

Social Media Size Guide



Image Sizes For FACEBOOK

851X315 PIXELS (RECOMMENDED)

MINIMUM SIZE: 400 X 150 PIXELS

COVER PHOTO

PROFILE PHOTO

180X180 PIXELS

POST AND TIMELINE PHOTO

1200X630 PIXELS (RECOMMENDED)

MINIMUM SIZE: 600X315 PIXELS

FACEBOOK EVENT COVER

FACEBOOK GROUP COVER

1640x856 pixels (recommended)

1200x628 pixels (recommended)

FACEBOOK STORIES

1080x1920 pixels (recommended)

FACEBOOK ADS

FEED ADS

MARKETPLACE ADS

1080x1080 pixels (recommended)

Minimum size: 600x600 pixels

Aspect ratio: 1.91 : 1 to 1:1

1080x1080 pixels (recommended)

Aspect ratio: 1:1

FACEBOOK SEARCH ADS

MESSENGER INBOX ADS

1080x1080 pixels (recommended)

Minimum size: 600x600 pixels

Aspect ratio: 1.91 : 1 to 1:1

1080x1080 pixels (recommended)

Aspect ratio: 1:1

MESSENGER STORIES ADS

SPONSORED MESSAGES

1080x1080 pixels (recommended)

Minimum width: 500 pixels

Aspect ratio: 9:16

1080x1080 pixels (recommended)

Aspect ratio: 1.91:1 to 1:1

INSTANT ARTICLES ADS

RIGHT COLUMN ADS

1080x1080 pixels (recommended)

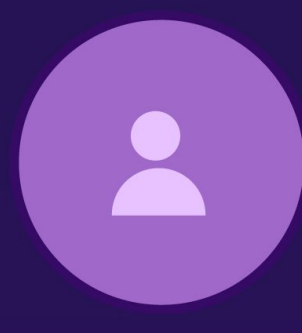
Aspect ratio: 1.91 : 1 to 1:1

1080x1080 pixels (recommended)

