



# SOCIAL MEDIA IMAGE SIZE GUIDE 2021



3  
**CATS  
LABS**  
CREATIVE



# FACEBOOK

## Profile Image: 180 x 180 px

### Image Guidelines

Must be at least 180 x 180 pixels.

Photo will appear on page as 170 x 170 pixels.

Photo thumbnail will appear throughout Facebook as 32 x 32 pixels.

128 x 128 pixels on smartphones.

Profile pictures are located 24 pixels from the left, 24 pixels from the bottom, and 196 pixels from the top of your cover photo on smartphones.

This image represents your brand on Facebook. The square photo will appear on your timeline layered over the cover photo.

The profile image also appears when you post on other walls, comment, or when searched using Facebook's Open Graph.

180 x 180 px

820 x 312 px

## Cover Photo: 820 x 312 px

### Image Guidelines

Appears on page at 820 x 312 pixels.

Minimum size of 400 x 150 pixels.

Smartphones display at 640 x 360 pixels.

Images or text may display best as PNG file.

## Shared Images: 1200 x 630 px

### Image Guidelines

Recommended upload size of 1200 x 530 pixels.

Will appear in feed at max width of 470 pixels (1:1 scale)

Appears on page at max width of 504 pixels (max 1:1 scale display)

1200 x 630 px

1200 x 628 px

## Shared Link: 1200 x 628 px

### Image Guidelines

Recommended upload size of 1200 x 628 pixels.

Square photo minimum of 154 x 154 pixels in feed.

Square photo of minimum 116 x 116 pixels on page.

Rectangular photo minimum 484 x 252 pixels on page.

Facebook will scale photos under minimum dimensions.

