

2019

Social Media Cheat Sheet

Facebook Photo Sizes



Facebook Profile Pictures:

- 180px wide by 180px tall
- Scales to: 170px by 170px on desktop
128px by 128px on smartphones
32px by 32px as a thumbnail

Facebook Event Cover Photos:

- 1920px wide by 1080px tall
 - 16:9 aspect ratio
- Scales to 470px wide by 174px tall in the feed

Facebook Link Previews:

- 1200px wide by 630px tall
- 16:9 aspect ratio

Facebook Stories:

- 1080px wide by 1920px tall
- 9:16 aspect ratio

Instagram Photo Sizes



Instagram Square Image:

- 1080px wide by 1080px tall

Instagram Vertical Image:

- 1080px wide by 1350px tall

Instagram Horizontal Image:

- 1080px wide by 566px tall

Instagram Stories:

- 1080px wide by 1920px tall
- 9:16 aspect ratio
- 4gb file size limit

Instagram Profile Pictures

- 110px wide by 110px tall
- 1:1 aspect ratio

Twitter Photo Sizes



Twitter Image Tweets:

- For images to appear expanded:
- Minimum: 440px wide by 220px tall
 - Maximum: 1024px wide by 512px tall
 - 5mb maximum

Twitter Cover Photos:

- 1500px wide by 500px tall
- 3:1 aspect ratio

Twitter Link Previews

- 800px wide by 418px tall
- 1.91:1 aspect ratio

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LinkedIn Photo Sizes



Personal Profile:

- 200px wide x 200px tall (or higher)
- 1:1 aspect ratio
- 10mb maximum

Business Profile:

- 300px wide x 300px tall (or higher)
- 1:1 aspect ratio
- 4mb maximum

LinkedIn Cover Photos:

Personal profile

- 1584px wide by 396px tall
- 129:8 aspect ratio
- 4mb maximum

Business Profile

- 1536px wide by 768px tall
- 2:1 aspect ratio
- 4mb maximum

LinkedIn Images:

Desktop

- 1200px wide by 1200px tall
- 1:1 aspect ratio

Mobile

- 1200px wide by 628px tall for mobile
- 300:157 aspect ratio

YouTube Photo Sizes



Channel Art Size:

- 2560 pixels wide by x 1440 pixels tall optimal
- Minimum file dimensions: 2048 x 1152

- Minimum safe area for text and logos: 1546 x 423 pixels, with larger images possibly being crossed on certain devices or displays

- Maximum width: 2560 x 423 pixels, meaning that the “safe area” is always visible despite the size of the screen
- Maximum file size: 4MB (but file sizes can be smaller)