Minimum size : 254x133 pixels

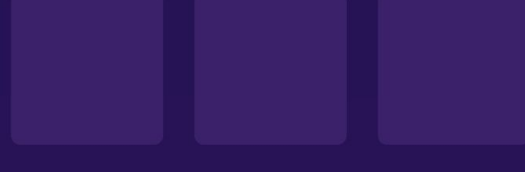
Aspect ratio: 1:1

Image sizes for INSTAGRAM

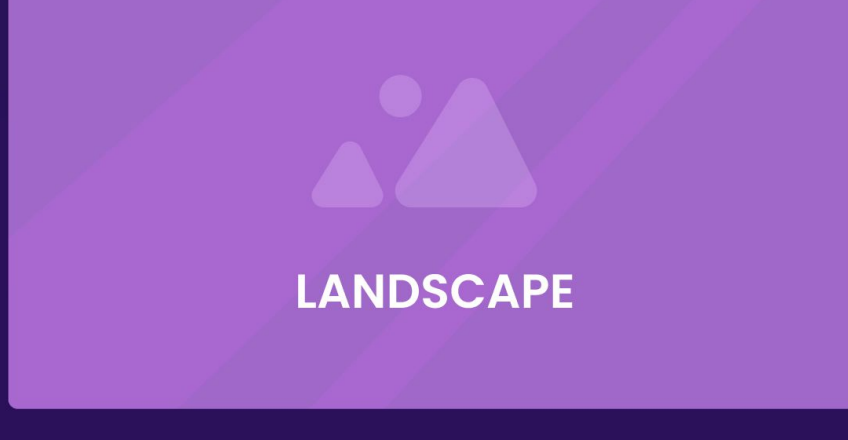


PROFILE PHOTO

320X320 PIXELS

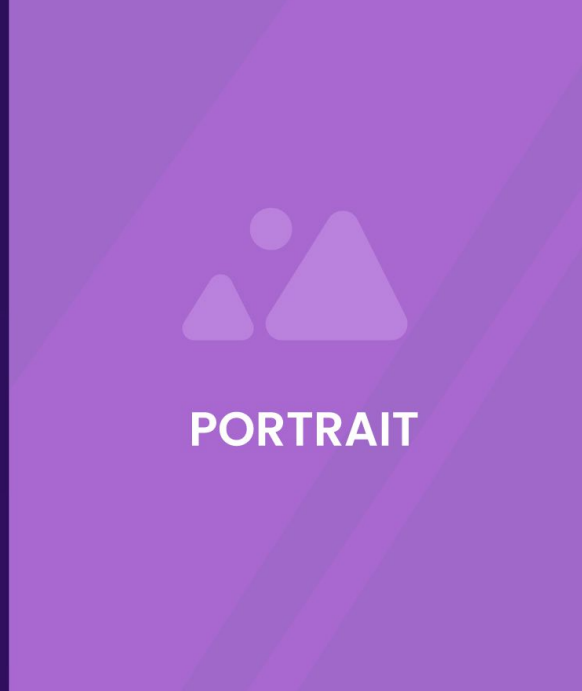


FEED PHOTOS



1080x566 pixels

Aspect ratio: 1.91:1



PORTRAIT



SQUARE

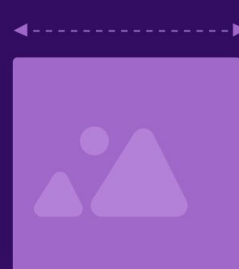
1080x1350 pixels

Aspect ratio: 4:5

1080x1080 pixels

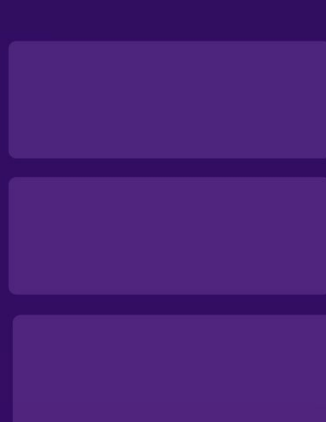
Aspect ratio: 1:1

INSTAGRAM THUMBNAIL



Display size: 61x161 pixels

Recommended width: 1080 pixels

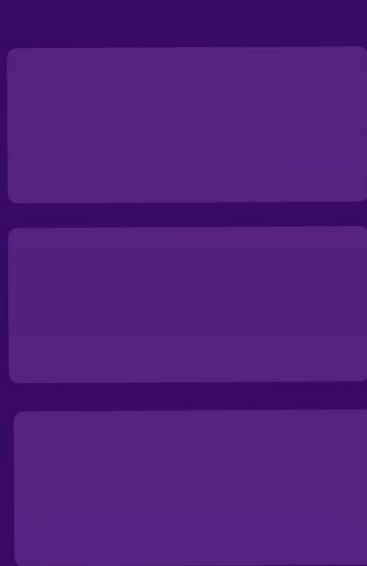


INSTAGRAM STORIES



1080x1920 pixels

Aspect ratio: 9:16



