

Social Media Cheat Sheet

Social Channel

Optimal Size



Cover Photo
Profile Picture
Shared Image
Image with Shared Link
Stories
Newsfeed Ads
Collection Ads
Carousel Ads

820 x 312
180 x 180
1200 x 630
1200 x 628
1080 x 1920
1200 x 628
400 x 150
1080 x 1080



Header Photo
Profile Picture
Shared Images

1500 x 500
400 x 400
1024 x 512



Cover Photo
Profile Picture
Thumbnail

2560 x 1440
800 x 800
1280 x 720



Profile Picture
Square Image
Vertical Image
Horizontal Image
Stories
IGTV

110 x 110
1080 x 1080
1080 x 1350
1080 x 566
1080 x 1920
1080 x 1920



Profile Picture
Cover Photo
Post Images

400 x 400
1536 x 768
1200 x 628