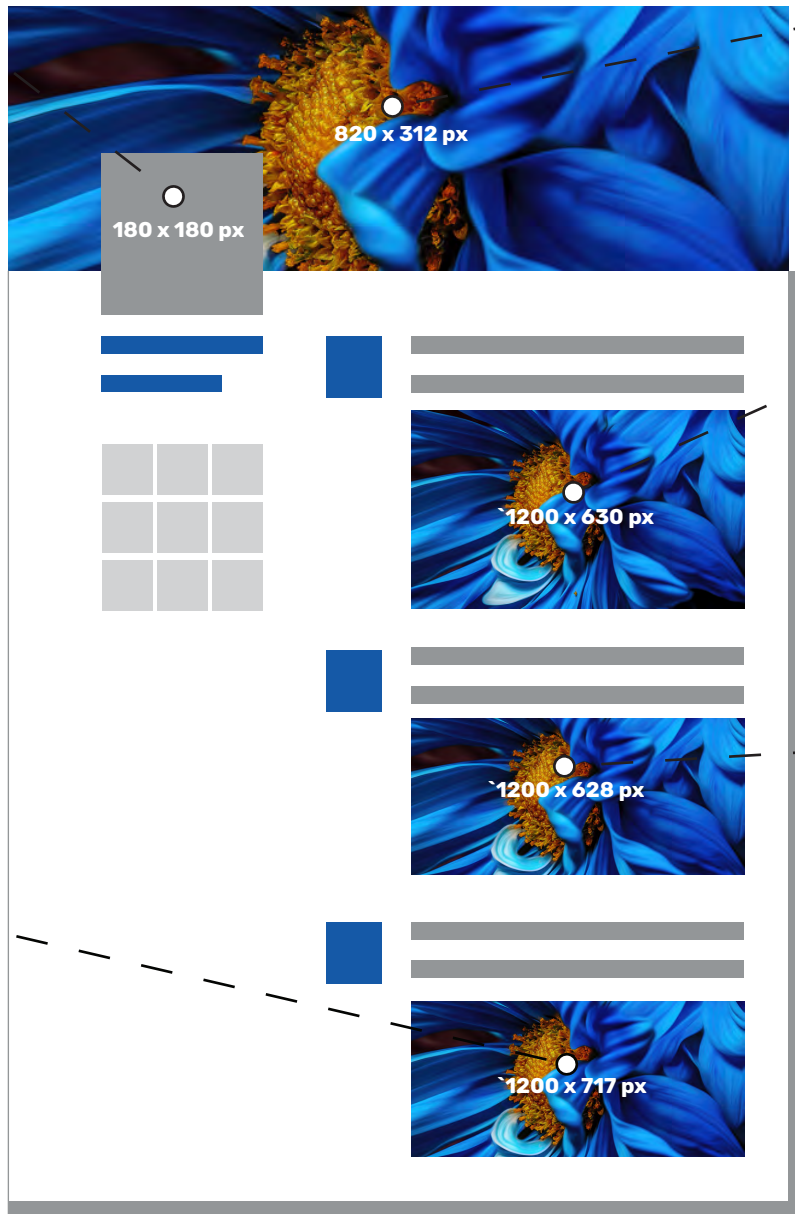
1200 x 717 px

## Highlighted Image: 1200 x 717 px

### Image Guidelines

Appears on your page at 843 x 504 pixels.

For better quality choose a higher resolution at that scale.

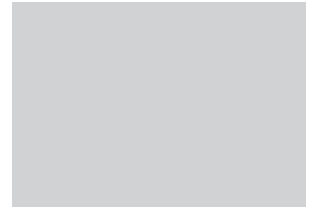
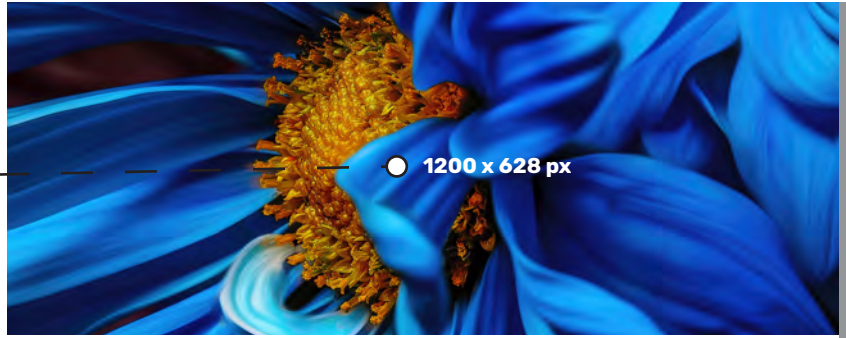


**Event Image:**  
**1200 x 628 px**

### Image Guidelines

Facebook will scale down to minimum dimensions of 470 x 370 pixels.

Shows in feed at 470 x 174 pixels.



**Business Page Profile:**  
**180 x 180 px**

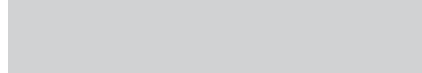
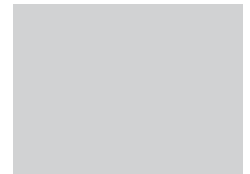
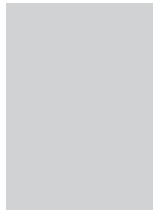
### Image Guidelines

At least 180 x 180 pixels.

Appears on page as 170 x 170 pixels on desktop, 128 x 128 pixels on smartphones, and 36 x 36 on most feature phones.

Thumbnail appears across Facebook at 32 x 32 pixels.

Business Page images are cropped to fit to a square.