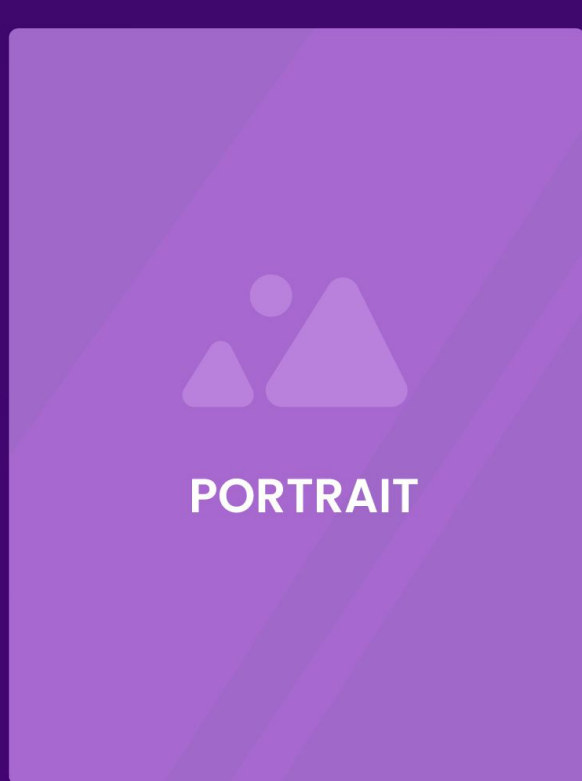
INSTAGRAM CAROUSEL



LANDSCAPE

1080x566 pixels

Aspect ratio: 1.91:1



PORTRAIT



SQUARE

1080x1350 pixels

Aspect ratio: 4:5

1080x1080 pixels

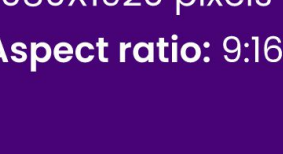
Aspect ratio: 1:1

IGTV

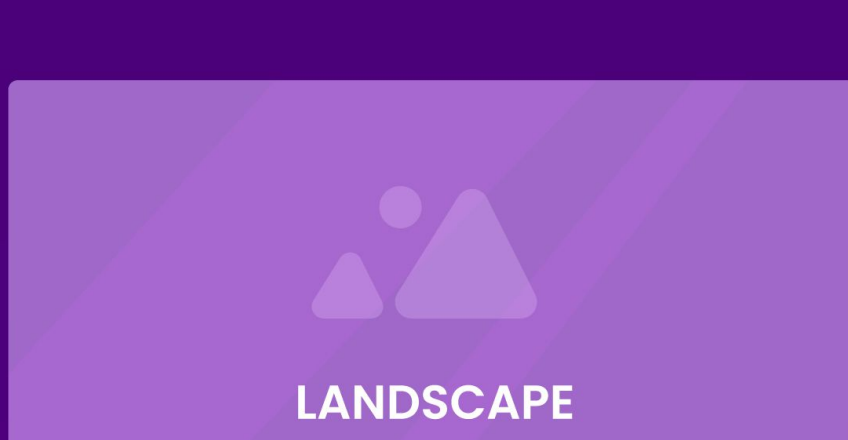


1080x1920 pixels

Aspect ratio: 9:16



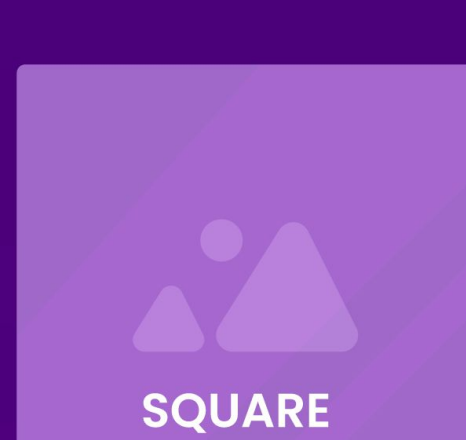
INSTAGRAM ADS



LANDSCAPE

1080x566 pixels

Aspect ratio: 1.91:1



SQUARE

1080x1080 pixels

Aspect ratio: 1:1

IG STORIES ADS



1080x1920 pixels

Min. width: 320 pixels

Max. width: 1080 pixels

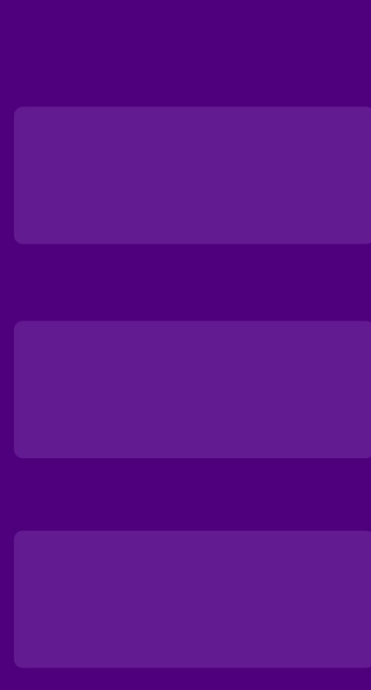


Image sizes for TWITTER

1500x500 pixels
(recommended)

