The Complete Social Media Image Sizes Cheat Sheet

Manvi Agarwal | Dec 27, 2022 | 11 Mins read

Behold the power of the optimized social media images!

Well, who doesn't like an image well done? Psst here's a secret… **It's the right social media image sizes that make them look so good.** Beg to differ?

We all know that images don't just look good because of any one element. It's all the elements put together that make a great image. Look at it this way. You made an amazing image, and just because you didn't optimize the images right, half of the elements got cut or stretched out. Thousand other things could go wrong here. Sounds terrible, right?

So, to save your gorgeous creatives from going down the drain, I have listed down the sizes of all the social media platforms. Yeah, well, you can thank me later.

Be it Facebook profile pictures, LinkedIn banners, or any social media image; they are undoubtedly the backbone of all social media platforms. Images have hugely garnered the marketing reins in its control, and if your images are compelling, you are sure to win the engagement battle.

And this is exactly why image sizes play an important role in luring customers. But, the specifications of image sizes keep changing.

Here's a **complete guide covering all image sizes of the social media networks** you require for the perfect visuals!

1. Facebook Image Sizes

The Facebook cover photo should be all about your business. So, why not use one of your product photos representing your company?

Meaningful Facebook conversations begin with great content. Use your Facebook cover photo and newsfeed images to encourage engagement. Make sure that you include the image that fits your audience's interest.

Well, when it comes to Facebook image size, the list just doesn't seem to end. But to make it easy for you to understand, we have categorized the images into 2 sub-points. Before we go any further, it's important to understand why there are so many size variations on Facebook.

Rest assured, Facebook doesn't just have these many variations to make things difficult for designers. Instead, these variations are because of the devices.

Think about it.

While browsing on a laptop or PC, the screen is horizontal (wide), while mobile screens are vertical (tall). Hence, the size of the devices calls for various dimensions. Also, **Facebook doesn't stretch out your creatives; instead, it crops them!**

Facebook Page Image Sizes
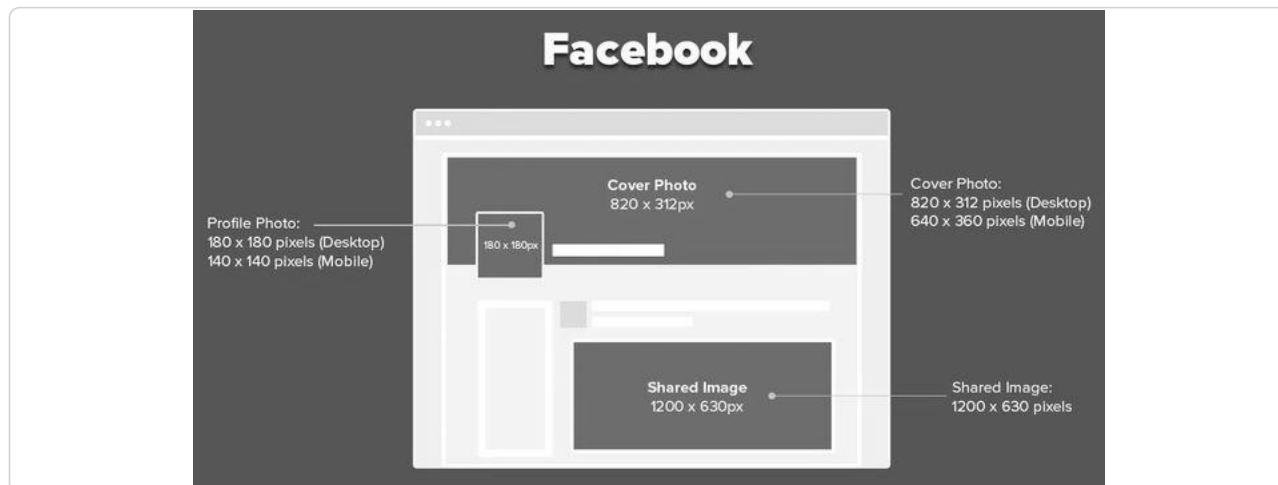
- **Facebook cover photo size:**For desktop: 820 x 312 pixelsFor mobile: 640 x 360 pixels

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>
> **Tip:** In this case, using a cover size of 820 x 360 and putting important elements in a safe zone that is 640 x 312 is advisable.

