

SOCIAL MEDIA IMAGE SIZES



Each platform has ideal sizes for images, and staying within these guidelines will optimize your photo and graphic performance on each channel.

Facebook Image Sizes in Pixels



PROFILE PHOTO:
170x170 px

PAGE COVER:
1200x674 px

TIMELINE PHOTOS:
1200x630 px

EVENT COVER:
1200x628 px

STORIES FEED:
1080x1920 px

GROUP COVER:
1640x856 px

Instagram Image Size Ratios and Pixels

PROFILE PHOTO:
1:1 180x180 px

SQUARE FEED
1:1 1080x1080 px

STORY PHOTO:
9:16 1080x1920 px

PORTRAIT FEED
4:5 1080x1350 px

IGTV COVER:
1:1.55 420x654 px

LANDSCAPE FEED:
16:9 1080x566 px



Twitter Image Size Ratios and Pixels



PROFILE PHOTO:
1:1 400x400 px

SHARED LINK:
1.91:1 1200x628 px

HEADER PHOTO:
3:1 1500x500 px

TWEET IMAGE:
16:9 1200x675 px

Pinterest Image Size Ratios and Pixels

PROFILE PHOTO:
1:1 180x180 px

TALL PIN
1:2.1 1000x2100 px

SQUARE PIN:
1:1 1000x1000 px

STORY PIN:
2:3 1080x1920 px

OPTIMAL PIN:
2:3 1080x1920 px

PROFILE COVER:
16:9 1200x628 px



LinkedIn Image Sizes in Pixels



PROFILE PHOTO:
400x400 px

LINK SHARING IMAGES:
1200x627 px

PROFILE COVER PHOTOS:
1584x396 px

STORIES:
1080x1920 px