HEADER PHOTO

PROFILE PHOTO

400x400 pixels (recommended)

Minimum size: 200x200 pixels

FEED PHOTO

1600x900 PIXELS (RECOMMENDED)

Minimum Size: 600x335 PIXELS

TWITTER CARD

120x120 pixels
(minimum)

FLEET

1080x1920 pixels

TWITTER ADS

WEBSITE CARD IMAGE

800x418 pixels (1.91:1 ratio)

800x800 pixels (1:1 ratio)

SINGLE & MULTI-IMAGE TWEETS

600x335 pixels

CAROUSELS & APP CARDS

800x418 pixels (1.91:1 ratio)

800x800 pixels (1:1 ratio)

CONVERSATION & DIRECT MESSAGE CARDS

800x418 pixels (1.91:1 ratio)

Image sizes for LINKEDIN

1584x396 pixels
(recommended)

PROFILE COVER PHOTO

PROFILE PHOTO

400x400 pixels (recommended)

LINKEDIN COMPANY PAGES

1128x191 pixels

PAGE COVER

LOGO: 300x300 PIXELS

SQUARE LOGO: 60x60 PIXELS (MIN.)

LINKEDIN LIFE TAB

1128x376 pixels

MAIN IMAGE

COMPANY PHOTO

900x600 pixels

MODULE IMAGE

502x282 pixels

LINKEDIN BLOG

1200x627 pixels
(RECOMMENDED)

LINKEDIN STORIES

1080x1920 pixels
Aspect ratio: 9:16

LINKEDIN ADS

LOGO SIZE FOR COMPANY & SPOTLIGHT ADS

100x100 pixels

SPONSORED CONTENT IMAGES

1200x627 pixels
Aspect ratio: 1.91:1

SPONSORED CONTENT CAROUSEL IMAGES

1080x1080 pixels
Aspect ratio: 1:1

CUSTOM BACKGROUND IMAGE FOR SPOTLIGHT ADS

300x250 pixels

Image sizes for PINTEREST

800x450 pixels

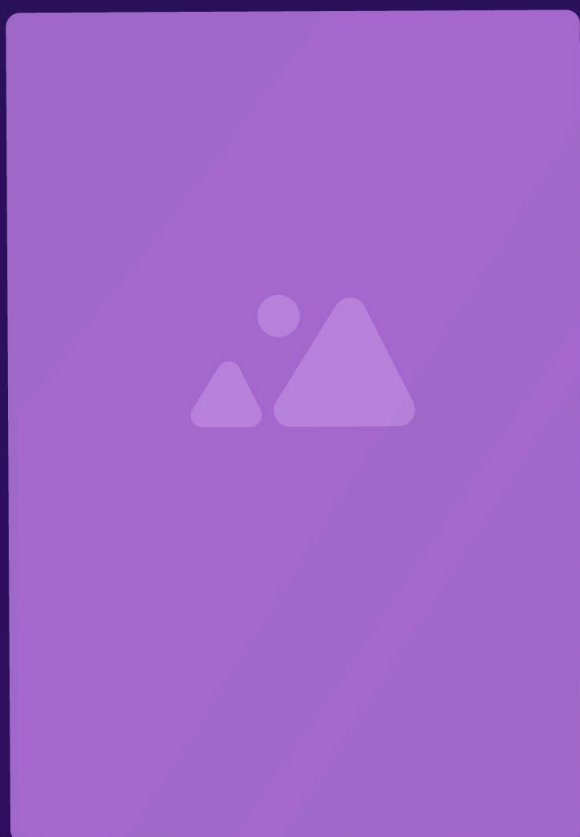
PROFILE COVER PHOTO



PROFILE PHOTO

165x165 pixels

PINTEREST PINS



1000x1500 pixels
(recommended)

