

2021

SOCIAL MEDIA IMAGE SIZES



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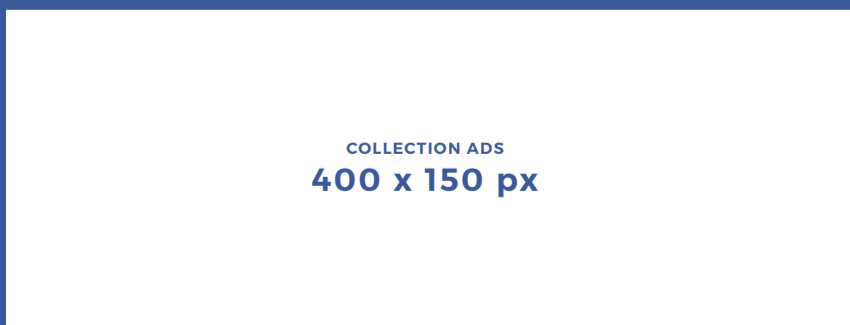
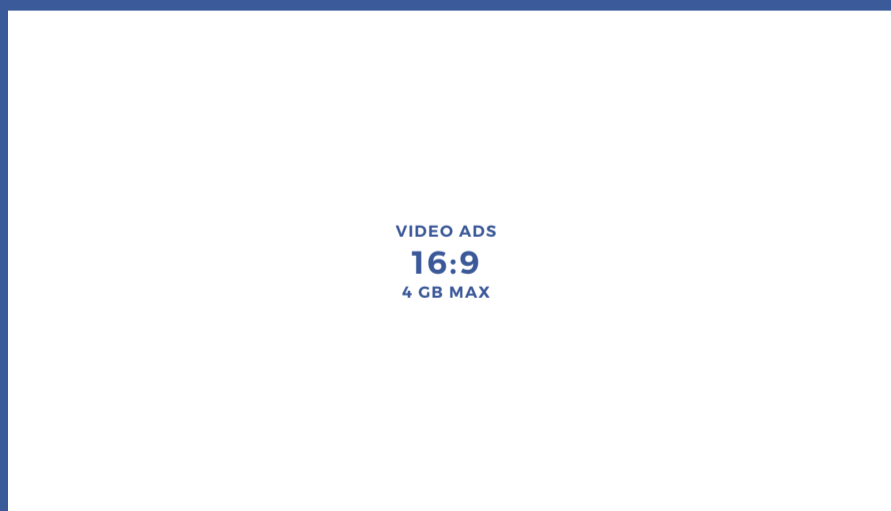
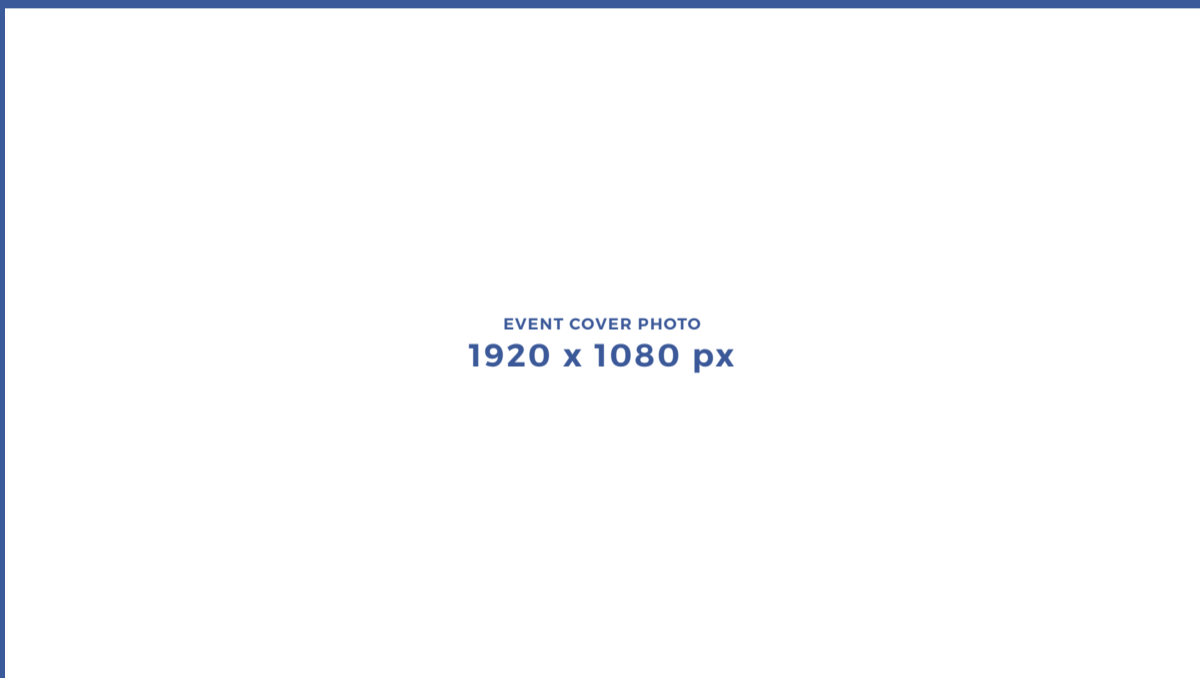
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FACEBOOK



