

### **Facebook Image Sizes**

- Cover photo: The recommended size is 820 x 312 — anything less than that gets stretched. Displays at 820 x 312 pixels on desktop and 640 x 360 pixels on smartphones.
  - You can also put video as well.
- Profile picture: Your Facebook profile image should be at least 180 x 180. Profile images are round in most instances, but may still show up square occasionally. They are making gradual changes.
- Shared image: recommended size is 1200 x 630. Shared images will pop up on your timeline, and ideally, they'll appear in your followers' News Feeds.
- Shared link: The recommended upload size is 1200 x 627 for shared links.
- Group cover photo: If you manage a Facebook group, make sure its cover photo size is at least 1640 x 856.
- Event Image minimum size/dimensions are: 1920 x 1080

### **Twitter Image Sizes**

- Header image: 1500 x 500. Note that your profile image will overlap a small part of your header image.
- Profile picture: recommended size for a profile picture on Twitter is 400 x 400. It's going to appear on the platform in a number of places to make sure it's of the highest quality.
- In-stream photos: The ideal size for in-stream images is 1024 x 512 with a 2:1 ratio. Uploaded images will appear in your followers' streams as well as in the streams of their followers (when retweeted). You can tweet up to four images simultaneously.

### **LinkedIn Image Sizes**

- Personal background/cover photo: When you put up a background image for your profile, LinkedIn suggests using a photo that's 1584 x 396 for the best result. Note that some portion of your background image will be covered by the top section of your LinkedIn profile.
- Personal profile photo: The recommended dimensions for your LinkedIn profile image are 400 x 400.
- Company background/cover photo: The recommended size for a company background image is 1536 x 768.
- Company logo image: For company pages, the logo image is smaller than that for personal accounts – 300 x 300.

### **Instagram Image Sizes**

- Profile picture: The ideal size for a profile photo on Instagram is 110 x 110. Note that there's no option to upload a cover image. Your cover image is crafted by the visuals you share on your Instagram profile.

- Post images: The recommended size for Instagram post images is 1080 x 1080. Note that the desktop version of Instagram will show photos scaled down to 612 x 612.

### **YouTube Image Sizes**

- Channel art image: YouTube provides a spec sheet of image dimensions to use on the platform. First, you have channel art photos (similar to cover photos, but with different social media image sizes) that are 2560 x 1440. Be aware much of the image is cut off.
- Channel profile picture: The recommended size for a channel profile image is 800 x 800.
- Video thumbnail: To encourage more visitors to play your videos, verified users can put up custom video thumbnails. The ideal size for a thumbnail image is 1280 x 720.

### **Pinterest Image Sizes**

- Board display image: You can upload a cover image for each of your Pinterest boards by using a portion of a photo from any pin within that board. Recommended sizes of the cover image include 222 x 150 and 217 x 147.
- Profile picture: upload a square photo that's 600 x 600 and Pinterest will resize it to fit at 165 x 165.
- Pinned image:
  - 236 pixels wide x 238 pixels high on main page
  - Expanded pins have a minimum of 600 pixels
- Recommendation for promoted pins. The Promoted Pins Creative Guide suggests uploading a photo that is at least 600 pixels wide with a height between 900 and 1200 pixels.