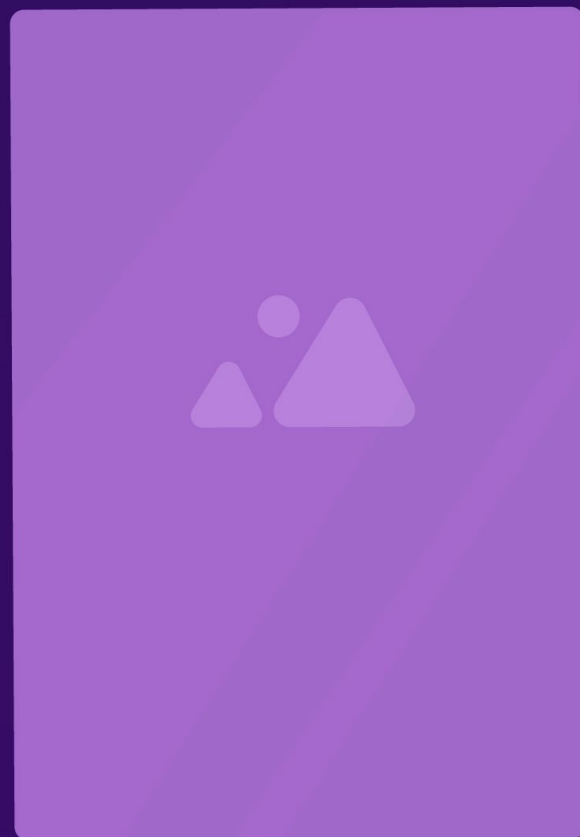


SQUARE PINS

1000x1000 pixels

Aspect ratio: 2:3 (recommended)

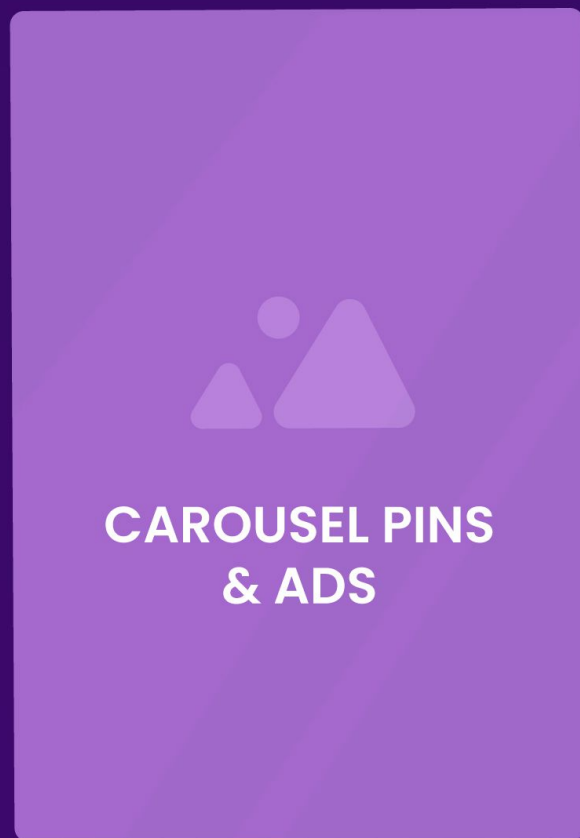
PINTEREST COLLECTION PINS



1000x1500 pixels or 1000x1000 pixels
Aspect ratio: 1:1 (recommended)

