

SHARING GIFs ON SOCIAL MEDIA



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Here are some tips and tricks how to share your original GIFs on social media sites. Each site has different criteria for uploading GIFs and this tutorial is here to help you with preparing your GIF files for sharing.

WEBSITE	MAX GIF SIZE	MAX GIF RESOLUTION
Instagram	10 MB	640 px
Behance	8.4 MB	600 px
Tumblr	1 MB	500 px
Twitter	3 MB	500 px
Giphy	No limit	No limit
Pinterest	No limit	No limit
Google+	No limit	No limit
Facebook	No limit	No limit
Wordpress	No limit	No limit
Imgur	200 MB	No limit

Some of these pages require special procedures for posting a GIF, I'll explain them in the next segments:

1. SHARING YOUR GIFs ON FACEBOOK
2. SHARING YOUR GIFs ON INSTAGRAM
3. SHARING YOUR GIFs ON WORDPRESS

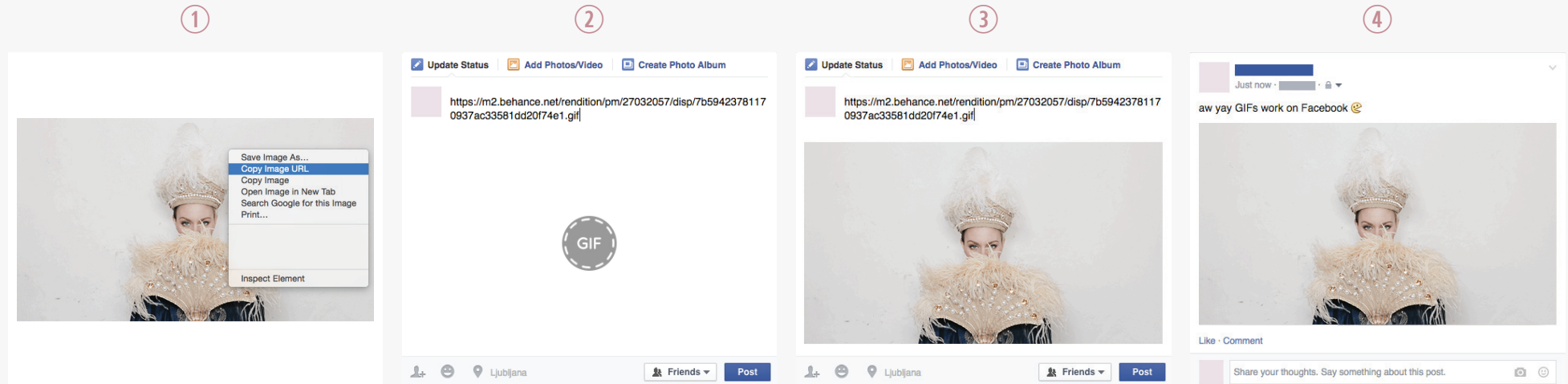
1. SHARING YOUR GIFs ON FACEBOOK

Allrighty! Facebook finally allows sharing GIFs, so here are some tips how to share you original GIFs on Facebook.

Since Facebook still doesn't support direct uploading of the GIF files, you have to upload your GIF to a GIF-friendly website such as Giphy, Tumblr, Behance, Google+, ...

So just create an account on any of these GIF-firendly websites and uplaod your GIF.

Once uploaded you should search for the gif url (ends with .gif). You can do that by simply opening the GIF you uploaded, right click on the GIF and choose "copy image url" or "copy image address" - depends on the browser you're using.



Right click on the GIF you want to share and choose "copy image url".

Post url in the Facebook status window and wait for it to load.

Once loaded you can delete image url from the status and type anything.

Click "Post" and you're done!

Some of these GIF-friendly websites already have a "share on Facebook" option or an icon, so maybe look for it first.

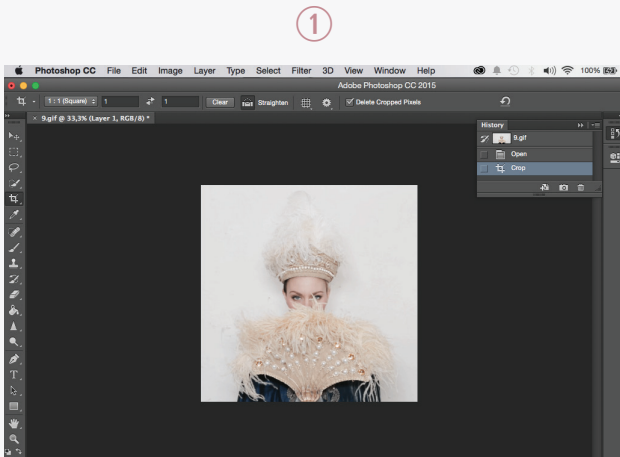
2. SHARING YOUR GIFs ON INSTAGRAM

Instagram doesn't really support GIF format (yet) but it has enabled looping videos. So in order to upload your GIF on instagram, you have to convert it to a movie file.

