. The quality of the image is bright, it's still vibrant, it's clear, it hasn't affected my text that much. Let's look at the file size. Let's get to info and we brought it down to 53K just by doing that. We didn't affect the image quality visually, but we reduce the file size significantly. What I'm going to do now is go back to Facebook and show you the difference.

When we go to Facebook here, you see how this text just looks blurry. I'm going to zoom up my screen. This just looks fuzzy to me it doesn't look sharp and crisp. When you look at this text here it looks nice and crisp and sharp. When you look at this it's kind of look a little bit, I don't know. Let's see what happens if I upload another photo here the JPEG version of this. Let's see if we can affect the sharpness and quality of this image a little bit, and I think we did. Go ahead and save. Now I'm going to reduce this to normal size. I am happy with it like this. I'm happy with the quality of the way that looks right now. I think this is a nice-looking cover image. It is in fact the right size.

By creating that guide first, we were able to keep our text away from these buttons and we were able to make sure that we didn't have anything important right where the profile picture goes. I might change my profile picture to match or to do something that goes with the event. Maybe do something with the teal background or something like that. Not only on my page will the event be advertised but everywhere that my profile picture shows, there will also be a little advertising for the event as well. That's all the time we have for this video, but I would follow the same process now with the group cover image and with the page cover image. The important thing to realize there now is that since our other images are going to be larger, as a matter of fact, I think it would be wise to show you how I would do that.

I think, if I'm not mistaken, that we cropped that background image, didn't we? No, it's still there. You see how we got that large image in the back? I can literally still move that image. I can grab this and click on that image and bring it down. See that we still have quite a bit of space above what's displaying, and we have quite a bit of space below what's displaying. We can change the appearance of this image substantially just by moving the background but what I want to point out to you is that now—if I remember correctly when we were first researching this—one of the things that we learned was that the background size was rather tall for this one right here, this is the recommended for the page, and I think the group one was also rather large. Where's the group one? She had a cheat sheet for groups. Yeah, there it is. The group size was 1640 x 662, and she was recommending in this post that we make it 1640 x 859.

If we were just to resize this image to 1640 x 859 let's see what happens. Now I'm not going to scale the image. If I scale the image it's going to skew the appearance. What I need to do is change the size of my canvas. I know there's a way to do this. First, I got to be in GIMP not in Chrome. You got the scale the image is what you're prone to do, "Oh I'll just scale it to that size." Well, no because you're just going to distort everything. You'll distort the guy on the stage, and it will suddenly turn fat and skewed and my head here, it will just make everything look terrible. That's the whole purpose of making sure we get the right size image for each one of these parts of Facebook. What I'm going to do is just change the size of the canvas that we're working on, and I'm going to use this new size which is 1640 x 859 which is huge, double the size of what we've got now. I'm going to make sure that this is not locked, the little chain link. Then we're just going to change this to 1640 x 859. We're almost triple the height. I want to center my current image. Look at how much bigger this thing is. Wow. Let me go ahead and zoom out here. I need to go and zoom out, so view, let's go to 50%. Wow looks at the difference in the size that they want us to work with.

Now I'm going to must rethink this whole thing. I got to grab this background image; I'm going to keep the aspect ratio locked for this because I don't want to skew the size. Here's what I mean by skewing. Look what happens when you don't lock it. When I don't lock it and I try to make this fit, see how it just distorts the size, and it just screws it up. I'm going to reset it, lock the aspect ratio

and I'm going to expand the entire image so that it all grows proportionally. There we go. We move it over center to cover the canvas and there it is. [inaudible 00:58:23] quick scale and here's what that new background looks like.