- **Facebook profile photo size:**For desktop: More than or equal to 180 x 180 pixelsFor mobile: More than or equal to 140 x 140 pixels

- **Facebook banner dimensions:** 1200 x 630 pixels

- **Link/Update image size:** 1200 x 628 pixels

- For best results, upload JPG files less than 100 KB

- Images with text (for instance, brand logo) must be a PNG file

- Check out Facebook's guidelines for banner sizes and more

Note: If you are promoting your business on Facebook, make sure the image size is 1200 x 628 pixels and has only 20% text on it.

Facebook Event Image Sizes

Have an upcoming event? There is no better way to announce it rather than by creating a Facebook Event.

Announcing an event is just the tip of an iceberg. You can boost your event to avail more reach, send reminders to the audience, and also advertise it through event image on Facebook. Also, use the Facebook publishing tool to pre-made all the creative posts you would need throughout the year for events easily.

- **Facebook event cover image size:** 1200 x 628 pixels

- **Facebook groups cover photo size**For desktop: 1640 x 662 pixelsFor mobile: 1640 x 859 pixels

Note: Leave the lower area clear for type. Facebook displays basic group information on the photo on mobile.

Read: 📄 **How to Create Engaging Images for Social Media?**

2. Twitter Image Sizes

Twitter is known as one of the best social media networks. Customers most often use it to discuss brands. Also, to make sure that your page stands out, **your Twitter cover photo has to be larger and different from your profile photo.**

Your Twitter profile picture will be your identity! It will be visible on your home page and in the Twitter stream of your followers whenever you Tweet. So, your profile picture must be attractive.

> **Tip:** Consider a Twitter scheduling tool to get maximum traction with fewer efforts.

Just like your cover photo on other social networks, **your Twitter header image is your branding opportunity**. Use your header image to align the look and feel of your marketing message and company tagline.
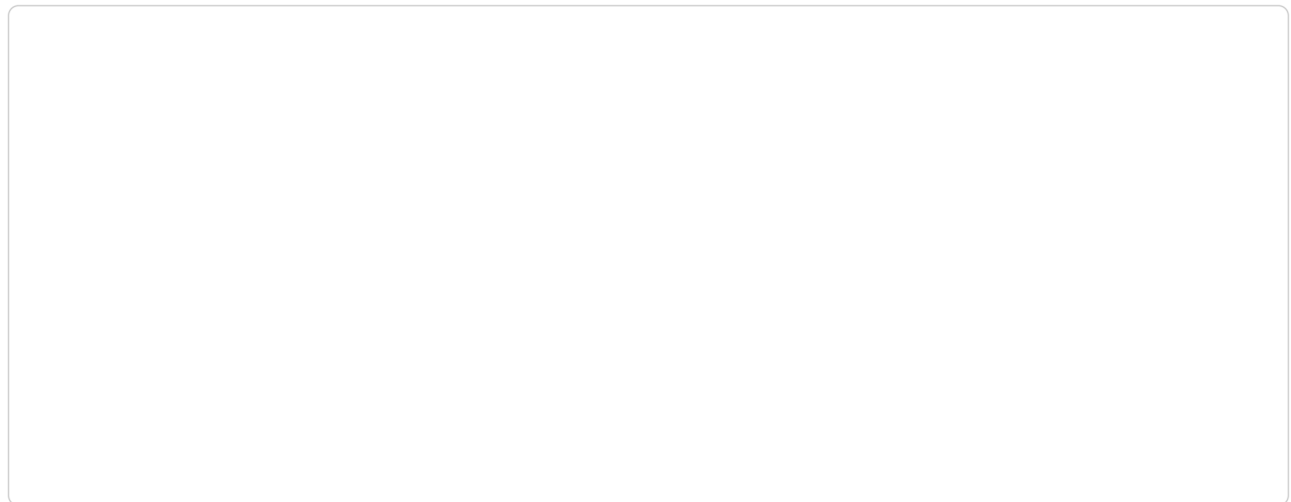
- **Twitter profile picture size:** 400 x 400 pixels (file size must be less than 2 MB)

