

Social Media Image Size Guide

Social Channel

Optimal Size



Business Page Cover Photo	820 x 312
Business Page Profile Picture	180 x 180
Shared Image	1200 x 630
Image with Shared Link	1200 x 630
Event Image	1920 x 1005
Fundraiser Image	800 x 300
Stories Ad	1080 x 1080
Newsfeed Ad	1080 x 1080
Right Column Ad	1080 x 1080
Carousel Ad	1080 x 1080



Header Photo	1500 x 500
Profile Picture	400 x 400
In-Stream Photos and Shared Links	1600 x 900
Card Image	1200 x 630
Lead Generation Card Ad	800 x 320
Carousel Ad	800 x 418



Banners	2048 x 1152
Profile Picture	800 x 800
Thumbnail	1280 x 720
Video	1280 x 720



Profile Picture	320 x 320
Square Image	1080 x 1080
Vertical Image	1080 x 1350
Horizontal Image	1080 x 566
Stories	1080 x 1920



Company Logo	300 x 300
Company Cover Photo	1128 x 191
Personal Profile Picture	400 x 400
Personal Cover Photo	1584 x 396
Post Images	1200 x 627