

Social media sizes

Clip this out Every platform has different image sizes and formats so you can use this handy cheat sheet to look professional on each platform.



LINKEDIN IMAGE SIZES

- Personal Profile Image:** 300 x 300 (Recommended)
- Personal Background Image:** 1584 x 396
- Company Logo Image:** 300 x 300
- Company Cover Image:** 1128 x 191 (recommended)
- Shared Image or Link:** 1200 x 627 (Recommended)

LIFE TAB – MAIN IMAGE & COMPANY PHOTOS

- Recommended size for main image:** 1128 x 376
- Recommended size for company photos:** 900 x 600
- Image types include:** JPNG, JPG or GIF. (The life tab only appears on the mobile app, and not the mobile web version of LinkedIn, so exact display sizes will vary by device. Upload the recommended size for the best experience.)



FACEBOOK IMAGE SIZES

- Profile Picture:** 180 x 180 (Displays 170 x 170 on Desktop)
- Business Page Profile Picture:** 180 x 180 (Displays 170 x 170 on Desktop)
- Cover Photo:** 820 x 312
- Shared Image:** 1,200 x 630
- Shared Link:** 1,200 x 628
- Event Image:** 1920 x 1080 (Recommended)
- Fundraiser image:** 800 x 300 (recommended)



TWITTER IMAGE SIZES

- Profile Photo:** 400 x 400 (Displays 200 x 200)
- On Your Page:** The largest display of your profile picture is on your homepage and can be viewed by your followers as well as individuals who stumble upon your page.
- In-Stream:** A smaller version of your profile picture appears in a follower's Twitter stream every time you Tweet. It also appears in the stream of your followers' followers every time you're Retweeted.
- Who to Follow:** Your profile picture is also going to appear next to a link to your page in the "Who to follow" box. This is located directly to the right of your twitter stream. Choose a recognizable image here.
- Square Image:** recommended 400 x 400 pixels
- Maximum file size:** 5 MB
- Image types include:** JPG, GIF or PNG
- Header Photo:** 1,500 x 500
- Recommended 1,500 x 500 pixels
- Maximum file size of 5 MB
- Image types include: JPG, GIF or PNG

IN-STREAM PHOTOS AND SHARED LINKS

- Recommended sizes for images by types of Tweets:
- Image from a Tweet with shared link: 1200 x 628 pixels
- Tweet sharing a single image:** 1200 x 675 pixels (recommended, but most images with standard aspect ratios will not be cropped)
- Tweet sharing two images:** 700 x 800 pixels (both images)
- Tweet sharing three images:**
- Left image:** 700 x 800 pixels
- Right images:** 1200 x 686 pixels
- Tweet sharing four images:** 1200 x 600 pixels (per image)
- Four is the maximum number of images available on one Tweet.
- Recommended aspect ratio is 16:9.
- Can edit images if tweeting from Twitter iOS or Android app.
- Maximum file size of 5 MB for photos, and 5 MB for animated GIFs on mobile and 15 MB on web.



INSTAGRAM IMAGE SIZES

- Profile Picture:** 110 x 110
- Photo Thumbnails:** 161 x 161
- Photo Size:** 1080 x 1080
- Instagram Stories:** 1080 x 1920



PINTEREST IMAGE SIZES

- Profile Picture:** 165 x 165
- It's recommended to use an image aspect ratio of 2:3 to 1:3.5
- Expanded pins have a minimum width 600 pixels, so to maintain aspect ratio, 900 px is the recommended height.

BOARD DISPLAY

- 222 x 150 pixels (large thumbnail)
- 55 x 55 (smaller thumbnail)



YOUTUBE IMAGE SIZES

- Channel Profile Image:** 800 x 800
- Channel Cover Photo:** 2,048 x 1,152
- Across Different Devices
- Video Uploads:** 1280 x 720 (Minimum HD)
- Videos must maintain a 16:9 aspect ratio. Smaller videos such as 4:3 will be pillarboxed to fit.

