



# Social Media Image Size Guide - 2022

**FACEBOOK..... 2**

Facebook Cover Photo Size ..... 2

Facebook Profile Photo..... 2

Facebook Post Image Size..... 3

Facebook Event Cover Image Size..... 3

**INSTAGRAM..... 4**

Instagram Profile Picture ..... 4

Instagram Feed Posts..... 4

Instagram Story Size..... 5

Instagram Reels Size ..... 6

IGTV (Instagram TV) Video Size ..... 7

**PINTEREST ..... 8**

Pinterest Profile Image ..... 8

Pinterest Business Account Profile Cover ..... 8

Pinterest Pins..... 9

**TWITTER..... 11**

Twitter Profile Image Size ..... 11

Twitter Profile Banner Size ..... 11

Twitter Card Image Size ..... 12

Twitter Feed Photo Size ..... 12

**YOUTUBE..... 14**

YouTube Channel Profile Picture Size ..... 14

Youtube Channel Banner Size ..... 15

YouTube Thumbnail Image Sizes..... 16

**LINKEDIN ..... 17**

LinkedIn Personal And Company Profile Images ..... 17

LinkedIn Personal And Company Banner Sizes..... 18

LinkedIn Image Sizes ..... 19

LinkedIn Stories ..... 20

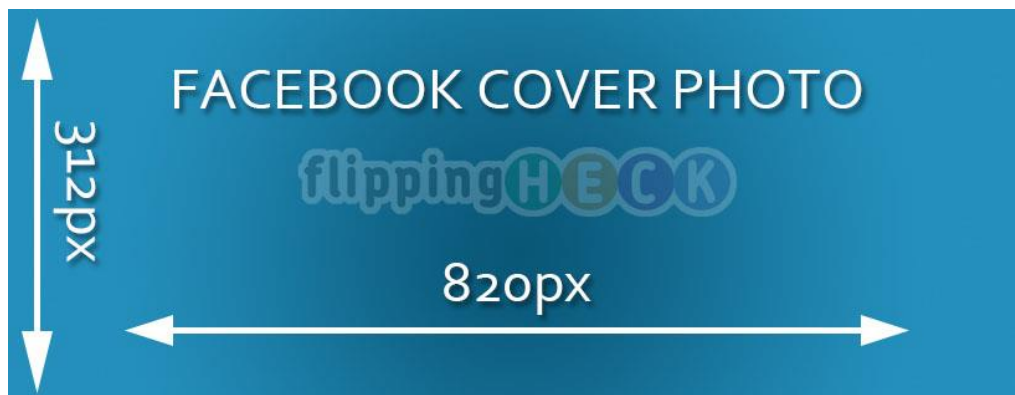
LinkedIn Videos ..... 21

## Facebook

Facebook allows you add a picture and banner to personalize your profile picture. Here are the important image sizes you need to know for Facebook in 2022.

### Facebook Cover Photo Size

The cover image on your Facebook page is the image that appears in the upper right-hand corner of the page. Keep the image to 820 pixels wide by 312 pixels high, and be aware that smaller images can be stretched to fit. Also note that the bottom left corner will be partially covered by your profile picture (see below for sizes).



### Facebook Profile Photo

The profile photo appears to the bottom left of the cover photo of your profile page and overlaps it slightly. Your profile picture appears every post or ad you post, so when choosing your profile picture, be sure you choose a photo representing your personality or company which can work at a variety of sizes. This image should be at a minimum of 170 pixels square which will be cropped into a circle so you will need to bear in mind that some of the image will be lost.





## Facebook Post Image Size

If you'd like to post to your personal profile or business page with an image these should be an ideal size of 1080 by 1080 pixels. This square format (also known as the 1:1 ratio) is the most attractive on desktops and mobile feeds on Facebook when trying to showcase your photos.



## Facebook Event Cover Image Size

Making an event on Facebook Event is a fantastic method to promote it, no matter if it's in-person or virtual. When you create your event's listing on Facebook, it is possible to upload a cover picture to help explain the event. Cover images suitable for Facebook Events have a recommended size of 1200 pixels wide by 628 pixels high. Need help deciding what for your cover picture? Look through these [Facebook Cover photo templates](#).