- **Twitter cover photo size:** 1500 x 500 pixels (file size must be less than 5 MB)

- **Shared image:** 900 x 450 pixels

- **In-stream photo size:** 440 x 220 pixels

- **File size:** 10 MB (max)

- **Recommended file type:** JPG, GIF, or PNG file

- You can tweet up to 4 images at one go

- Find more information on the Twitter help center

Note: If you are using a header image with the recommended dimensions and notice that parts of it are cropped, 60 pixels on the top and bottom could be cropped.

3. LinkedIn Image Sizes

LinkedIn is known as the largest professional network. Where other social networks may be good drivers of traffic and customers, LinkedIn is a great place for B2B as well as recruiters to connect with industry leaders.

Ensure that you **highlight the most relevant things about your business and brand** in the banner image and in your cover image. By leveraging this network right, you can connect and engage with more professionals. Having creative images increases your chances of being noticed. Get help from various LinkedIn scheduling tools to skyrocket your networking!

LinkedIn Personal Profile Image Sizes
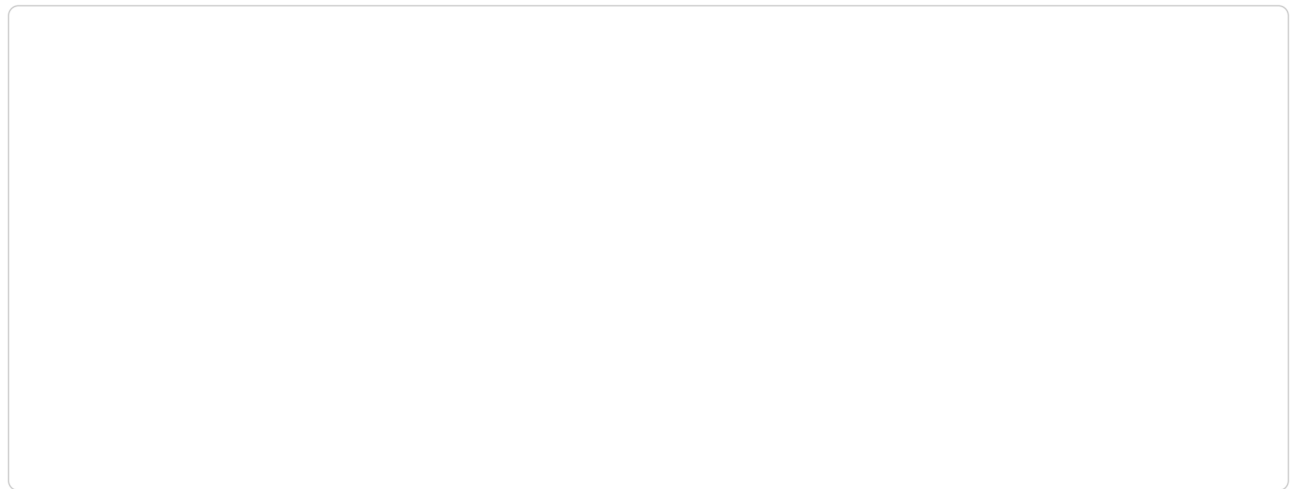
- **Personal profile:**Profile photo: 400 x 400 pixelsCover image: 1584 x 396 pixelsAspect ratio: 4:1

