

SOCIAL MEDIA IMAGE SIZE CHART

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Facebook

SIZE IN PIXELS

Profile Photos	170 x 170
Cover Photos	720 x 312
Timeline Photos	1200 x 628
Event Cover Photos	1920 x 1080
Panorama	600 x 600
360 photos	6000 x 3000
ADVERTISEMENTS	
Timeline Photos	1200 x 628
Right Column Photos	1200 x 628
Instant Articles Photos	1200 x 628
Marketplace Ads Photos	1200 x 628
Facebook Stories	1080 x 1920 (text must be within 1080 x 1420)
Carousel Photos	at least 1080 x 1080
Messenger	254 x 133

Twitter

SIZE IN PIXELS

SUPPORTED FORMATS

MAX FILE SIZE

Profile Photos	400 x 400		
Headers	1500 x 500		
In-stream Photos	1024 x 512	.GIF, .JPG, .PNG	5 MB for .JPG, 3 MB for .GIF
Summary Card	280 x 150	.GIF, .JPG, .PNG	1 MB
ADVERTISEMENTS			
Website Cards	800 x 418, or 800 x 800		
App Cards	800 x 418, or 800 x 800		3 MB
Single + Multi-image Tweets	600 x 335		
Direct Message Cards	minimum 800		

Instagram

SIZE IN PIXELS

Profile Photos	110 x 110
Landscape	1080 x 566
Portrait	1080 x 1350
Square	1080 x 1080
Thumbnail	292 x 292
Story Photos (portrait only)	1080 x 1920

LinkedIn

SIZE IN PIXELS

MAX FILE SIZE

	SIZE IN PIXELS	MAX FILE SIZE
Profile photos:	400 x 400	8 MB
Profile cover images:	1584 x 396	
LinkedIn blog post link images	1200 x 628	
LinkedIn photos share images (desktop)	1200 x 1200	
LinkedIn custom images for an update with a URL	1200 x 627	
COMPANY PAGE SIZES		
Cover Photos	1536 x 768	
Company Logo	300 x 300	
Overview Tab Images	360 x 120	
Overview Tab Cover Images	1192 x 220	
Life Tab Hero Images	1128 x 376	
Life Tab Custom Modules Images	502 x 282	
Life Tab Company Images	900 x 600	
Square Logo	60 x 60	
ADVERTISEMENTS		
Company Logo	100 x 100	
Spotlight Ads Logo	100 x 100	
Spotlight Ads Custom Background Images	300 x 250	
Sponsored Content Images	1200 x 627	

Pinterest

SIZE IN PIXELS

NOTES

	SIZE IN PIXELS	NOTES
Profile Photos	165 x 165	Pinterest will scale them down to 32 x 32
Pin Images	600 x 900	If the aspect ratio is 2:3, 735 pixels wide will be allowed
Promoted Pins	600 x 900	
Small Promoted Pin Thumbnails	69 x 69	
Large Promoted Pin Thumbnails	216 x 146	

Tumblr

SIZE IN PIXELS

MAX FILE SIZE

NOTES

	SIZE IN PIXELS	MAX FILE SIZE	NOTES
Profile Photos	128 x 128		
Dashboard View Images	500 x 750	1280 x 1920	
PHOTO SETS			
One image	500 wide		
Two Images	245 wide		
Three Images	160 wide		
IMAGES IN LINKS OR TEXT POSTS			
Thumbnail Images in a Link	130 x 130		
images in a Text Post	125 wide		images expand when clicked
Audio Post Images	169 x 169		
Ad Images	1280 x 1920		

Snapchat

SIZE IN PIXELS

Ad Images	1080 x 1920
Geofilter Images	1080 x 1920

YouTube

SIZE IN PIXELS

NOTES

Profile Photos	800 x 800	
Channel Cover Photos	2560 x 1440	Text and Logos: 1546 x 423 pixels
Videos (HD)	1280 x 720	

TikTok

SIZE IN PIXELS

Profile Photos	100 x 100
Cover Photos	900 x 300
Videos	1080 x 1920

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