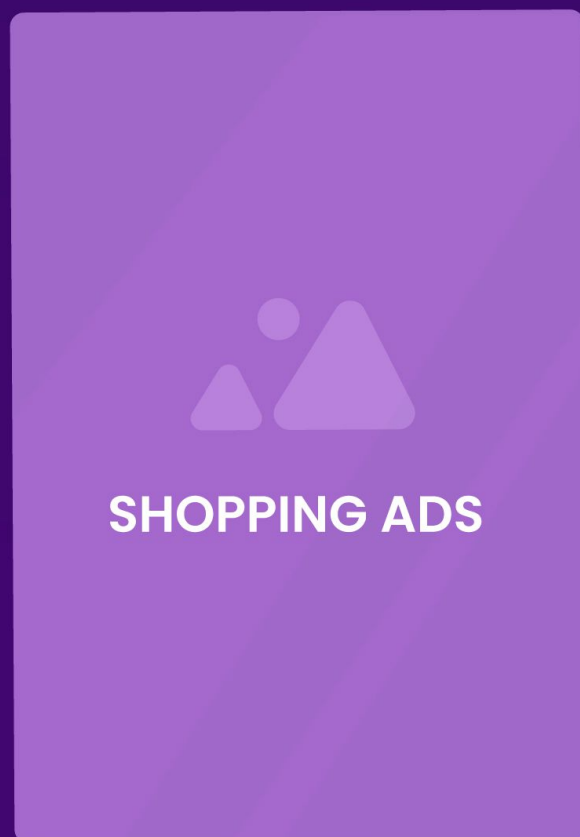
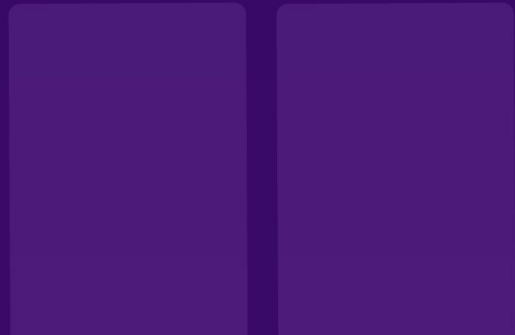


PINTEREST ADS AND CAROUSELS



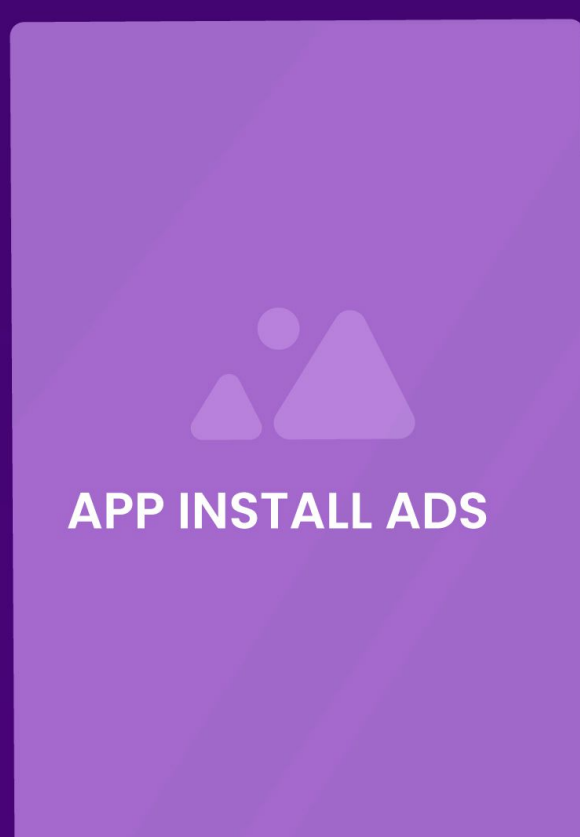
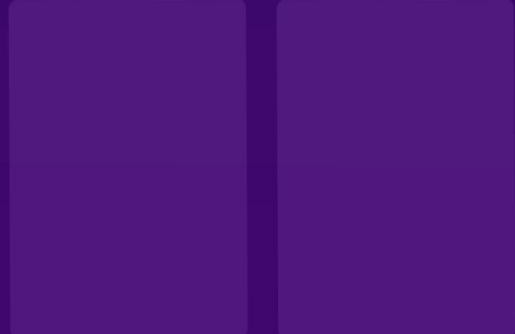
CAROUSEL PINS & ADS