## Instagram

Once a simple photo sharing app, Instagram has now branched out into a variety of video formats as well. Below we look at the various formats and sizes used on Instagram in 2022.

### Instagram Profile Picture

When it comes to your profile photo, choose a photo that is 110 by 110 pixels square. Be aware that it will be cropped into a circle, so take note of specifics that might be lost along the edges and make sure that it's viewable at smaller sizes as it will appear alongside any comments on other users' posts you leave.



If you're looking for inspiration, you can use a tool like [Picuki Instagram](#) to browse and edit Instagram photos.

### Instagram Feed Posts

Images uploaded to feeds on Instagram are cropped into a square 1080 x 1080 pixel (1:1 ratio) or sized into a rectangle at 4:5 ratio. The thumbnails that show your uploaded images on your profile are 161 pixels square, so you may want to consider this size if you're [creating an aesthetic or theme for your Instagram grid](#).



## Instagram Story Size

Instagram Stories are among the most effective ways to interact with your followers via full-screen Content. When posting Content to Stories, ensure that you use the suggested resolution of 1080x1920 pixels or an aspect ratio of 9:16.

You can add photos or videos to stories, and places GIFs, stickers, polls, music and much more on your story to add extra interaction with your friends or customers, and these posts will be visible for 24 hours unless you place them on a highlight.

Instagram recently announced they were changing the video story length from 15 seconds to 60 seconds, although at the time of writing this feature hasn't rolled out to all users.



## Instagram Reels Size

Instagram Reels are a full-screen experience but differ from stories in that they're up to a maximum of 60 seconds and don't disappear after 24 hours.

Your videos can be at the same size that you would use for Instagram Stories – 1080 pixels wide by 1920 pixels high (9:16 aspect ratio).





## IGTV (Instagram TV) Video Size

IGTV allows longer-form videos to be uploaded on Instagram which can be up to 60 minutes in length. The most suitable size for the Content is 1080 pixels wide by 1920 pixels high and has an aspect ratio of 9:16.

Like Instagram Stories, the format displays your content in full-screen mode to provide a highly entertaining experience for your viewers.



## Pinterest

Pinterest allows you to display "pins" – links of items you find around the internet – in a picture form, or upload your own images to link to specific webpages. There are two different type of accounts on Pinterest, personal and business, and while both have similar basic functionality the business account gives you access to some extra functionality such as a profile banner and analytics.

Pinterest allows for a variety of pin sizes and types and we'll discuss some of these below.

### Pinterest Profile Image

Your Pinterest profile picture helps users identify your brand. Profile pictures on Pinterest are displayed at a size of 165 pixels square on your Pinterest profile page and at smaller sizes against comments and pins that you have saved.



### Pinterest Business Account Profile Cover

If you have a Pinterest business account you can now add a cover photo to your business profile page. These images should be a minimum of 800px wide by 450px high, a horizontal orientation is best and it should have an aspect ratio of 16:9.







## Pinterest Pins

Every post on Pinterest is referred to as a Pin. Pins can be uploaded straight to your profile or added to boards which allow you to curate your pins into specific topics.

Pins on your profile or board homepage will be displayed at approximately 300px wide, with the height dependent on the aspect ratio of the pin.

Pinterest Image/Photo pin aspect ratios are:

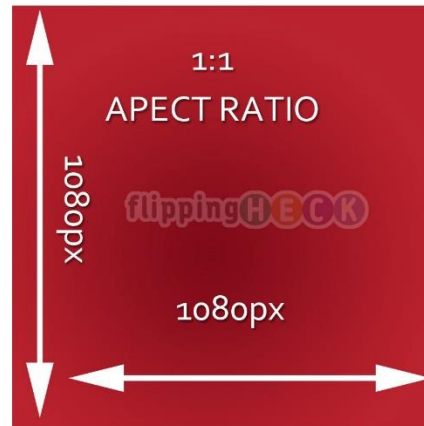
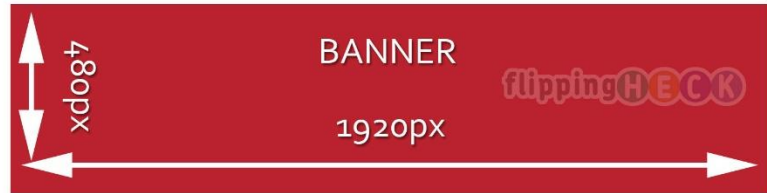
- Square - 1:1
- Long - 1:2.1
- Infographic - 1:3
- Standard - 2:3
- Carousel - 2:3 or 1:1
- Collections - 2:3 for first image, 1:1 (square) for additional pin
- Story - 9:16

Pinterest now also supports video pins which use the same aspect ratios as the image pins:

- Square Video - 1:1
- Long Video - 1:2
- Standard Video - 2:3
- Vertical Video - 9:16

On the next page, you can see all of the various Pinterest sizes, along with the current size recommended by Pinterest.

