

Social Media Image Sizes Cheat Sheet

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This document is updated regularly by our in-house social media team whenever new information about social media image sizes is released.

How to use this document

Follow these steps to receive a notification whenever we update this document:

1. Click **Tools**
2. Click **Notification Rules**
3. Select **Any changes are made**
4. Select either **Email - Daily Digest** or **Email - Right Away**
5. Click **Save**

OR

Bookmark this page and refer back to it whenever you need to create an image for social media

Other useful resources:

[Free Stock Photo Sites for Social Media](#)

[Understanding Image Copyright](#)

[16 Tools for Creating Quick and Beautiful Social Media Images](#)

[An Epic Guide to Creating Social Media Visuals](#)

[Complete Guide to Social Media Video Specs](#)

[How to Take Good Instagram Photos](#)

All image sizes are listed in pixels (px)

Instagram

	Pixels
Profile photo:	110 x 110
Landscape:	1080 x 566
Portrait:	1080 x 1350
Square:	1080 x 1080
Thumbnail:	292 x 292
Stories (portrait only):	1080 x 1920

Twitter		Pixels				
Profile photo:	400 x 400					
Header:	1500 x 500					
In-stream:	1024 x 512	Supported formats:	.GIF, .JPG, .PNG	Max file size:	5 MB for .JPG, 3 MB for .GIF	
Summary card:	280 x 150	Supported formats:	.GIF, .JPG, .PNG	Max file size:	1 MB	
Ads						
Website card:	800 x 418, or 800 x 800					
App card:	800 x 418, or 800 x 800			Max file size:	3 MB	
Single and multi-image tweets:	600 x 335					
Direct Message card:	mininum width of 800					

Facebook			
	Pixels		
Profile photo:	170 x 170		
Cover photo:	720 x 312		
Timeline photos:	1200 x 628		
Event cover photo:	1920 x 1080		
Panorama:	600 x 600		
360 photo:	6000 x 3000		
Ads			
Timeline photos:	1200 x 628		
Right column photos:	1200 x 628		
Instant articles photo:	1200 x 628		
Marketplace ads photo:	1200 x 628		
Facebook Stories:	1080 x 1920 (keep text within 1080 x 1420)		
Carousel photos:	at least 1080 x 1080		
Messenger:	254 x 133		

LinkedIn

	Pixels		
Profile photo:	400 x 400	Max file size:	8 MB
Profile cover image:	1584 x 396		
LinkedIn blog post link image:	1200 x 628		
LinkedIn photo share image (desktop):	1200 x 1200		
LinkedIn custom image for an update with a URL:	1200 x 627		
Company page sizes			
Cover photo:	1536 x 768		
Company logo:	300 x 300		
Overview tab image:	360 x 120		
Overview tab cover image:	1192 x 220		
Life tab hero image:	1128 x 376		
Life tab custom modules image:	502 x 282		
Life tab company photos image:	900 x 600		
Square logo:	60 x 60		
LinkedIn ads sizes			
Company logo:	100 x 100		
Spotlight ads logo:	100 x 100		
Spotlight ads custom background image:	300 x 250		
Sponsored content images:	1200 x 627		

Pinterest

	Pixels				
Profile photo:	165 x 165	Note: Will be scaled down to 32 x 32			
Pin image:	600 x 900	Note: Can go up to 735 px wide, as long as aspect ratio is 2:3			
Promoted Pins:	600 x 900				
Thumbnail of Promoted Pins (small):	69 x 69				
Thumbnail of Promoted Pins (large):	216 x 146				

Tumblr		Pixels		
Profile photo:	128 x 128			
Dashboard view image:	500 x 750	Max size: 1280 x 1920		
Tumblr photo set				
One image:	500 wide			
Two image:	245 wide			
Three image:	160 wide			
Tumblr images in a shared link or text post				
Thumbnail image in a link:	130 x 130			
Images in a text post:	125 wide	Note: Images expand when clicked on		
Tumblr audio post image:	169 x 169			
Tumblr ads image:	1280 x 1920			

Snapchat

	Pixels
Snapchat ads image:	1080 x 1920
Snapchat Geofilter image:	1080 x 1920



	Pixels					
Profile photo:	800 x 800					
Channel cover photo:	2560 x 1440	Minimum area for text and logos without being cut off: 1546 x 423 pixels				
Video:	1280 x 720 pixels (HD)					

TikTok	
	Pixels
Profile photo:	100 x 100
Cover photo size:	900 x 300
Video:	1080 x 1920