Now obviously that CommEx is huge. This is the one for the group, I think. Is that the one we're working on right now? Yeah, this is the Facebook Group Cover. This is she's already got a template here and she's saying, "These are the sections that won't be shown on mobile." This top part here, she's got these bleed marks. She given us this image, I think. Let's see if this is the right size. If I drag it to desktop, let's look at the information on this. Let me get the info, is this the correct size? Yeah, it's 1640 x 923, no that's not right. That's not the height she gave me to work with, was it? No. I'll cancel that one. Let's go back. It still needs to be 1640 x 662. Why would she give me a template that's so much bigger? Desktop shows, mobile shows 859. All right, if mobile shows 859 why would you make a cover image that is 923 on your template? It is my question. Unless it's not a template to begin with. She just says, "You can simply use 1640 x 859 which is what I did. My current image size is 1640 x 859 and she's saying that it shows 662 but what I need is those bleed marks. I need to know how much of this is being cut out, but that image that she's given us is not accurate. The size of it is incorrect. This image if I drag this in here, it won't fit. I would be—see that? —it's bigger. Looks like she just made it taller for her blog but the arrow here, the green arrow is matching to exactly where it needs to be.

Okay, we have this template to know, and I can just go and make my boxes here. I'm going to go like this and make this a box for myself so I know that is my area that I can't do anything in, so I just go black. For that I'm going to make sure I'm in a new layer. Let's go make another box down at the bottom and mobile it's going to put the name of the group in that spot so we can't do anything there either. You don't want to put any text there. I can use her thing to be honest. I'm going to do in the same layer where I did the top one. Yeah, I can do the same thing here. That's that and I'm going to create another box here. If there's something that's happening there, I don't want anything important in my image there. If that's where it's putting the group name on mobile, I don't want to mess that up, I don't want to put any text there.

Now that we have our marks, I can go and change this, make it look like I wanted to look. If the name of the group is going to be here, I don't know if I want to use the same picture for the group, but I'll tell you what I can do. I can come over to the text here and I can increase the size to 100 and see what that does. First, I select the text and then now I got to increase it to 100 like that and I open my size here. It might be too big. Let's go 80 and there we go. Probably instead of expanding that logo I'm going to bring in the bigger one because that logo was the, I think that was the smaller one. I'm just going to bring the 1000 size one. I remember I kept the window open here. I thought I kept the window open in case I needed it. Is it in here? No. Okay I can quickly get that here. CommEx. Let's open the folder and let's go to the expo logos and just going to grab the 1000 and drag it in. What I will do is size it down. Not sure why I am not seeing my grid. Cancel,

select none, there we go. Make sure our aspect ratio is locked and probably a little bigger here, or like that, scale him. I'm going to lower the size of the text and reduce the space in between the characters to minus two. You know what? You know what I might do here just to make it look different? I might just go all the way across like this one. Yeah, how about that? Like that.

I'm going to use a little trick here. For centering perfectly, what I'm going to do is go grab the Center tool which is this right here and am select and it will put these four little dots around it and just going to put center like that and now it's in perfectly in the center of the image. I don't want to center the CommEx though. Let me grab the move tool. I'm going to grab that. That's going to must increase in size. I'm going to grab this and bring it down a bit like that. Wait what is happening there? I got that stupid drop shadow from the bottom. Mute out all those stupid drop shadows from the other image. We don't need them anymore. Get rid of all the drop shadows. I'm just going to double tap on that text and let me just increase the size of the text box and now increase the size of the text too. Let's go 50 and that should work.

You're probably saying, "Why do you scale up the other image and do that?" Well, what we've done here is, by enlarging each of the components of it, we've kept the quality of the text, that logo, we're using the right sizes and stuff, and now what will happen is on mobile devices they won't see this. That will disappear and they'll see that. This will be the logo. This is what it will look like on mobile, and I don't know if I'm happy with that. I don't know that I like that on mobile because now when I look at it like this—let me just unselect the text; I'm just going to go to layers and just go to the background or something like that here, see what's going to happen—they're going to see that on mobile and I'm not feeling it, I just don't like it.