It's important to note that your image or video can be of any size as long as it follows the above aspect ratios, Pinterest will resize and display it accordingly.



## Twitter

Twitter allows you to customise your profile with an image and banner, upload videos and attach a maximum of 4 images per tweet.

### Twitter Profile Image Size

Your Twitter profile image should be 400 pixels square. Bear in mind that Twitter will crop this into a circle so take note of what will be removed from the edges. This image will also be scaled down when being displayed against your tweets and replies so make sure it can be viewed at a reduced scale.



### Twitter Profile Banner Size

The header image you use on Twitter should be a minimum of 1500 pixels wide by 500 pixels high. After uploading you can resize the image so it will fit into these dimensions, or crop a larger image to ensure it displays in a pleasing manner.

If you're using your Twitter profile for professional purposes, be sure to select an image that best represents your business or brand.





## Twitter Card Image Size

If you share a link, Twitter will generate a Twitter Card to show the associated image. The image will be displayed at 1200x628 pixels.

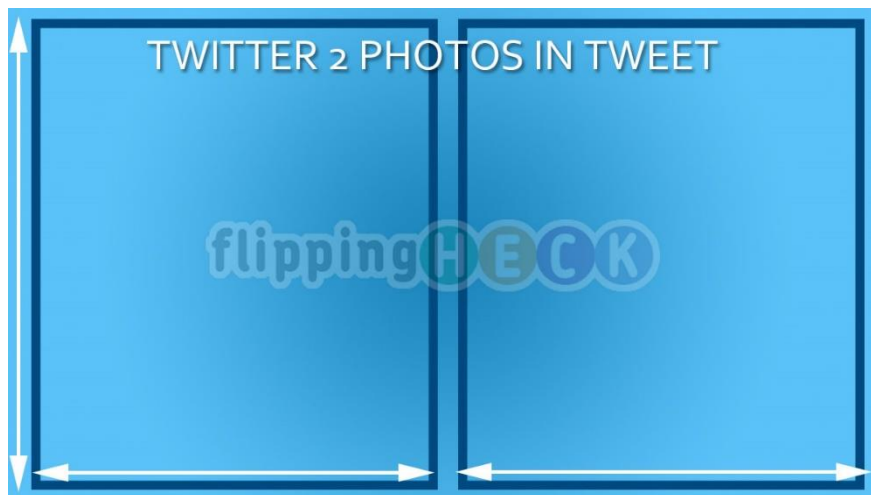
You can't resize these images as they're taken from data provided by the website that you're sharing. You can however remove the card info and replace it with a photo (size below).

## Twitter Feed Photo Size

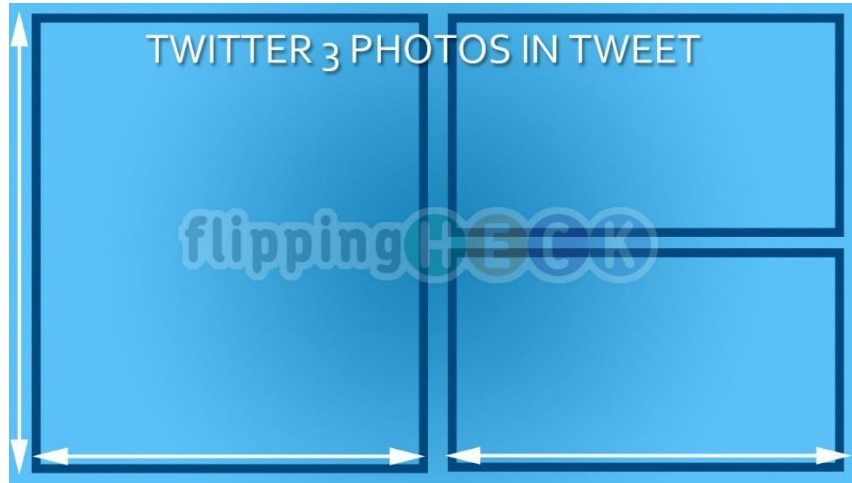
When tweeting a single photo, the image will be displayed at 1200 pixels by 675 pixels. If you place multiple photos in one tweet then they will be scaled at a ratio of 2:1 and arranged based on the number of images. You can add a maximum of 4 images per tweet