PROFILE PICTURE
180x180 px



Facebook Image Ad Specifications

File Type: JPG or PNG

Ratio: 1.91:1 to 1:1

Resolution: At least 1080 x 1080 pixels

Maximum File Size: 30MB

Minimum Width: 600 pixels

Minimum Height: 600 pixels

Text: 125 characters

Headline: 40 characters

Link description: 30 characters

Facebook Video Ad Specifications

Recommended File Type: MP4, MOV or GIF

Ratio: 4:5

Resolution: At least 1080 x 1080 pixels

Video sound and captions: Optional, but recommended

Duration: 1 second to 241 minutes

Maximum File Size: 4GB

Minimum Width: 120 pixels

Minimum Height: 120 pixels

Text: 125 characters

Headline: 40 characters

Link description: 30 characters

Facebook Carousel Image Ad Specifications

Minimum image size: 600 x 600 pixels

Recommended image size: At least 1080 x 1080 pixels

Recommended image ratio: 1:1

Image file types: JPG or PNG

Minimum two cards and max of 10 cards per Carousel Ad

Text: 125 characters

Headline: 40 characters

Link Description: 20 characters

Facebook Carousel Video Ad Specifications

Recommended resolution: 1080 x 1080 pixels

Video formats: .MP4 or .MOV

Max video size: 4GB per video

Max video length: 240 minutes

Minimum 2 cards and max of 10 cards per Carousel Ad

Text: 125 characters

Headline: 40 characters

Link Description: 20 characters

Facebook Right Column Ads Guidelines

File Type: JPG or PNG

Ratio: 1:1

Resolution: At least 1080 x 1080 pixels

Minimum Width: 254 pixels

Minimum Height: 133 pixels

Headline: 40 characters

Facebook Marketplace Ad Specifications

Facebook Marketplace image ads specs

Minimum image size: 600 x 600 pixels

Recommended image size: 1200 x 628 pixels

Image ratio: 9:16 to 16:9

Image file types: JPG or PNG

Text: 125 characters

Headline: 25 characters

Link Description: 30 characters

Facebook Marketplace Video Ads Specification

Recommended resolution: At least 1080 x 1080 pixels.

Upload the highest resolution possible; there is no maximum.

Recommended aspect ratio: Between 9:16 and 16:9

Formats: MP4 or .MOV recommended

Max video file size: 4GB

Max video length: 240 minutes

Text: 125 characters

Headline: 25 characters

Link Description: 30 characters

Facebook Stories Ads Image Specs

Recommended image size: At least 1080 x 1080 pixels

Image ratio: 9:16

Image file types: JPG or PNG

Facebook Stories Ads videos specs:

Recommended resolution: At least 1080 x 1080 pixels.

Upload the highest resolution possible; there is no maximum.

Recommended ratio: Between 1.91 to 9:16

File types: MP4, MOV or GIF

Video caption and sound: Option but recommended

Max video length: 15 seconds

Maximum size: 4GB

INSTAGRAM



HORIZONTAL IMAGE
1080 x 566 px

SQUARE IMAGE
1080 x 1080px

REELS
1080x1920px
(16:9)

STORIES/IGTV
1080x1920px
(16:9)

VERTICAL IMAGE
1080 x 1350px

When you share a photo or video on Instagram, the image that gets displayed (on both the app and the web) will usually be much smaller than the original you uploaded.

So even if you upload a photo with a width of 1080px, the image that gets displayed on Instagram will be compressed to a smaller size.

Even though Instagram compresses your photos and videos, it's always better to share at an optimal resolution. That way, when Instagram compresses your photo, it won't really affect the image quality.

Note: You should still try to avoid posting photos with an ultra-high-resolution, like 5400px by 5400px. Doing so could actually impact your image quality in a negative way.

Square Posts (1:1)

Instagram supports horizontal and vertical photos, square posts continue to be a popular choice on Instagram – especially as the Instagram profile grid crops content to a 1:1 ratio.

