

2020

Social Media Image Size Guide

2020 is here, and so is our handy Social Media Image Size Guide. Keep it on hand to use as a cheat sheet whenever you're creating or resizing images for different social media platforms to make sure your followers are always seeing the best, most high-res version of your awesome content.



FACEBOOK

COVER: 820 x 360

16:9 aspect ratio

PROFILE: 170 x 170

(will crop round)

PHOTO + POST: 1080 x 1080

VIDEO: 1280 x 720 landscape

(16:9) or 720 x 1280

(9:16) max file size 4GB;

.mp4 or .mov

LINK SHARE: 1200 x 630

EVENT COVER: 1920 x 1080

STORIES: 1080 x 1920 (9:16)

Tip: For the best results on your cover photo, make sure any important visuals aren't too close to the top, bottom or sides, since those will crop differently depending on the platform.



PINTEREST

PROFILE: 180 x 180

SQUARE PIN: 1000 x 1000

OPTIMAL PIN: 1000 x 1500

TALL PIN: 1000 x 2100

BOARD PHOTO: 600 x 600

Tip: Pinterest recommends the optimal pin size above; taller images will be cropped in users' feeds.



YOUTUBE

COVER: 2560 x 1440

PROFILE: 800 x 800

VIDEO (1:1) aspect ratio

THUMBNAIL: 1200 x 720

(16:9) aspect ratio

Tip: As with Facebook, YouTube cover photos crop differently depending on what device they're viewed on. So make sure you're testing images on mobile and desktop.



TIKTOK

IMAGE: 100 x 100 minimum

VIDEO: 1080 x 1920

(1:1) / (4:5) aspect ratio

Tip: Use images of at least 200 x 200 for the best quality.



INSTAGRAM

FEED

SQUARE: 1080 X 1080

VERTICAL: 1080 x 1080

HORIZONTAL: 1080 x 566

STORIES: 1080 x 1920

9:16 aspect ratio

File size: Max 4 GB

PROFILE: 110 x 110 (1:1)

IGTV: 1080 x 1920

(9:16) aspect ratio

File size: Under 650 MB

Length: 15 seconds to 10

minutes (accounts with large

followings may be allowed

more time)

Tip: Posting portrait images can give you a good bang for your buck — just keep in mind they'll appear square on your profile page.



TWITTER

HEADER: 1500 x 500

(3:1) aspect ratio

PROFILE: 400 x 400

(1:1) aspect ratio

TWEET: 1200 x 675

(16:9) aspect ratio

Tip: Tweeted images will be shown in full size when clicked, but square images will be cropped in mobile users' feeds. Minimum image width is 600 pixels.



LINKEDIN

COVER: 400 x 400

PROFILE: 1536 x 768

POST: 1200 x 628

Tip: For background images, photos will look better than images with logos.



SNAPCHAT

ADS: 1800 x 1920

(9:16) aspect ratio

GEOFILTER: 1080 x 1920

(9:16) aspect ratio

Tip: Maximum length for Snapchat ads is 10 seconds.