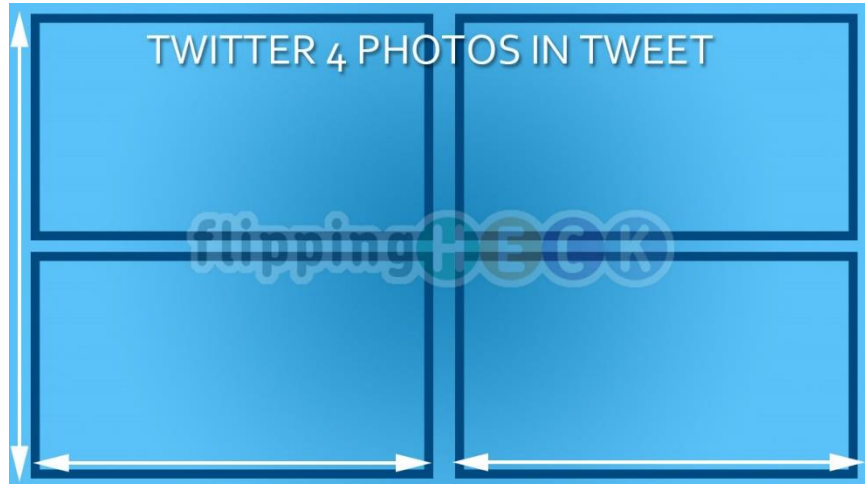
Single photo tweet layout



Two photos in tweet layout



Twitter photo – three photos in tweet layout



Twitter photos – four photos in tweet layout

## YouTube

If you have a YouTube channel you are able to upload a profile image and channel banner, and if you're a regular user then your Google Account avatar will be used to represent you when you're leaving comments on videos.

### YouTube Channel Profile Picture Size

The profile image of your YouTube channel allows you to brand your channel so that it's quickly recognizable by your viewers.

The profile image for your YouTube channel ought to be 800 pixels square which will be cropped into a circle after uploading so bear this in mind when selecting it.

A good profile picture should include either your business logo or a picture that represents you so that people can easily recognize your company's brand.

This images is scaled down to be used on your comments, search results and in other places so it's important to ensure the image can be seen when it's at a smaller size.



## YouTube Channel Banner Size

YouTube lets you upload a channel banner (similar to a cover image) to your YouTube channel. It will also help with developing your brand's identity. The minimum size for your cover image is 2560 pixels x 1440 pixels with an aspect ratio of 16:9.

The same image will be displayed across all devices such as TVs, PCs, tablets and phones so it's important to ensure that the elements you want to display on each device is in the banner "safe area".



## YouTube Thumbnail Image Sizes

When you upload a YouTube video, the platform will automatically generate three thumbnails from the contents of your video. While this is a handy feature, the generated thumbnails might not be representative of your video, or eye-catching enough to attract viewers.

If you have a [verified YouTube account](#), you can upload your own thumbnails. Custom thumbnails could help attract your Content's attention when uploading videos on YouTube. Create custom YouTube thumbnails of your videos that must be 1280 pixels wide and 720 pixels high.





## LinkedIn

You might think that LinkedIn is merely a way of connection with people in a similar industry or to find a new job but the platform has evolved and now allows you to upload photos, videos and share web pages to your connections.

### LinkedIn Personal And Company Profile Images

Confusingly, LinkedIn uses two different images sizes for personal and company profiles.

Personal profile images are 400 pixels square and will be cropped in to a circle.



Your company profile image should be 300 pixels square. This image will not be cropped into a circle and will be displayed in a square format.

Uploading your logo for your business will ensure that employees, customers, and other visitors can easily recognize your profile and brand.