**Facebook Stories:**  
**1080 x 1920 px**

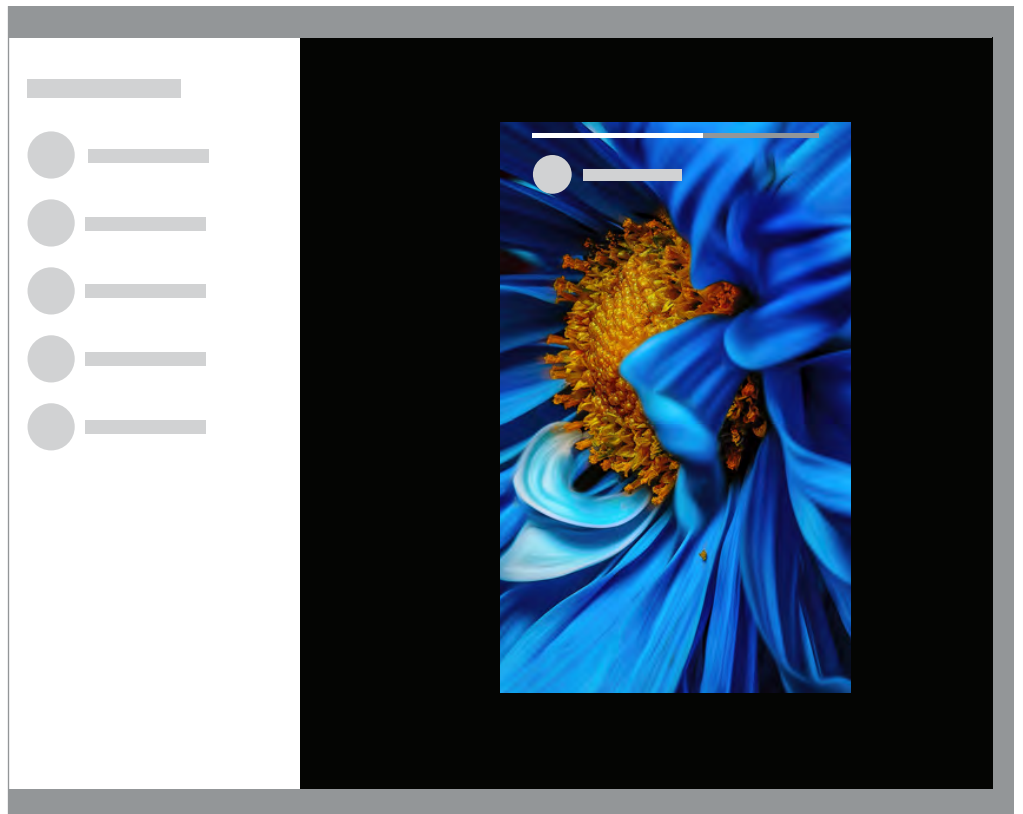
**Image Guidelines**

1080 x 1920 pixels.

Takes up the fill screen on a phone.

Avoid images less than 500 pixels in width.

If using text, leave the top and bottom 14% free of text, as to not obscure CTA.



## Facebook Ads Image Sizes

### Image Guidelines

Facebook Feed Ads: At least 1080 x 1080 pixels.  
Minimum size 600 x 600 pixels.  
Ratio of 1.91:1 to 1:1.  
Maximum file size 30 MB.

Facebook Right Column Ads: At least 1080 x 1080 pixels.  
Minimum size 254 x 133 pixels.  
Ratio of 1:1.

Instant Articles: At least 1080 x 1080 pixels.  
Ratio 1.91:1 to 1:1.  
Maximum file size 30 MB.

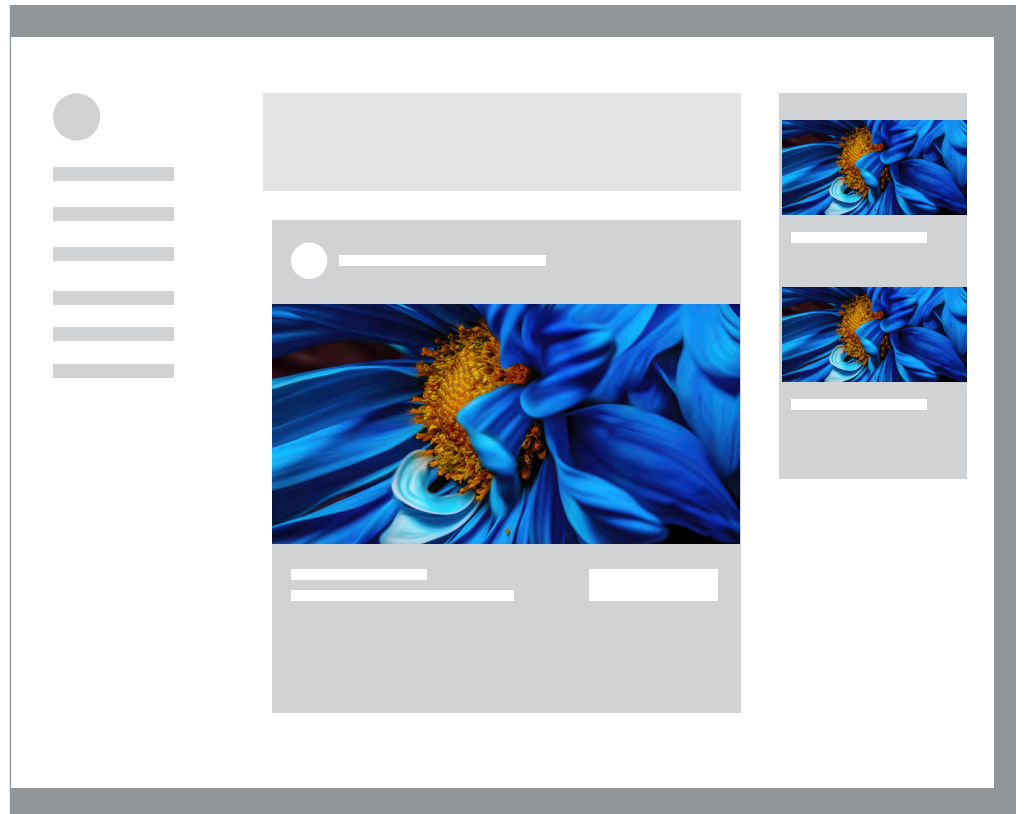
Facebook Marketplace: At least 1080 x 1080 pixels.  
Ratio 1:1.  
Maximum file size 30 MB.

