

Business | How to Create Images for Your Facebook Groups and Pages

Facebook is a great place to promote your services and to showcase yourself or your business. In order to make the most out of your groups & pages, we would recommend customising your images. Facebook are constantly changing their configuration so these dimensions can change from time to time, but these templates are correct as of July 2021!

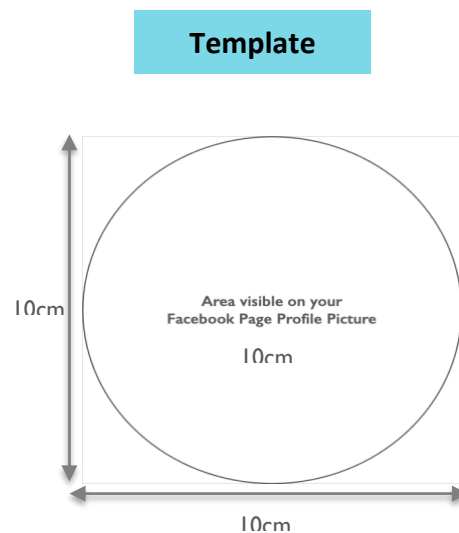
Facebook Page Profile Picture | Show your Face or your Company Logo

Your profile picture is one of the first things people will see on your profile and it will appear next to any comments or messages that you post on Facebook so it's important to get it right! These dimensions are the same for both personal and business profiles on Facebook.

- ⚠ You'll be able to download our '**Facebook Page Profile Picture Template**' PowerPoint [HERE](#). Page profile images are 10cm wide and 10cm tall but get cropped into a circle when they are uploaded to Facebook. We've created our PowerPoint template in this size which will allow you to make your profile picture the right size.
- ⚠ Click the template on Slide 1, copy and paste the image you would like to use onto the slide
- ⚠ Drag the corner of your image to resize it so it fills the entire slide. You may need to crop your image so that it's a square
 - To crop, click on your image, select 'Crop' in 'Picture Tools' in the top toolbar and drag the black lines to where you want to crop
- ⚠ If your image doesn't fill the entire slide, you can insert a shape to sit behind the image to fill any blank areas. To do this:
 - Select 'Insert' in the toolbar at the top, then 'Shapes' and choose the rectangle from the drop down
 - Draw out the shape on the slide. You can change the size of your shape by clicking on it and dragging the corner or edges
 - Double click on the shape, then select 'Shape Format' on the menu bar and choose the colour you want your shape to be by selecting the dropdown on 'Shape Fill'
 - Choose a colour that matches the image you are using!



- ⚠ If you have added a background, text box or multiple images, you will need to highlight them all, select 'Control' or 'Command' and right click and select 'Group'
- ⚠ The circle border shows you the areas that you will be able to see once Facebook has cropped it to be a circle
 - Right click on your image and select 'Send to back'
 - Make sure any key information is inside the circle such as names, dates, titles, logos or important parts of the image
- ⚠ As you have pasted your image onto the template, you will need to delete any of the additional boxes from the slide before exporting your final image. You can do this by selecting the text boxes and pressing delete or backspace.
- ⚠ Save your image. Click 'File', 'Export' and then choose the File Format as 'JPEG'. Select 'Save Current Slide Only'
- ⚠ To upload the image to Facebook:
 - Click the camera icon next to your profile image
 - Select 'Upload Photo' and choose the file you've just created then click 'Save'



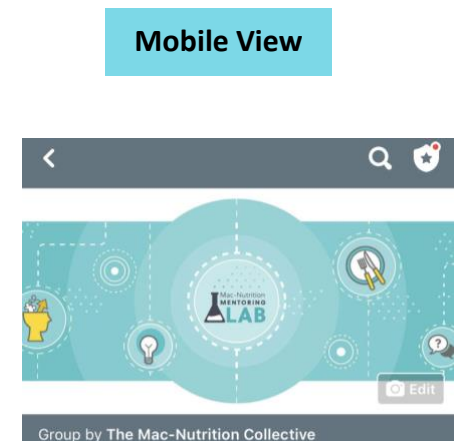
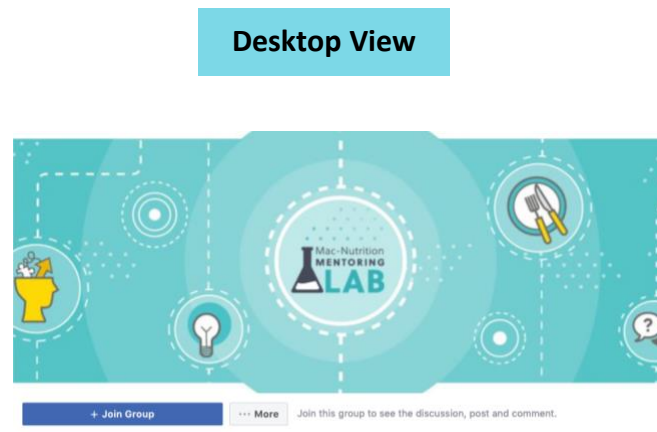
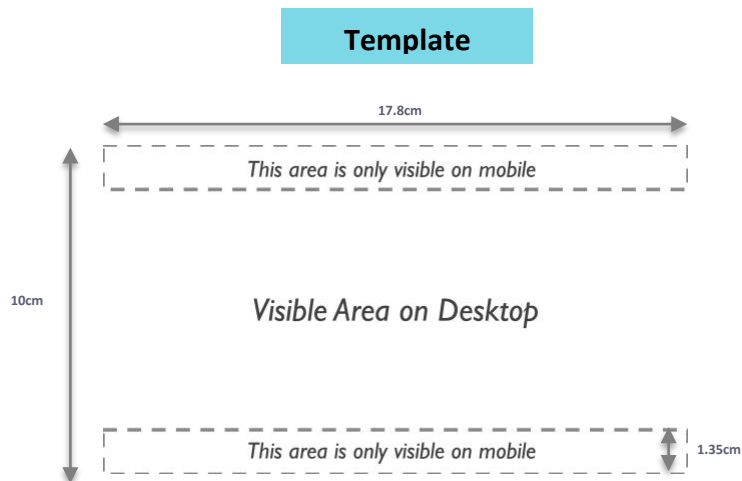
Facebook Group Cover Image | [Show Your Company Logo](#)