LinkedIn Company Page Image Sizes
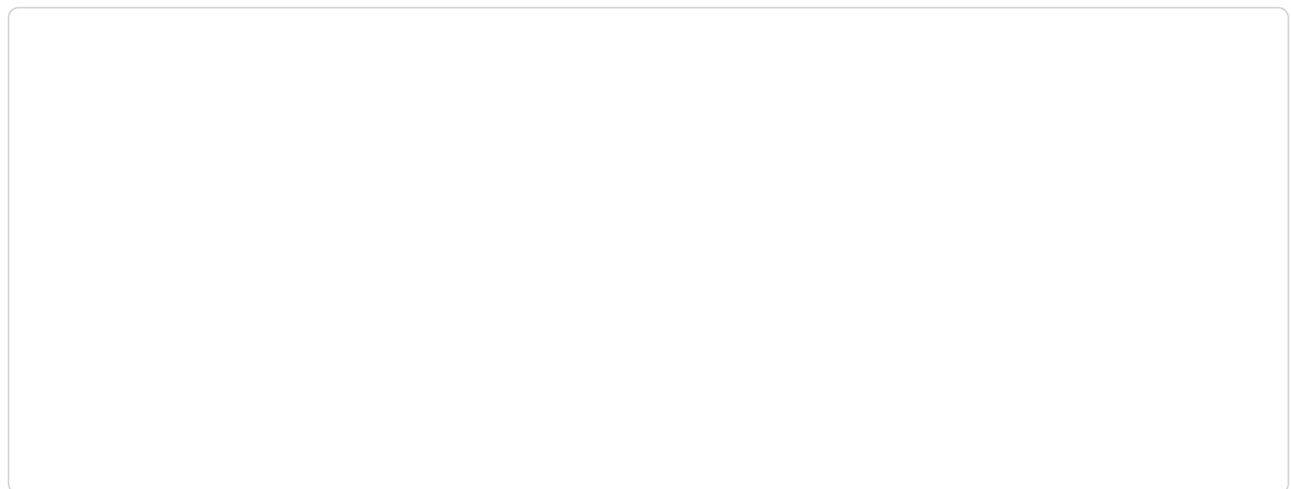
- **Company page:**Logo size: 300 x 300 pixels (min); 400 x 400 pixels (max); File size: 4 MB (max)Cover image: 1128 x 191 pixels

- **Blog post image:** 1350 x 440 pixels

- **File size:** 10 MB (max)

- **Supported file type:** JPG, GIF or PNG

- Find more information on the LinkedIn help center

LinkedIn Life Tab Image Sizes

The LinkedIn life tab allows you to share the human side of your company with prospective clients and job seekers. It helps you give people a peek into the company culture, ethics, photos, and employee perspectives and show them how cool you are!

- **Hero image size:** 1128 x 376

- **Custom module image size:** 502 x 282 pixels

- **Company photos size:** 900 x 600

- **Supported file type:** JPNG, JPG, or GIF

- Find more information on the LinkedIn help center

Note: Members with a profile photo on LinkedIn can get up to 14 times more profile views than members without. Get noticed!

4. Pinterest Image Sizes

Pinterest is a wonderful platform for driving referral traffic to your site. To drive traffic consistently, you need to be using social media automation tools. But it's also very important that you optimize your Pinterest page regularly and use proper image sizes for boards and pins.

A Pinterest profile image may not be as significant as that of Facebook or Twitter profile images. However, you still need to use a nice one. Your profile picture on Pinterest should be something closely tied to you or your brand. After all, anyone who arrives at your board or pins will glance at your profile too.

- **Profile image:** 165 x 165 pixels

- **Pin size:** 236 pixels x Adjustable Height; 2:3 ratio for vertical pins (recommended)

- **Board image size:** 222 x 150 pixels

- **Supported file type:** JPG and PNG for profile pictures

- Find more information on the Pinterest help center

**Note:** 93% of Pinners use Pinterest to plan or make purchases. Leverage the right images to make the most out of Pinterest.

Read: How To Use Pinterest To Increase Traffic To Your Blog?

5. Instagram Image Sizes

Instagram being **a platform that runs on visuals**, using the right Instagram post size makes a huge difference. However, Instagram profiles don't have particular cover photos. Your Instagram cover photo can be created by a variety of images you share on your profile.