Making your square photos 1080px by 1080px in size. That way, when Instagram compresses the file, the version will still be high quality.

Horizontal Posts (16:9)

While Instagram recommends an aspect ratio of 1.91:1, you can actually go as far as 16:9

Make the height of your horizontal photo at least 1080px. That way, when Instagram compresses the file, the quality should remain pretty high.

Vertical Posts (4:5)

Vertical photos should have an aspect ratio of 4:5. Anything longer (like 4:6 or 4:7), and Instagram will crop your content.

As for size, going with 1080px by 1350px. That way, when Instagram compresses the photo, it should be displayed at around 480px by 600px.

Video Posts (16:9-4:5)

Instagram supports in-feed videos with aspect ratios spanning from 16:9 to 4:5. Videos should have a frame rate of 30 frames per second, and the maximum file size is 4GB.

Instagram Carousel Posts

Instagram carousel posts can be square, horizontal, or vertical in format – and can include both photos and videos.

However, once you've selected your first photo or video, all of the following photos or videos you select will be cropped to the same aspect ratio.

If the first photo you select is square all of your following content will be cropped to a 1:1 format.

Instagram Stories

You can share pretty much anything on Instagram Stories, as long as it has a minimum aspect ratio of 1.91:1 and a maximum aspect ratio of 9:16.

Because most people prefer their stories to take up the whole screen (no borders), we recommend using an aspect ratio of 9:16 with a size of 1080px by 1920px.

IGTV Videos

For vertical video (9:16), the ideal size is 1080px by 1920px. For horizontal video (16:9), the ideal size is 1920px by 1080px.

For Cover : Instagram recommends an aspect ratio of 1:1.55 and a size of 420px by 654px.

PS. you can't edit an IGTV cover photo after you've published.

Instagram Reels

Using an aspect ratio of 9:16 will work.

PS. The bottom fifth of a Reel is where the video caption is displayed. Avoid having important visual elements in this section if possible.

Instagram Live Videos

Instagram Live videos are meant to be shot vertically, as they are designed to be broadcast directly from your mobile device.

The aspect ratio will always be the full width and height of your screen (which is usually 9:16).

TWITTER



PROFILE PICTURE
400x400 px



COVER
1500 X 500 px

PROFILE PICTURE

440x220 px (minimum)
1024x512 px (maximum)

Profile Photo: 400 x 400 (Displays 200 x 200)

**Square Image recommended 400 x 400 pixels.
Maximum file size 2 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

Image from a Tweet with shared link: 1200 x 628 pixels

Tweet sharing a single image: 1200 x 675 pixels

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)

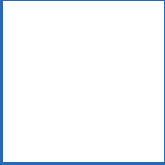
Four is the maximum number of images available on one Tweet

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.

LINKEDIN



PROFILE PICTURE
400x400 px



Personal Profile Image: 300 x 300

Recommended between 400 x 400 and 20,000 x 20,000 pixels

Minimum 200 x 200 pixels

Maximum file size 10MB.

Image types include: JPG, GIF or PNG.

Personal Background Image: 1584 x 396

Recommended 1584 x 396 pixels.

Maximum size of 4MB.

Image types include: JPG, PNG or GIF.

Company Logo Image: 300 x 300

Recommended 300 x 300 pixels.

Minimum 300 x 300 pixels.

Maximum 4MB (Square layout).

Image types include: PNG, JPG or GIF.

Company Cover Image: 1192 x 220

Recommended size 1192 x 220 pixels.

Minimum size of 1128 x 191.

Maximum 4MB.

Appears at 1128 x 191 pixels.

Image types include: PNG, JPG or GIF.

Shared Image or Link: 1200 x 627

Recommended size for images or links: 1200 x 627 pixels

Appears at 552 x 289 pixels

Image types include: JPNG, JPG or GIF.

Life Tab - Main Image & Company Photos

Recommended size for main image: 1128 x 376

Recommended size for company photos:

Minimum size for main image: 1128 x 376

Minimum size for company photos: 264 x 176

Image types include: JPNG, JPG or GIF.