1000x1500 pixels or 1000x1000 pixels
Aspect ratio: 1:1 or 2:3



SHOPPING ADS

1000x1500 pixels or 1000x1000 pixels
Aspect ratio: 2:3



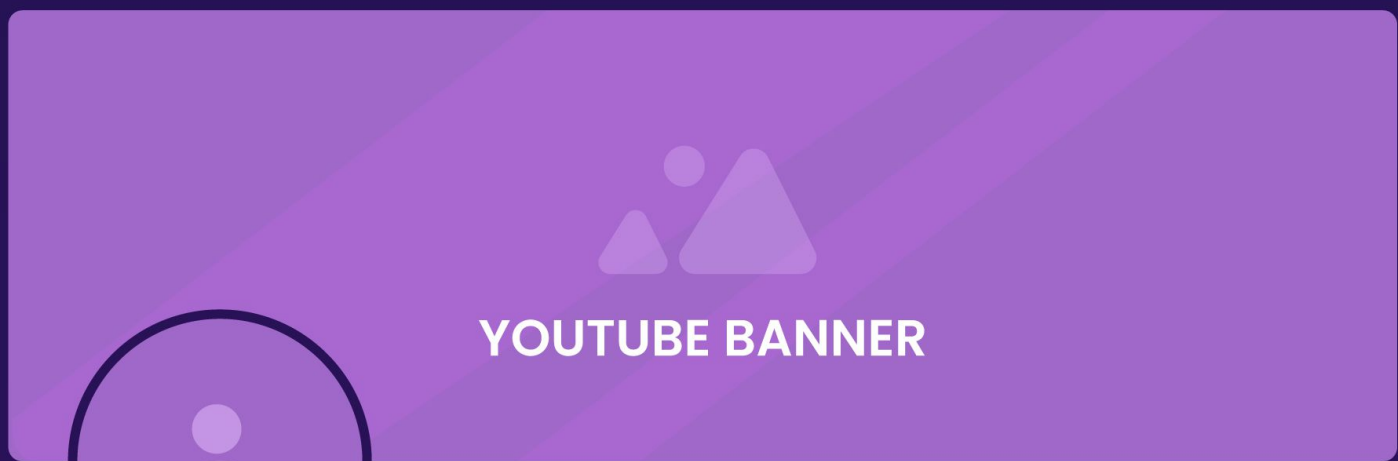
APP INSTALL ADS

1000x1500 pixels or 1000x1000 pixels
Aspect ratio: 2:3



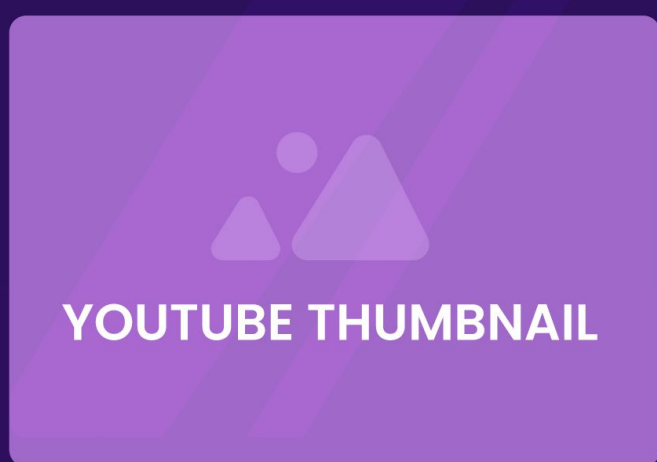