Instagram Profile Image Sizes
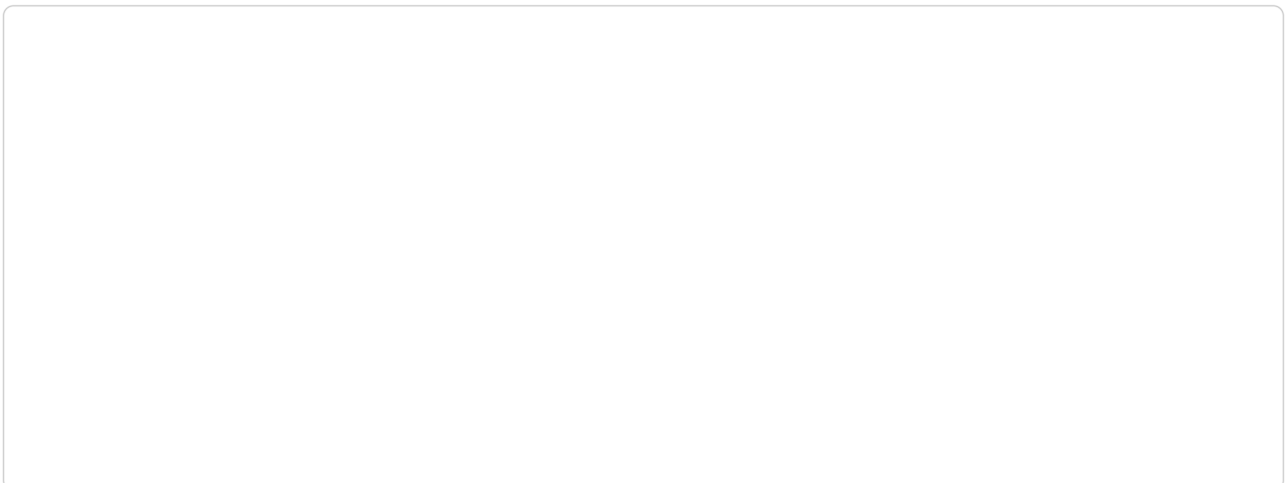
- **Profile photo size:** 110 x 110 pixels

- **Photo size:** 1080 x 1080 pixels

- **Photo thumbnail:** 161 x 161 pixels

- Appear on the home page at 110 x 110 pixels

- Find more information on the Instagram help center

Note: Upload a photo with a width of at least 1080 pixels with an aspect ratio between 1.91:1 and 4:5 for best results.

Instagram Story Image Sizes

Since its inception, Instagram stories have completely dominated the platform for good. With over 500 million monthly daily active users, it has become the most popular ephemeral feature for people to discover and interact with your brand. Use the guidelines below to make the interaction successful with perfect story image size.
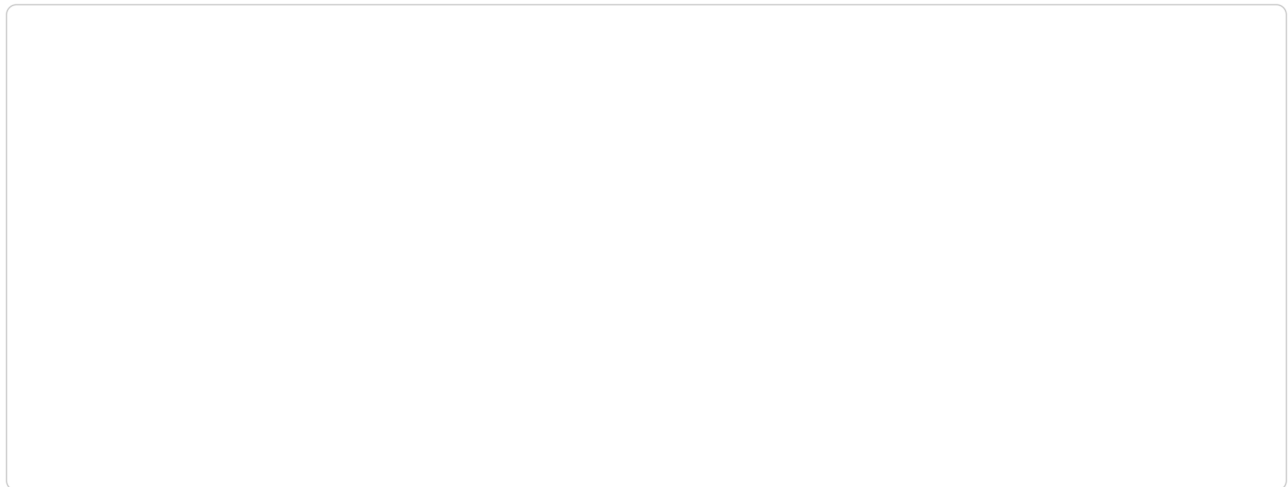
- **Recommended resolution:** 1080 x 1920

