

social media cheat sheet

All sizes in pixels. Current January 2026. Check bit.ly/SMsizes for updates.

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Facebook Page Photo Sizes

	minimum	optimal	max/notes
• Page Cover Photo	400 x 150	1200 x 490	see template ¹
• Group Cover Photo	not specified	1640 x 856	see template ¹
• Event Cover Photo	1200 x 628	1920 x 1005	see template ¹
• Profile Picture	196 x 196	1200 x 1200	crops round
• Link Image	600 x 315	1200 x 630	(1.91:1 ratio)
• Photo Post width for best quality:		1200 – 2048	(up to 2:3 ratio)
• Photo Viewer max size			2048 x 2048



Pinterest Photo Sizes

• Profile Photo	180 x 180	600 x 600	600 x 600
• Pins (recommended)	600 x 600	1000 x 1500	1000 x 2100*

*Taller than 1:2.1 will be cropped in feed. Wider will be scaled down.



Instagram Photo Sizes

• Profile Photo	110 x 110	320 x 320	crops round
• Story Image	540 x 960	1080 x 1920	(9:16 ratio)
• Photo Post	600 x 315	1080 x 1440 ⁵	new! 3:4 ratio

⁵larger sizes will post but will be sized to 1080 width by Instagram

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X (Twitter) Photo Sizes

• Header	not specified	1500 x 500	see template
• Profile Photo	200 x 200	400 x 400	crops round
• Tweeted Image	600 x 335	1200 x 1200	horizontal to square works now
• Twitter Card (link)	600 x 314	1200 x 628	(1.91:1 ratio)



LinkedIn Photo Sizes

• Profile Banner	1584 x 396	1584 x 396	(4:1 ratio)
• Profile Avatar	200 x 200	400 x 400	20,000 any side
• Link Image	600 x 314	1200 x 628	(1.91:1 ratio)
• Photo Post	552 x 276	1200 x 1500	(up to 4:5 ratio)
• Page Cover	1128 x 191 ¹	2256 x 382 ¹	2 MB



YouTube Photo Sizes

• Channel Art	1546 x 423	2560 x 1440	see template ¹
• Video Thumbnail	640 x 360	1280 x 720	
• Channel Icon	not specified	800 x 800	

¹crops differently per device, see template

Links to templates at bit.ly/SMsizes ©LouiseM.com