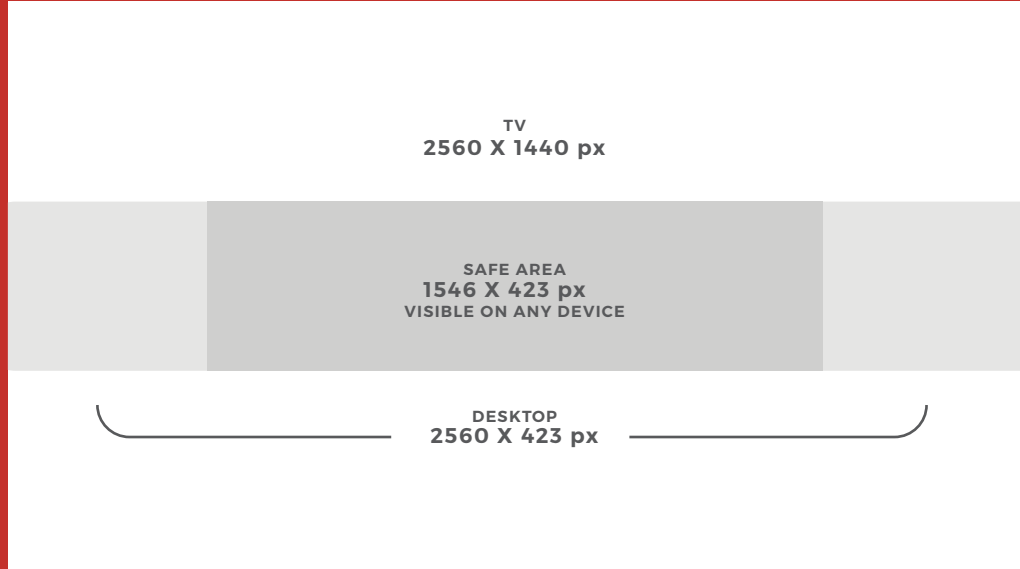
The Life Tab only appears on the mobile app and not on the mobile web version of LinkedIn, so exact display sizes might vary as per device in use.

Upload the recommended size for the best experience.

YOUTUBE



PROFILE PICTURE
800x800 px



VIDEO THUMBNAIL
1280x720 px
(16:9 RECOMMENDED RATIO)

Channel Profile Image: 800 x 800

**Recommended 800 x 800 pixels.
Displays as 98 x 98 pixels.
Image types: JPG, GIF, BMP or PNG.**

Channel Cover Photo: 2,048 x 1,152

**Recommended 2560 x 1440 pixels.
Safe area for mobile and web (without text and logo cropping) 1546 x 423 pixels.
Maximum file size: 4MB.
Image types: JPG, GIF, BMP or PNG.**

Display Sizes

**Tablet display: 1,855 x 423.
Mobile display: 1,546 x 423.
TV display: 2,560 x 1,440.
Desktop: 2,560 x 423 (1,546 x 423 pixels are always visible). Flexible Area (may be visible): 507 pixels to the left and 507 pixels to the right of the safe area.**

Video Uploads: 1280 x 720 (Minimum HD)

**Videos must maintain a 16:9 aspect ratio.
In order to qualify as full HD, your dimensions must be at least 1,280 x 720 pixels.**

SNAPCHAT



IMAGE/VIDEO
1080 X 1920 px

Maximum ad length: 10 seconds (4-7 seconds is recommended)

Maximum file size: 32 MB

Asset dimensions: 1080 x 1920
(image must use the entire canvas)

150px margin on top and bottom, 64px margin on each side

Resolution: 9:16 aspect ratio

File type: .mp4 or .mov file

Video code: H.264 encoded

Snapchat ads image size: 1080 x 1920 pixels (at minimum)

Aspect ratio: 9:16

File type: JPEG or PNG

Maximum file size: 5MB

Snapchat Geofilter image size: 1080 x 1920 (at minimum)

Aspect ratio: 9:16

File type: JPEG or PNG

Maximum file size: 5MB

PINTEREST



It is recommended to upload larger files which Pinterest then will automatically resize to their requirement. Maximum upload is 10 MB. Supporting formats – .jpg and .png

PROFILE PICTURE

165x165 px

IMAGES/VIDEO
1000 X 1500 px
2:3 ASPECT RATIO

VIDEO
9:16 ASPECT RATIO

VIDEO
1:1 ASPECT RATIO

File type: .mp4, .mov or .m4v

Max file size: Up to 2GB

Video length: Minimum 4 seconds, maximum 15 minutes

Profile Picture: 165 x 165

Appears at 165 x 165 pixels on the home page.

Appears at 32 x 32 pixels on the rest of Pinterest.

Maximum 10 MB (wouldn't allow me to upload anything larger).

Image types include: JPG and PNG for profile pictures.

Pin Sizes

Pins on main page appear as 236 pixels (height is scaled).

Pins on a board appear as 236 pixels (height is scaled).

Expanded pins have a minimum width 600 pixels (height is scaled).

It's recommended to use an image aspect ratio of 2:3 to 1:3.5

Board Display

222 x 150 pixels (large thumbnail)

55 x 55 (smaller thumbnail)