I think for this I'm going to grab the text and I'm going to go center with all of this. I might increase the size of the CommEx, make it real big. I grab my center tool. Grab that like that and just go center. Grab my center tool, touch that text and go to center like this, and now let's see what this will look like when I put the marks back in there, bleed marks these are often called. That doesn't look bad in a group and on mobile it doesn't look too bad either. I don't know. We can also increase the size of that, bring this down—I might do that—yeah, this is what we're going to do, bring this down to here, and I'm going to increase the size of the logo like this. Yeah, I'm happy with that now, nice and big. Now what I'm going to do is center it again. Tool options, center.

I think we've got our image now. Let me go ahead and hide these two bars that are just size things for us. Let me go ahead and export this. I'm going to save this first, save as, and this is going to be not timeline but group cover, change the name of that to CommExFBGroupCover.xcf on the desktop and then I'm going to export. Obviously, I made this video a lot longer, but I think it was a good experience to go through. The whole reason that we go, and we do the research on the sizes and everything so that we can make various ones. Just doing one of them wouldn't have been beneficial enough for you. Export this now as a JPEG, we're going to export it to the desktop and then we're just going to—oh wait I don't want to save it as a Timeline, I need to save it as a Group;

almost over up my other image—saving it as a JPEG because it takes less data. It's always a good idea if you need to have smaller files. That's also a good lesson for your web design stuff. If every image you're loading on your website is a PNG, the load time of your website is going to be longer, because there's more data that must be cached by the browser.

This is the cover image that we just made here which is huge. Facebook will size that down to fit but because of its current size, this is not going to be 100 kilobytes. I guarantee you. This is going to be hard. It's just too big. It's not going to be 100 kilobytes. It's 147, that's not bad. We can probably save at a little less quality and get under a hundred kilobytes. That's good. I'm shocked. Let me go file, export as, let me click on export and let's—oh wait, does it give me options? Yes—it's at 74. I'm bring it down to a little bit less. This is a preview as we are changing the quality. Let me see if I bring it all the way down, does it affect the quality on the image in the preview. I don't see the preview getting messed up. Oh yeah, look at that. At zero quality, at 20, 38, 52, heck at 68 that looks great to me. I'm going to save it right here. I wish it showed me the actual file size as I'm doing it, so I would just go right to the height that I need. Look at that. Let's look at the info on this now, see if it's under a hundred.

Oh, 131 we didn't lower it enough. Wow, okay no worries we can do that, now we know the trick. File, export as and want to bring it down to, let's go 50. That's 55 and I still haven't seen any loss in quality, 53, this is 50. Okay that's 50% of the original quality. Let me see the size. Let me see what it looks like when I open it up. Looks good to me. We're not even using any drop shadow on this one. We didn't need it. We might possibly use some here, but I think we're good. Let me go ahead and look at how the file size and get the info on this.

Oh 106, my goodness. We're almost there. I need to get it under a hundred. I need to get it under a hundred, so Facebook doesn't try to compress on me. We're going a little bit less. File, export as, I bet you there are other settings that I can mess with in these advanced settings that will allow me to do that but I'm not that proficient at this. It would literally just be me at guessing. But you see here it's got smoothing and this is best quality.