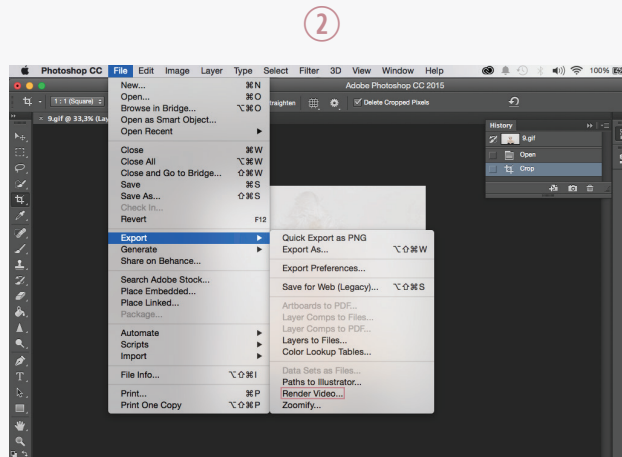
So open your gif in Adobe Photoshop, make sure that is long enough for instagram (at least 3 seconds). So copy all frames and paste them as many times as you need to get your GIF lenght to 3 - 15 seconds.

Than crop it into a square.

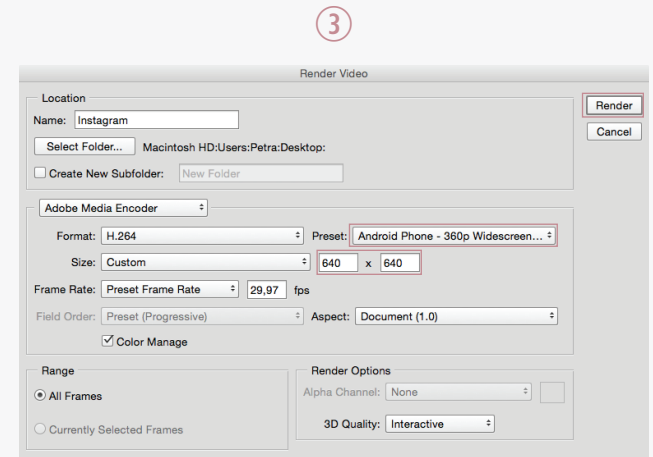
Go to File / Export / Render video. Than set the video size to 640 x 640 and render.



Crop your GIF into a square.



Choose File / Export / Render video



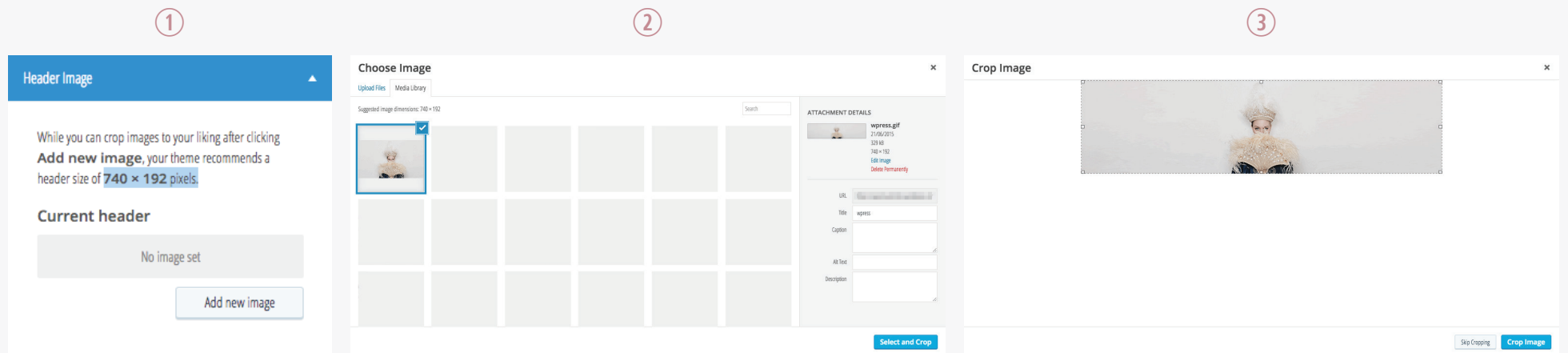
Choose "Android Phone - 360p Widescreen" preset and set the video size on 640 x 640, click "Render" and your GIF is ready for Instagram.

3. SHARING YOUR GIFs ON WORDPRESS

Wordpress has no size and resolution limitations when it comes to uploading GIFs into your blog posts. However it is tricky to post a GIF as your header image.

To do that you have to check the required resolution for you header image, than resize / crop your gif to that specific resolution. Upload your GIF to your header image, when it asks you to crop it, just click “skip cropping” and you’re done!

The trick here is no to crop your GIF online - when you crop online, the website converts the gif to an image and so we loose the animation. So in order to keep your GIF animated, crop it on your computer.



Check your header image resolution.

Resize and crop your GIF on your computer to the recommended image size in previous step, then upload it and click “Select and Crop”.

Now click “Skip Cropping” and your GIF header image will appear on your blog.