Cover images are the rectangular shaped pictures at the top of your group and pages which can be used to show a bit more about your group or business. Creating a group cover image is not as straightforward as it may seem, but we've created a template to make it as easy as possible! Just follow the steps below:

- ▲ You can download our '**Facebook Group Cover Image Template**' PowerPoint [HERE](#). Group Cover images should be 17.8cm wide and 10cm tall. We've created our PowerPoint template in this exact size; therefore, you can use this to create your image and it will be the right size to upload.
- ▲ Click on the template on Slide 1, copy and paste the image you would like to use onto this slide
- ▲ Click on your image and drag the corner to resize it so it fills the entire slide (use the corner so you keep the ratio of the image)
- ▲ If your image doesn't fill the entire slide, you can insert a rectangle shape to sit behind the image and fill any blank areas. To do this:
 - Select 'Insert' in the toolbar at the top, then 'Shapes' and choose the rectangle from the drop down
 - Draw out the shape on the slide. You can change the size of your shape by clicking on it and dragging the corner or edges
 - Double click on the shape, then select 'Shape Format' on the menu bar and choose the colour you want your shape to be by selecting the dropdown on 'Shape Fill'
 - Choose a colour that matches your brand or the image you are using!
- ▲ If you have added a background, text box or multiple images, you will need to highlight them all, select 'Control' or 'Command' and right click and select 'Group'
- ▲ Right click on your image and select 'Send to back'. This will allow you to see which areas of your image won't be visible on a desktop



- ⚠ The dashed lines show the areas that will only be visible on a mobile. Therefore, avoid putting any key information in the dashed areas such as text, logos or important parts of the image as people on desktops won't be able to see this
- ⚠ As you have pasted your image onto the template, you will need to delete any of the text boxes and dashed lines from the slide before exporting your final image. You can do this by selecting the text boxes and pressing delete or backspace.
- ⚠ Save your image. Click 'File', 'Export' and then choose the File Format as 'JPEG'. Select 'Save Current Slide Only'
- ⚠ To upload your image to Facebook:
 - Go to your group and click 'Edit' on your cover image
 - Select 'Upload Photo' and select the file that you have just created
 - Drag the image to reposition until it is in the correct place then click 'Save'



Facebook Page Cover Image | Marketing/Branding Opportunity

If you are using your Facebook Page for your business, the cover photo is an amazing way to promote your services, show off your business or highlight your latest offers.

- ⚠ You can download our '**Facebook Page Cover Image Template**' PowerPoint [HERE](#). Page cover images are slightly bigger than group cover images and should be 27.0cm wide and 11.5cm tall. We've created our PowerPoint template in this exact size; therefore, you can use this to create your image and it will be the right size to upload.
- ⚠ Click on the template on Slide 1, copy and paste the image you would like to use onto the slide
- ⚠ Drag the corner of your image to resize it so it fills the entire slide (use the corner so you keep the ratio of the image) - consider the angle of your picture and if you want it to sit central or off centre
- ⚠ If your image doesn't fill the entire slide, you can insert a rectangle shape to sit behind the image to fill any blank areas. To do this:
 - Select 'Insert' in the toolbar at the top, then 'Shapes' and choose the rectangle from the drop down
 - Draw out the shape on the slide. You can change the size of your shape by clicking on it and dragging the corner or edges
 - Double click on the shape, then select 'Shape Format' on the menu bar and choose the colour you want your shape to be by selecting the dropdown on 'Shape Fill'
 - Choose a colour that matches your brand or the image you are using!
- ⚠ The dashed lines show the areas that will only be visible on a mobile. Therefore, avoid putting any key information in the dashed areas such as text, logos or important parts of the image as people on desktops won't be able to see this
 - The grey boxes show areas that will not be visible on both Desktop and Mobile – avoid putting anything important in these boxes but don't leave them completely blank as people will be able to see them if they click onto the image
- ⚠ If you have added a background, text box or multiple images, you will need to highlight them all, select 'Control' or 'Command' and right click and select 'Group'
- ⚠ Right click on your image and select 'send to back'. This will allow you to see which areas of your image won't be visible



- ▲ As you have pasted your image onto the template, you will need to delete any of the text boxes and dashed lines from the slide before exporting your final image. You can do this by selecting the text boxes and pressing delete or backspace.
- ▲ Save your image. Click 'File', 'Export' and then choose the File Format as JPEG. Select 'Save Current Slide Only'
- ▲ Upload the image to Facebook and reposition until it's in the correct place
 - Go to your group and click 'Edit' and 'Upload Photo' on your cover image. Select the file you have just created
 - Drag the image to reposition until it is in the correct place then click 'Save'

Top Tip:

You can now use a video as a Facebook cover instead of an image! The video can be 20-90 seconds long and will need to be in a 16:9 ratio (if you film with your phone in landscape, this will create a 16:9 ratio).

You can do this in the same way as uploading a cover image. Simply select 'Edit', 'Upload photo/video' and choose your