Image sizes for YOUTUBE

2048x1152 pixels
Aspect ratio: 16:9

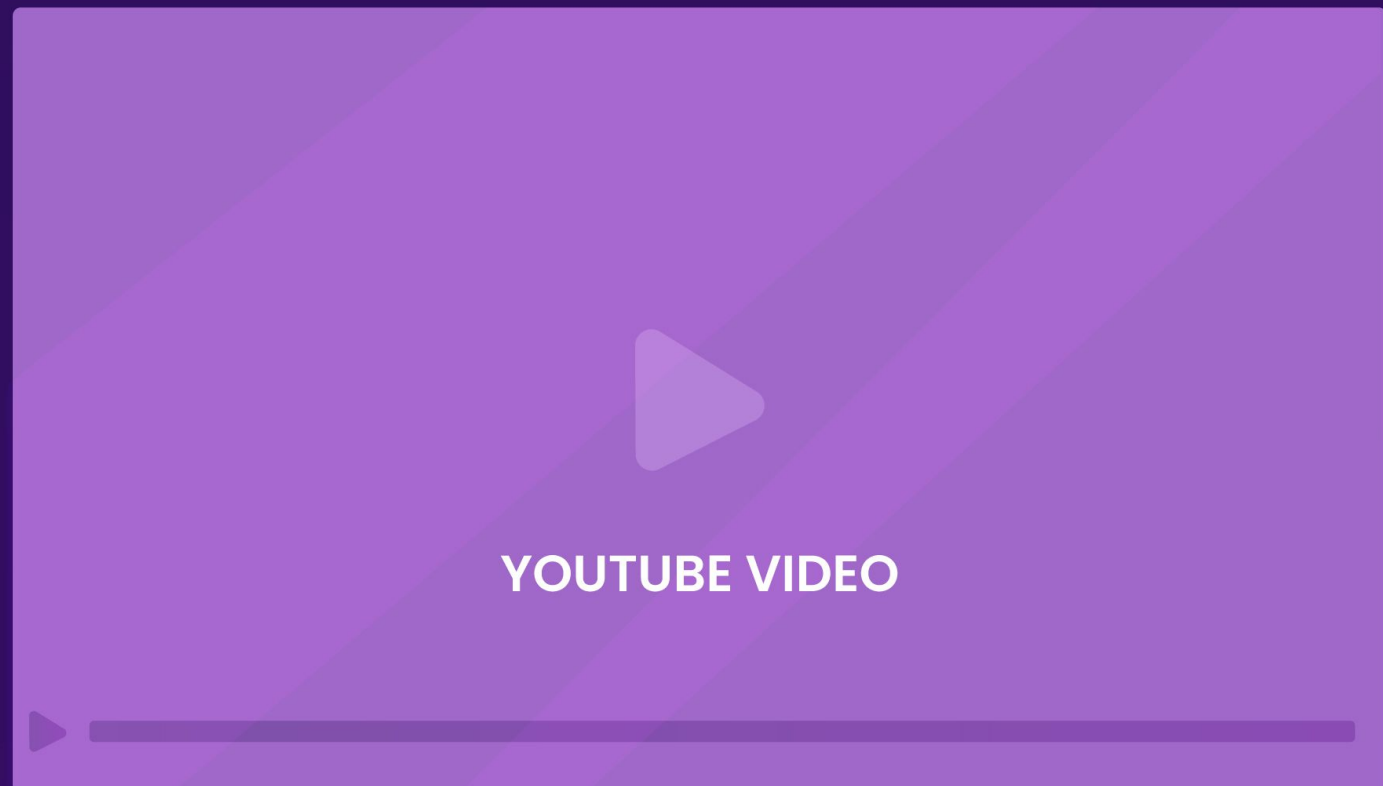


PROFILE PHOTO

800x800 pixels



1280x720 pixels



1280x720 pixels (min.)
Aspect ratio: 16:9



1920x1080 pixels



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