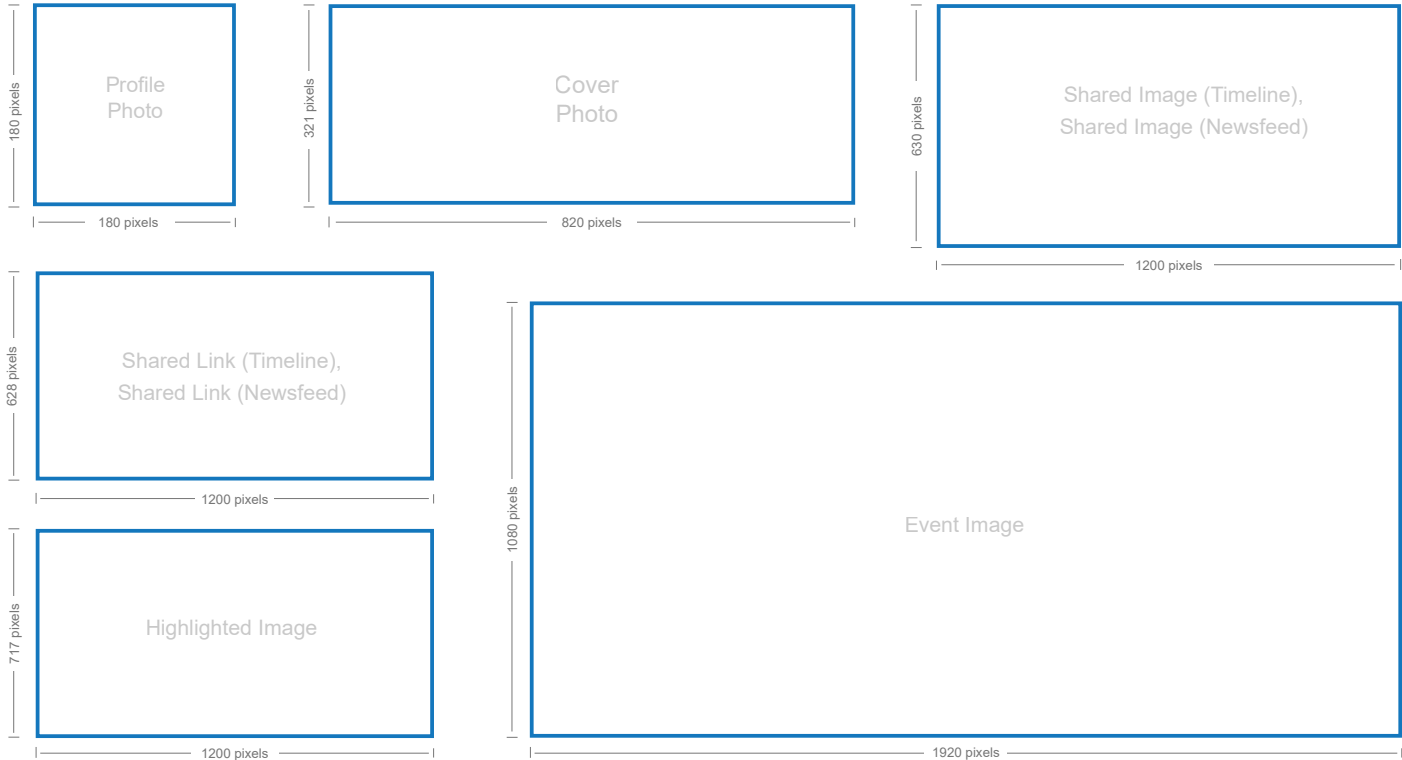




# SOCIAL MEDIA IMAGE SIZES CHEAT SHEET



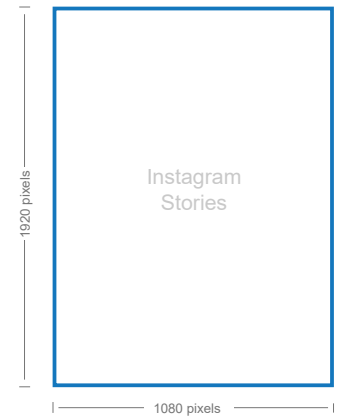
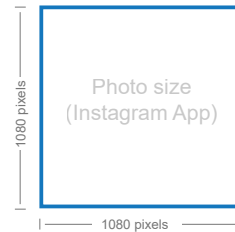
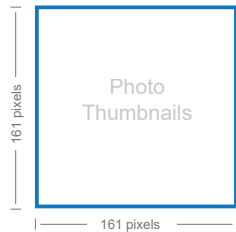
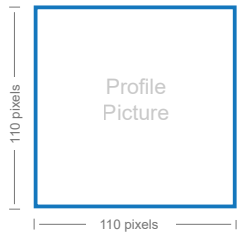
FACEBOOK	Recommended Dimensions	Minimum Dimensions	Maximum Dimensions	Image Scale	Max File Size	Image Formats
Profile Photo	180 x 180	160 x 160	-	1:1	-	-
Cover Photo	820 x 312	400 x 150	-	2.7:1	100KB	RGB, JPG, PNG
Shared Image (Timeline)	1200 x 630	-	-	1.91:1	-	-
Shared Image (Newsfeed)	1200 x 630	-	-	1.91:1	-	-