- **Aspect ratio:** 9:16

6. Tumblr Image Sizes

Tumblr is a **customizable social network that allows users to share anything** they want easily. Although the profile photo of Tumblr doesn't frequently appear throughout the site, you need to make sure that you choose an image that suits your page layout. Maximize your reach by optimizing your images on the mentioned Tumblr banner size and more.
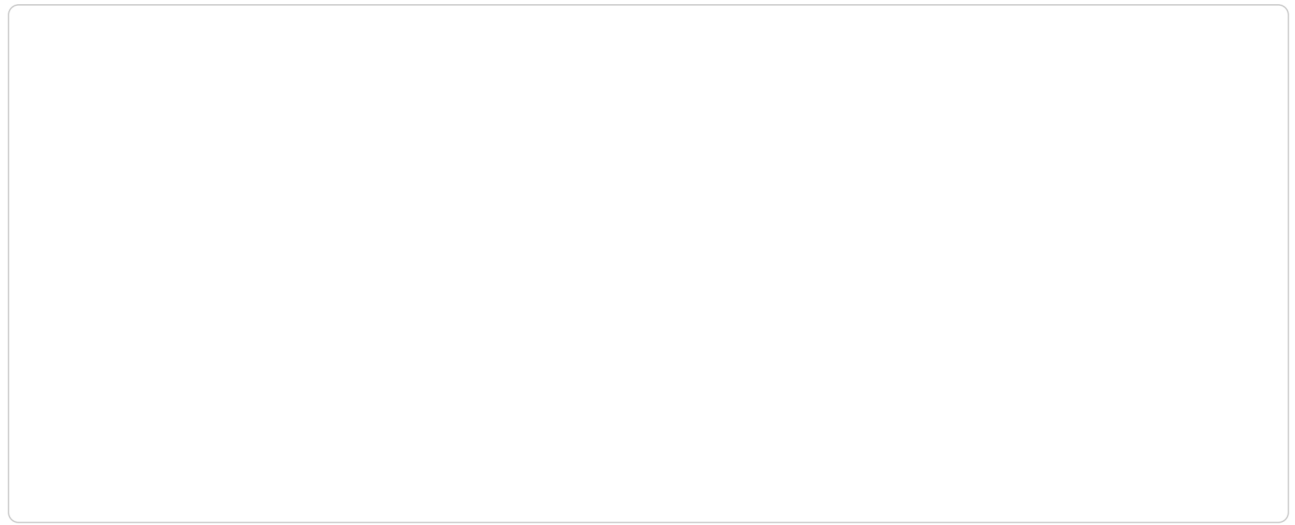
- **Profile photo size:** 128 x 128 pixels

- **Image post:** 500 x 750 pixels

- JPG, GIF, PNG or BMP image is recommended

- Image can't exceed 10MB

- Animated GIFs must be under 1 MB and max at 500 pixels

- Find more information on the Tumblr help center

Note: For Tumblr, make sure your image file size doesn't exceed 10 MB.

7. YouTube Image Sizes

Almost one-third of people on the internet are YouTube users, and there are 30 million daily visitors. Having an attractive cover photo and channel can be a gamechanger!

