

## Tips for formatting your research poster for Twitter

*For more advice and examples, follow @aoputc on Twitter!*

*Regardless of the poster format you choose to use we encourage you to test it out before the conference!*

### Image Formats, Size, and Aspect Ratio

Traditional Academic Poster (Single Image): The ideal image size and aspect ratio are 1200 x 675 and 16:9, respectively. The maximum file size is 5MB for photos, though you can go up to 15MB if you're posting via their website (recommended!).

While you may use any dimensions you like for your poster, images on Twitter tend to work best when they are twice as wide as they are tall. You may also wish to use fewer words and a larger font in order to ensure readability.

- See sample font sizes here: <http://tinyurl.com/testposter>

A note on preview images/cropping:

Please be aware that tweets and preview images will appear differently across different devices (phone/tablet/desktop) and within different apps (e.g., Tweetdeck, Talon). It is NOT possible to create a preview image that will be viewed perfectly across all channels, since various apps will crop images differently. If you want to ensure that your title or key take-away is visible without needing to click on the image, you will want to place this near the middle of your image.

Different image formats supported by Twitter

(SOURCE: <https://abjournals.org/top-tips-twitter-posters/>)

- GIF: Necessary for animated posters (see below). Good option for those who have a limited color palette because it can make a large image that has a small file size.
- JPG and JPEG: Image compression allows this to have small file size. Has a slightly lower image resolution by nature. Has a high color resolution of 24 bit color.
- PNG: It is uncompressed and has high color resolution.

### Using Multiple Images

You may include **up to 4 images** in a single tweet, so you may also decide to break your poster into 4 separate images (each of which may be clicked on to enlarge). See @aoputc for examples of what the tweet preview configuration looks like when you include one, two, three, or four images in your tweet.



## Animated Twitter Poster (GIF)

For information on how to create a movable poster formatted specifically for Twitter, please watch this video by Mike Morrison:

[https://www.youtube.com/watch?v=fQDL8r3r\\_d4](https://www.youtube.com/watch?v=fQDL8r3r_d4)

Movable Twitter poster template (pptx) available here: <https://osf.io/csxad/>