Shared Link (Timeline)	1200 x 628	200 x 200	-	1.91:1	-	-
Shared Link (Newsfeed)	1200 x 628	200 x 200	-	1.91:1	-	-
Highlighted Image	1200 x 717	843 x 504	-	1:1.67	-	-
Event Image	1920 x 1080	470 x 174	-	16:9	-	-



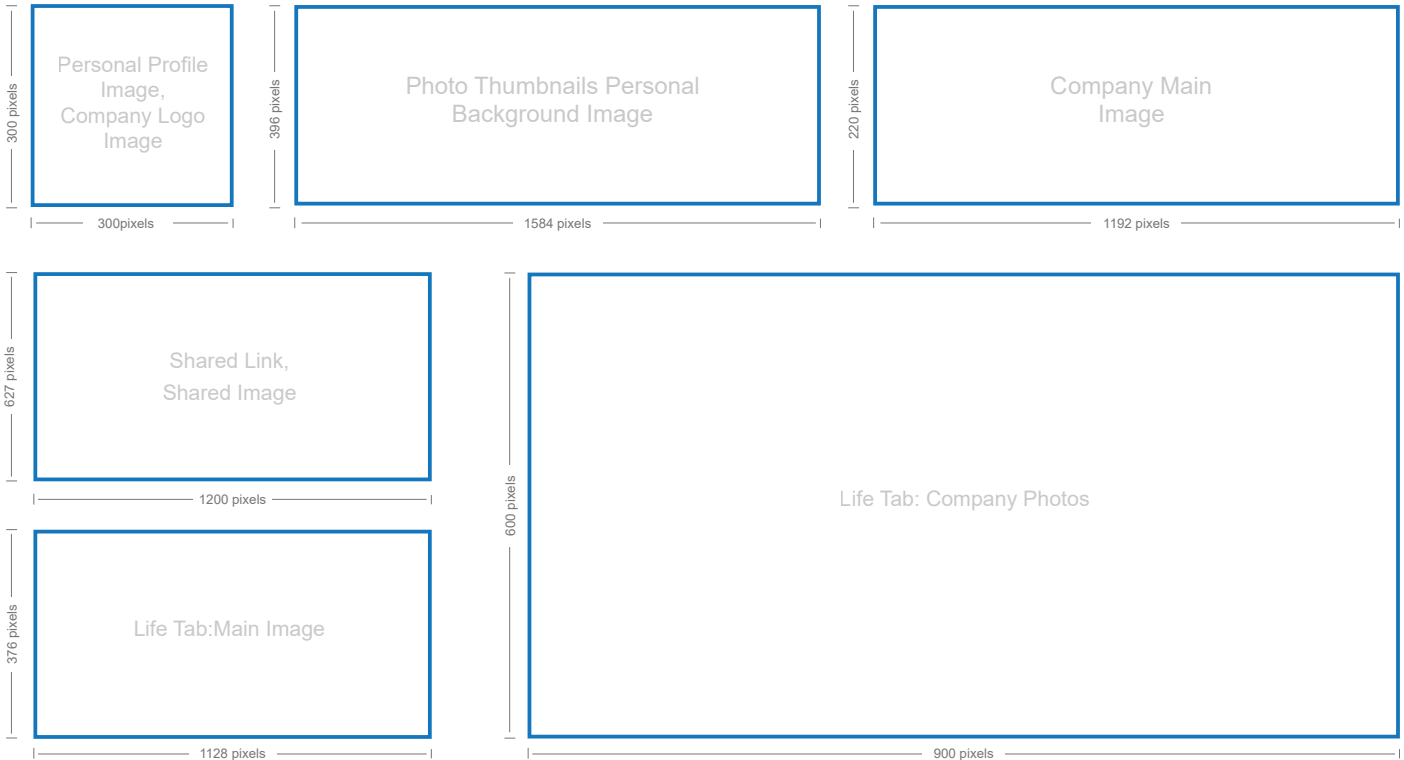
TWITTER	Recommended Dimensions	Minimum Dimensions	Maximum Dimensions	Image Scale	Max File Size	Image Formats
Profile Photo	400 x 400	200 x 200	-	1:1	2MB	JPG, GIF, PNG
Header Photo	1500 x 500	-	-	3:1	5MB	JPG, GIF, PNG
In-Stream Photo	506 x 253	440 x 220	1024 x 512	2:1 (16:9 recommended)	5MB for Photos, 3 MB for Gifs	JPG, GIF, PNG