When you are focusing more on visual content, you need to make your videos very much accurate. For that, an upload size should also be defined to make your video visually sound.
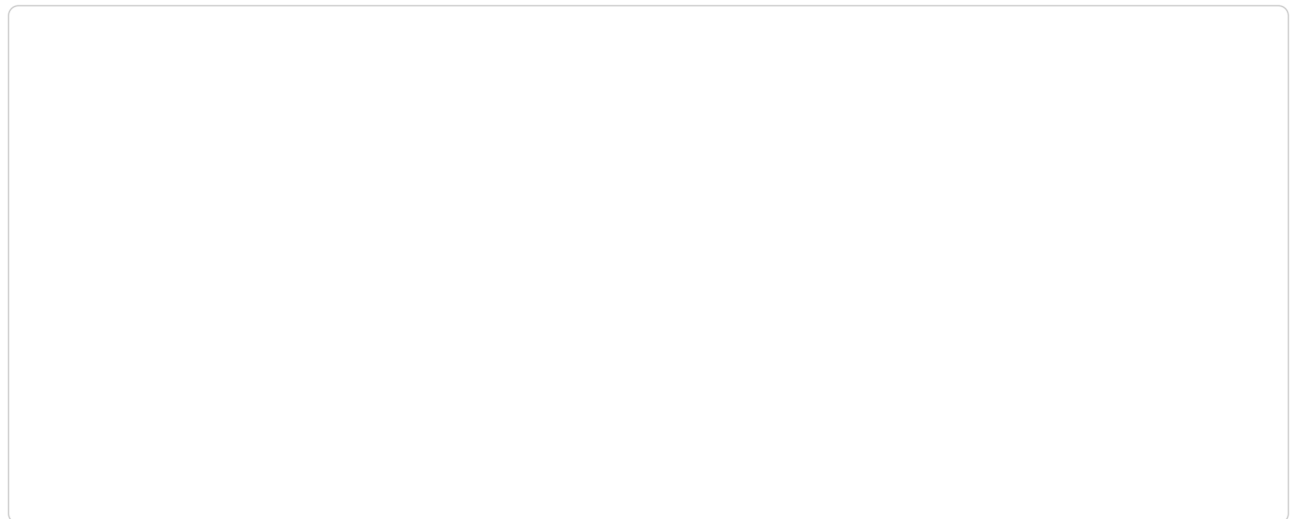
- **Channel cover photo:** 2560 x 1440 pixels

- **Channel icon:** 800 x 800 pixels

- **Video uploads:** 16:9 ratioWith the fixed ratio, you can upload your video in various resolutions such as;**4K** – 3840 x 2160 pixels**2K** –2560 x 1440 pixels**1080p (HD)** – 1920 x 1080 pixels**720p (HD)** – 1280 x 720 pixels**480p** –854 x 480 pixels**360p** –640 x 360 pixels**240p** –426 x 240 pixels**144p** –256 x 144 pixels

Make sure you're using an up-to-date version of your browser so you can upload files greater than 20 GB. The maximum file size you can upload to YouTube is 128 GB.

SocialPilot: An easy way to fix your images

The problem of posting images with the wrong aspect ratio is real. Sometimes even after knowing the correct image sizes, you can make mistakes with the post aspect ratios while publishing.

And that results in either your post getting cropped, stretched, or rejected, and you have to do the infuriating drill of going back and fixing the image sizes in a third-party editor and trying to post them again. And God forbid if the editing does not turn out perfectly. The whole process gets repeated.

Not anymore! We cracked the code with an inbuilt image editor.

Now on SocialPilot, you can easily optimize your images for various social platforms in one go.

Suppose you compose a post for social platforms and upload images to go with the post. If those images are not suitable for publishing on the selected platforms, the tool will let you know instantly with a prompt to fix them.

You can resize your image into suitable dimensions or crop it to fit the allowed aspect ratio by selecting one of the predefined ratios or going with the custom cropping tool.

All of this is achievable from the same dashboard while creating your post. This essentially eliminates the chance of your post failing to publish due to image-dimension or aspect ratio-related errors.