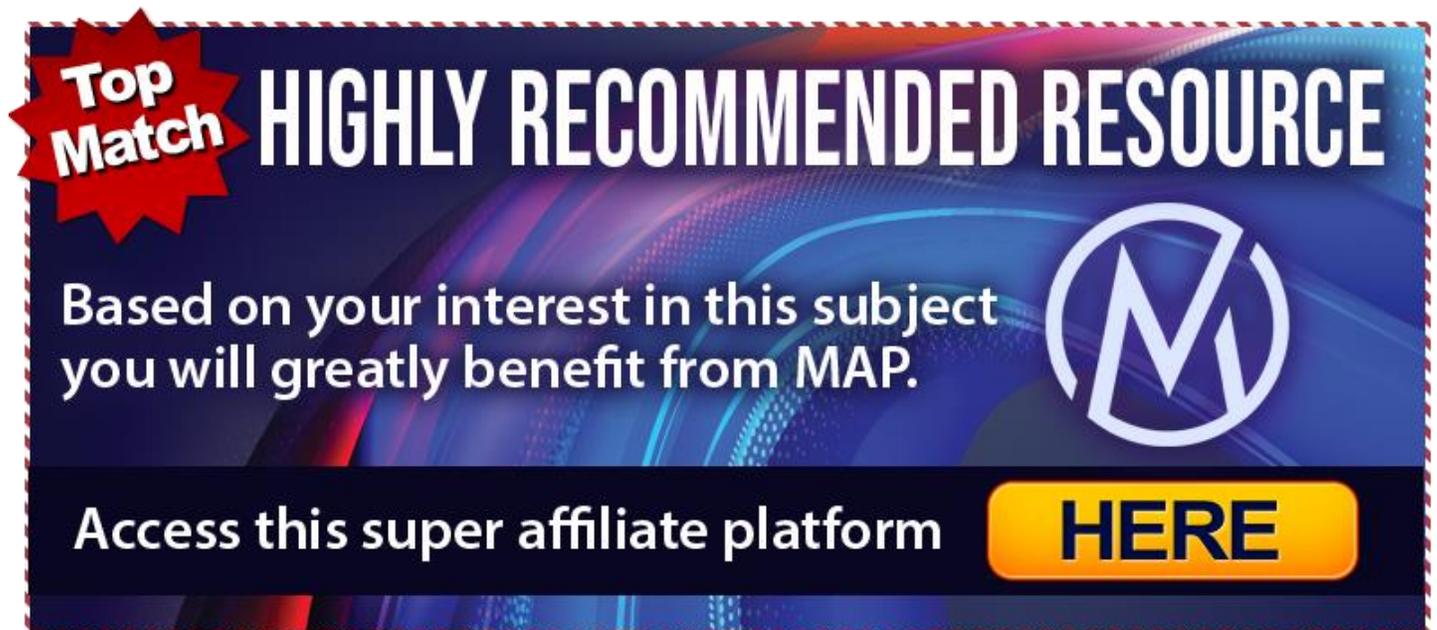
Let's see what happens when I go and do that, does that even change anything at all? I don't think it did. What's this, integer? Fast integer. I don't see any change in the preview there. I will reduce this here to 44 and we're good. Let me export and see if the preview's affected, see what it looks like. I'm not seeing a real loss in quality here yet. Let me go ahead and right-click, get info and hope we're under a hundred. We're at 86 kilobytes. That is awesome we were able to bring this image file size down to 86 without affecting quality that much visually.

And now, the moment of truth. How's this going to look on Facebook when we change the cover image of My Unfair Advantage. Let's go My Unfair Advantage Group and let's go ahead and change this image of Group Cover photo. Upload photo. One of things I'm realizing is we might want to put the My Unfair Advantage logo on there so people know they're in the right group when

they come, so I might want to add that but I'm not going to do that in this video. This is the CommEx Group Cover. I open and see what this is going to look like. All right it fits good. I honestly am looking at this and seen a little bit of blurriness in that text but we're going to keep it as is right now.

I want to look on my phone just to see what this is going to look like. I wonder if Facebook adjust it if I just go like this. It doesn't. It still shows me the same exact window. I must be on a mobile device for it to adjust the image. I can't on my phone. I don't have Facebook on, of course, I can't. That's going to do it.

You just watched me go through the researching of the Facebook cover sizes, image sizes. We found a good resource, this young lady by the name of Louise Myers. Yes, I call her a lady, so I hope I didn't offend anybody by presuming that she identifies as a woman, and I hope you enjoyed my presentation on how to make your cover images. I look forward to seeing you at the Commission Expo. Take care.



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