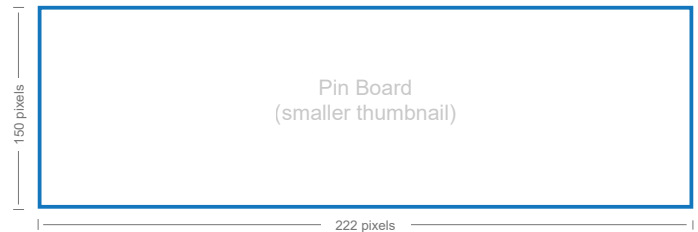
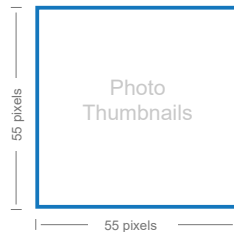
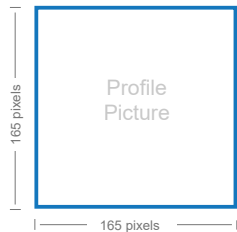
INSTAGRAM	Recommended Dimensions	Aspect Ratio
Profile Picture	110 x 110	-
Photo Thumbnails	161 x 161	-
Photo Size (Instagram App)	1080 x 1080 (square), 1080 x 1350 (4:5)	Between 1.91:1 and 4:5
Instagram Stories	1080 x 1920	9:16



LINKEDIN	Recommended Dimensions	Appears at (height scaled)	Maximum File Size	File Format
Personal Profile Image	300 x 300	500 x 500	8MB	PNG, JPG, GIF
Photo Thumbnails Personal Background Image	1584 x 396	1400 x 425	4MB	PNG, JPG, GIF
Company Logo Image	300 x 300	110 x 110	4MB	PNG, JPG, GIF
Company Main Image	1192 x 220	1128 x 191	4MB	PNG, JPG, GIF
Shared Link	1200 x 627	552 x 289	-	PNG, JPG, GIF
Shared Image	1200 x 627	552 x 289	-	PNG, JPG, GIF
Life Tab: Main Image	1128 x 376	varies by device	2MB	PNG, JPG, GIF
Life Tab: Company Photos	900 x 600	varies by device	-	PNG, JPG, GIF