With this, you can fix your social media images without depending on designers and third-party editors.
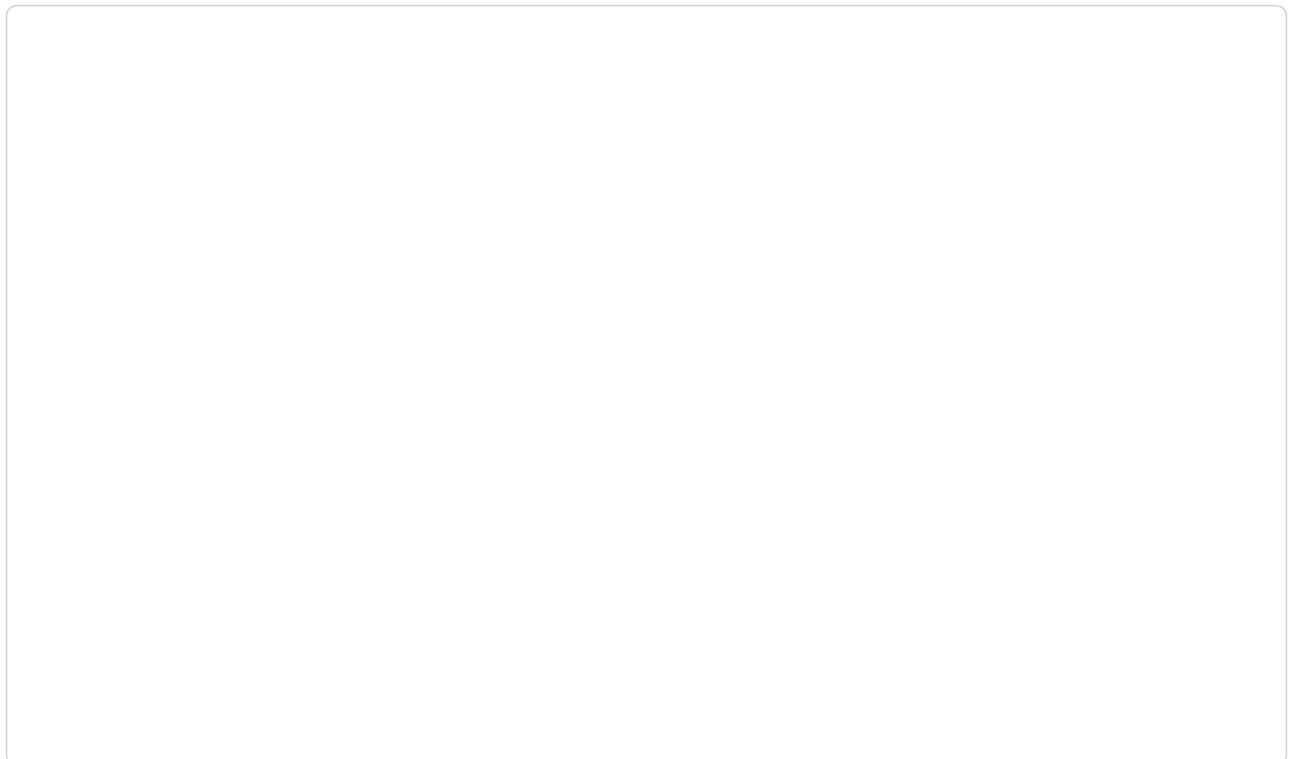
With this, you can fix your social media images without depending on designers and third-party editors.

Wrapping Up

In this cheat sheet for social media marketers, we shared all image sizes for various social media platforms to ensure your next social media updates reach their maximum potential. I hope these guidelines help your visual content to look perfect and get you more engagement.

Frequently Asked Questions

What size should social media images be?   ⌃

Image size guidelines for all social media platforms:

- Facebook Image Size – 1200 x 628 pixels

- Twitter Image Size – 900 x 450 pixels

- Instagram Size – 1080 x 1080 pixels

- LinkedIn Size – 1350 x 440 pixels

- Pinterest Size – Pin size: 236 pixels x Adjustable Height; 2:3 ratio for vertical pins (recommended) Board image size: 222 x 150 pixels

- Snapchat Size – 1080 x 1920 pixels

- Tumblr Size – 500 x 750 pixels

What size should a Facebook post image be?   ⌄

What are IG dimensions?   ⌄

How many pixels is an Instagram Square?   ⌄

What are the most common social media image sizes?   ⌄

About the Author

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Manvi is a Marketing & Communication Manager at SocialPilot. Social media & content marketing is Manvi's niche area in which she employs an interactive user-oriented strategy. Besides this, Manvi loves experiencing new things and trying new food!

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