Make sure that both your logos can be viewed at a smaller size as this will be used against comments, updates and in other places on the site.

## LinkedIn Personal And Company Banner Sizes

Again, LinkedIn uses two different sizes depending on whether you're uploading to a personal or business page.

Personal banner sizes are 1584 pixels wide by 396 pixels high.



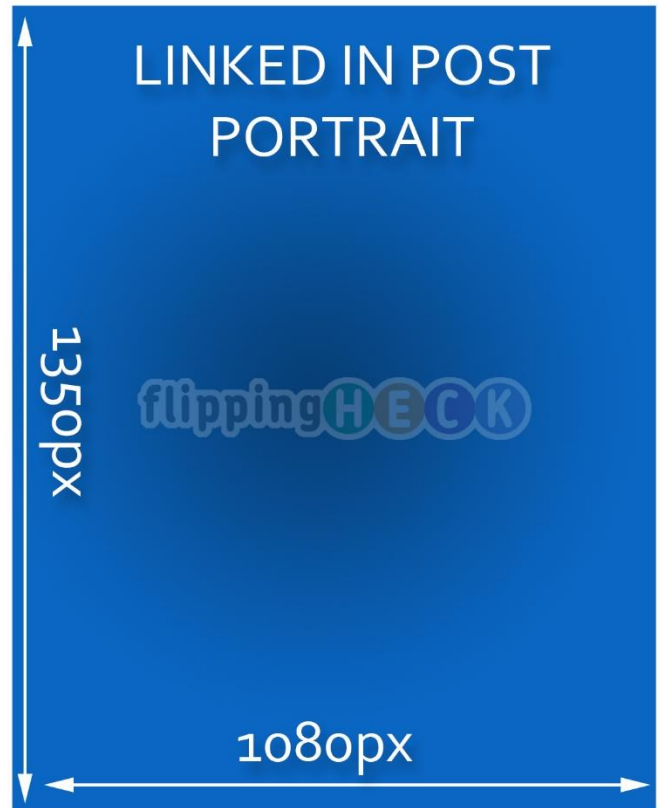
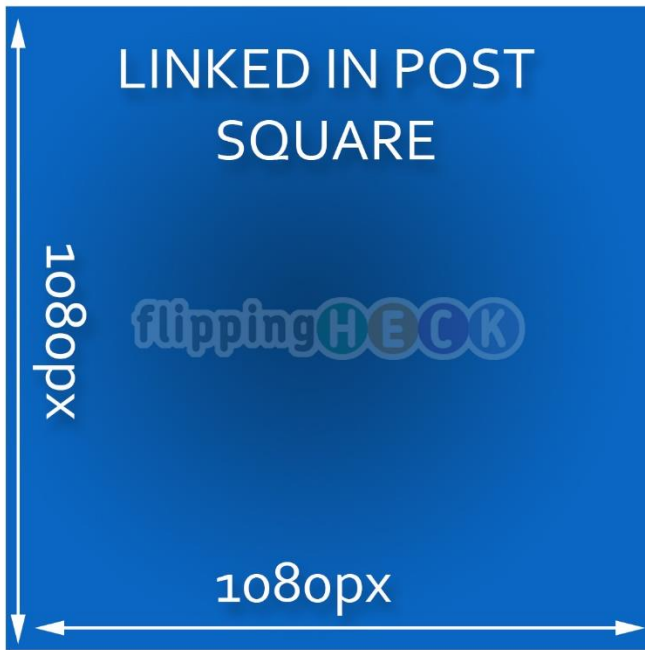
LinkedIn's corporate background image extends across the entire front of your page. It is suggested to upload an image that measures 1128 pixels wide by 191 pixels high.





## LinkedIn Image Sizes

There are three recommended image sizes for your photo posts depending on the orientation you are using: Square (1080 pixels wide by 1080 pixels high), Landscape (1200 pixels wide by 628 pixels high) and Portrait (1080 pixels wide by 1350 pixels high).



## LinkedIn Stories

Video stories are vertical and are 1080 pixels high by 1920 pixels high.





## LinkedIn In Feed Videos

LinkedIn allows video posts of a maximum of 10 minutes and should be a minimum 256 pixels wide by 144 pixels high, with a maximum of 4096 pixels wide by 2304 pixels high.



not to scale