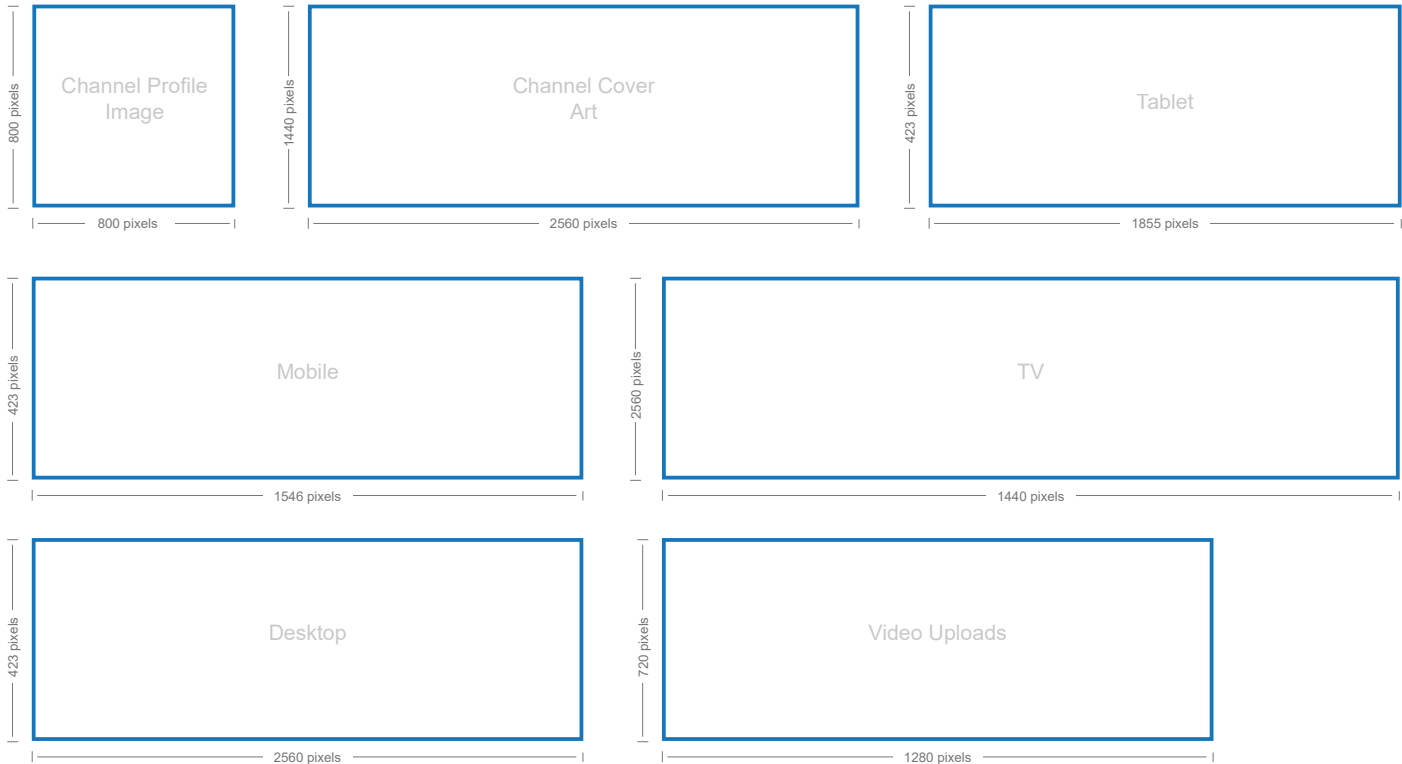


PINTEREST	Recommended Dimensions	Appears at (height scaled)	Maximum File Size	File Format
Profile Picture	165 x 165	165 x 165	10MB	JPG, PNG
Pins (main page)	236	192	-	-
Pins (on board)	236	238	-	-
Pins (expanded)	600 Width	735	-	-
Pins (enlarged pin)	-	500 (infinite height)	-	-
Pin Board (large thumbnail)	222 x 150	-	-	-
Pin Board (smaller thumbnail)	55 x 55	-	-	-

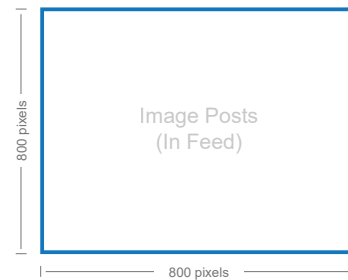
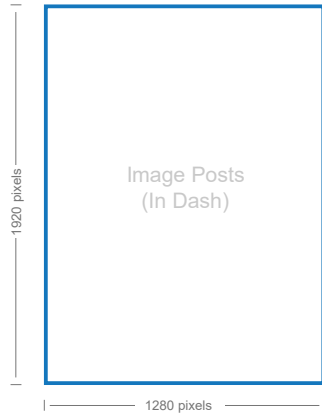
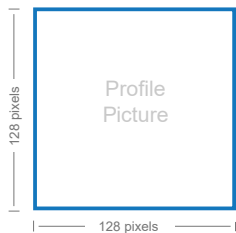




YOUTUBE	Recommended Dimensions	Aspect Ratio
Channel Profile Image	800 x 800	-
Channel Cover Art	2560 x 1440	-
Tablet	1855 x 423	-
Mobile	1546 x 423	-
TV	2560 x 1440	-
Desktop	2560 x 423	-
Video Uploads	Minimum HD 1280 x 720	16:9



TUMBLR	Recommended Dimensions	File Format	Maximum Size
Profile Picture	128 x 128	JPG, GIF, PNG, BMP	10MB
Image Posts (In Dash)	1280 x 1920	JPG, GIF, PNG, BMP	10MB
Image Posts (In Feed)	500 x 750	JPG, GIF, PNG, BMP	10MB
Animated Gifs	Maximum 540px Wide	JPG, GIF, PNG, BMP	3MB





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