

Image Optimization for Link Page Posts

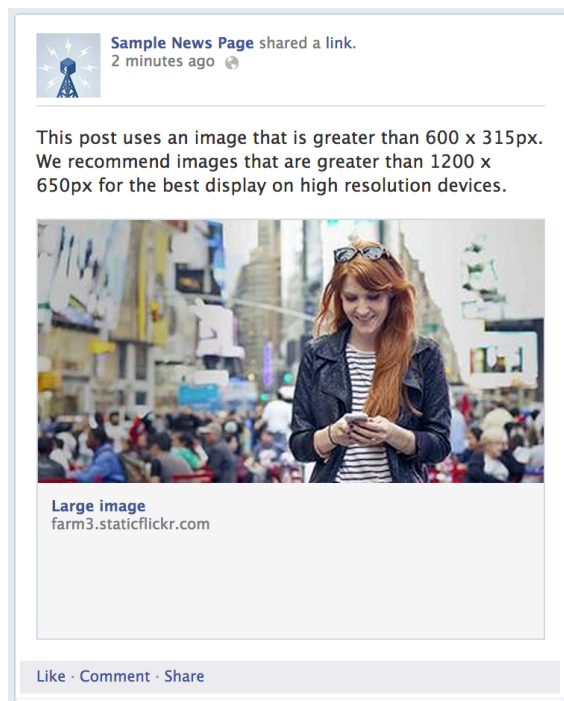
Overview

We've increased the sizes of images in link page posts by 4x on mobile and 8x on desktop to help you drive better fan engagement. We've also made the aspect ratios for images consistent across mobile and desktop. This guide is meant to help you optimize your images for these new updates.

3 Steps to Optimize Your Images for Link Page Posts

1. Bigger is better – Use images that are 1200 x 630px or greater

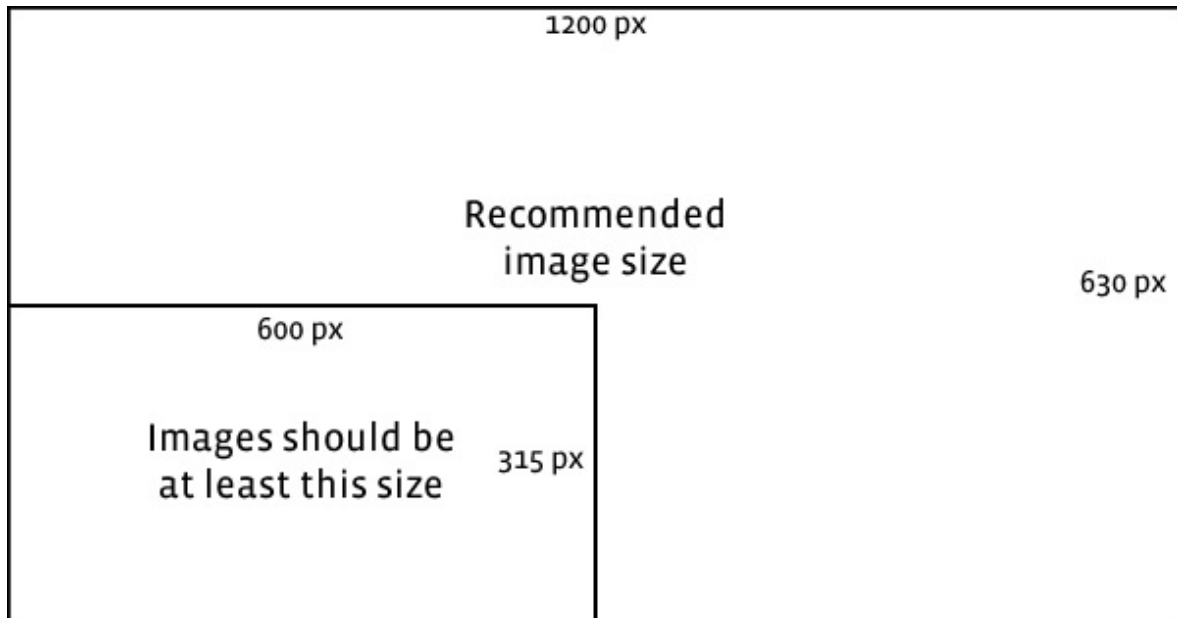
Use images that are 1200 x 630px or greater for the best display on retina and high-resolution devices. At the minimum, you should use images that are 600 x 315px to display link page posts in the right format:



If your image is smaller than 600 x 315px, it will still display in the link page post, but the size will be much smaller:



Here's a snapshot describing the minimum and recommended image sizes for link page posts:



2. Use images that have an aspect ratio of 1.91:1 to avoid cropping

We've redesigned link page posts so that the aspect ratio is the same across desktop and mobile News Feed placements. Try to keep your images close to the recommended 1.91:1 aspect ratio to display the full image in News Feed without any cropping.

3. Use the og:image tag on your webpage to choose the image you want to share

Use the og:image tag to select the best image on your webpage to display when people share your link on Facebook. For example, you can include the tag below in your page's HTML and replace the URL with a URL for your image:

```
<meta property="og:image"
content="http://graphics.myfavnews.com/i/2013/1/1/01jp/01jp-RetinaLarge.jpg" />
```

If you don't use the og:image tag, users will have an option to select the image they want before they post, giving them a chance to select an image that is poor quality.

FAQ

What is the minimum image size required to generate a link share post with a large image?

600 x 315px is the minimum size that we require. However, we recommend that you use images that are at least 1200 x 630px for the best display on retina and high-resolution screens.

What will happen if the image is below the minimum requirements?

If the image is smaller than 600 x 315px, we will render it at 154 x 154px or smaller on mobile or desktop.

How do I prevent any zooming or cropping of images in link share posts?

The best way is to keep your images as close to 1.91:1 aspect ratio as possible.

How does Facebook zoom and crop images?

We are in the process of rolling out technology that can recognize people's faces as the center point of the image and crop from the surrounding areas. For images without people's faces, we will crop from the actual center point of the image.

Why does my image appear differently in the preview of the post and the published post on my page?

We are in the process of rolling larger images in post previews for pages. This should be broadly available in the coming weeks.

Why is my image being cropped if the one I see on my webpage is below the minimum size?

It's possible that your CMS is using a larger version of the image in the og:image tag.

How large are images in video link shares?

If you link to external videos (e.g. YouTube), the associated image is limited to 154 x 154px or smaller on desktop and mobile. Videos uploaded to Facebook can display in their full size.

Additional Resources

- You can find more information about the og:image tag in our [Guide for Maximizing Distribution for Media Content](#)
- Join our [Facebook News, Media and Publishing Group](#) to ask questions to our partner managers and the community
- Visit our [Facebook for Media Publishers](#) portal for additional resources