

social media cheat sheet

All sizes in pixels. Current January 2025. Check bit.ly/SMsizes for updates.

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minimum

optimal

maximum

JANUARY
2025



Facebook Page Photo Sizes

- | | | | |
|--------------------------------------|---------------|-------------|---------------------------|
| • Page Cover Photo | 400 x 150 | 1200 x 674 | 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, 3 shapes | 1080 x 566 | 1080 x 1080 | 1080 x 1350 ⁵ |
- ⁵larger 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 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