

# Create a killer facebook Cover Image

The Facebook Cover Image is the first impression visitors get of your page, and thus your brand. It is important to show them the best side of your business so they like your page for future updates.

## 1. be clear about what you offer

You have 3 seconds to make a first impression on a new visitor and potential follower of your Page – your Cover Image should be informative, concise and in line with your brand positioning. Visitors are seeking to know what you're all about and this space is your stage - make it count! Use it to promote your services, products, events, promotions or other key business activities.

## 2. ditch facebook's official size

Yes, you read correctly. Facebook's 'official' sizing isn't effective with the new timeline [as of June 2014], nor for viewing on mobile. If you're working with the official Facebook specs you might find that parts of your image are being hidden behind other elements fixed on the page.

Ensure your entire message is visible in desktop and mobile view:

Create your image at 851px by 475px. Don't put anything important within the bottom 224px [approx. 6cm], as it won't be visible once it's uploaded. Also, keep in mind where your profile image will sit, so center, or right-align your visual elements.

## 3. get creative

You don't need to be a graphic designer to create a beautiful cover image for your Page; there are some fantastic online tools that can help you create your own professional-looking pics. I recommend PicMonkey; it's a free and easy online photo editing website.

Go to [www.picmonkey.com.au](http://www.picmonkey.com.au), hover over 'design', select 'custom', pop in the dimensions [851px x 475pm] and away you go! When uploading your finished pic onto Facebook, drag the image towards the top of the area, position and save.

## 4. give direction

Where else do you want people to go from here? What's your wish for them to do? Perhaps it's to join your e-newsletter list, follow you in Instagram or visit your website? Tell them! Make it easy for visitors to find your other online platforms by including your web/blog address or Instagram @handle.

Now that you've got some pointers and tools - have fun creating a perfectly sized Facebook Cover Image that puts your best foot forward on all devices!

