

# social media cheat sheet

All sizes in pixels. Current January 2024. Check [bit.ly/SMsizes](https://bit.ly/SMsizes) for updates.

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minimum

optimal

maximum

JANUARY  
2024



## Facebook Page Photo Sizes

- |                                      |               |             |                           |
|--------------------------------------|---------------|-------------|---------------------------|
| • Page Cover Photo                   | 400 x 150     | 1200 x 674  | see template <sup>1</sup> |
| • Group Cover Photo                  | not specified | 1640 x 856  | see template <sup>1</sup> |
| • Event Cover Photo                  | 1200 x 628    | 1920 x 1005 | see template <sup>1</sup> |
| • 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*          |
| • Profile Cover      | 800 x 450 | 1920 x 1080 | 10MB image, 2GB video |
- \*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, 3 shapes | 1080 x 566 | 1080 x 1080 | 1080 x 1350 <sup>5</sup> |
- <sup>5</sup>larger sizes will work 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 <sup>1</sup> | 2256 x 382 <sup>1</sup> | 2 MB              |



## YouTube Photo Sizes

- |                   |               |             |                           |
|-------------------|---------------|-------------|---------------------------|
| • Channel Art     | 1546 x 423    | 2560 x 1440 | see template <sup>1</sup> |
| • Video Thumbnail | 640 x 360     | 1280 x 720  |                           |
| • Channel Icon    | not specified | 800 x 800   |                           |

<sup>1</sup>crops differently per device, see template

Links to templates at [bit.ly/SMsizes](https://bit.ly/SMsizes) ©LouiseM.com