Facebook Search: At least 1080 x 1080 pixels.  
Minimum size 600 x 600 pixels.  
Ratio 1.91:1 to 1:1.  
Maximum file size 30 MB.

Sponsored Messages: At least 1080 x 1080 pixels.  
Ratio 1.91:1 to 1:1.  
Maximum file size 30 MB.

Messenger Inbox: At least 1080 x 1080 pixels.  
Ratio 1:1.  
Minimum size 254 x 133 pixels.  
Maximum file size 30 MB.

Messenger Stories: At least 1080 x 1080 pixels.  
Ratio 9:16.  
Minimum width 500 pixels.

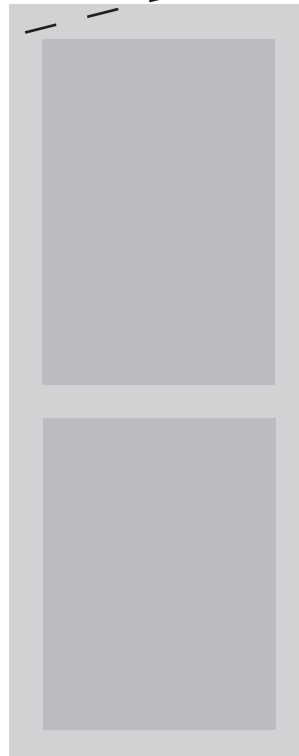
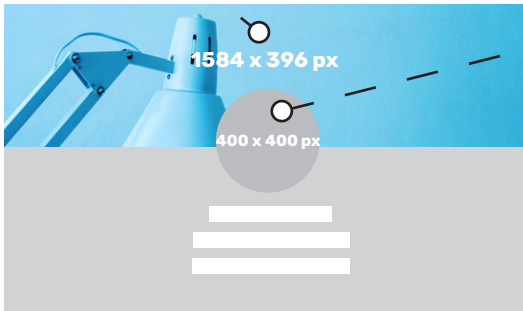




# LINKEDIN

**Personal Background Image:**  
1584 x 396 px

**Profile Image: 400 x 400 px**



## Image Guidelines

Recommended between 400 x 400 & 20,000 x 20,000 pixels.

Minimum 200 x 200 pixels.

10 MB maximum file size  
JPG, GIF, or PNG files only.

**Background Image: 1192 x 220 px**

### Image Guidelines

Recommended 1536 x 768 pixels.

Minimum size 1192 x 220 pixels.

Maximum 4 MB file size.

Appears as 1400 x 425 pixels.

Image types include: PNG, JPG, and GIF.

**Standard Logo: 300 x 300 px**

### Image Guidelines

300 x 300 pixels recommended (300 x 300 minimum, resized to fit)

Maximum 4 MB (square layout).

PNG, JPG, and GIF files.

One of the two brand logos you should upload to LinkedIn is the business logo. The business logo is the bigger of the two and appears next to your brand name. The image also appears in the "Companies You May Want to Follow" section. The more enticing the image, the better.

**Business Banner Image: 646 x 220 px (minimum)**

### Image Guidelines

Minimum 646 x 220 pixels.

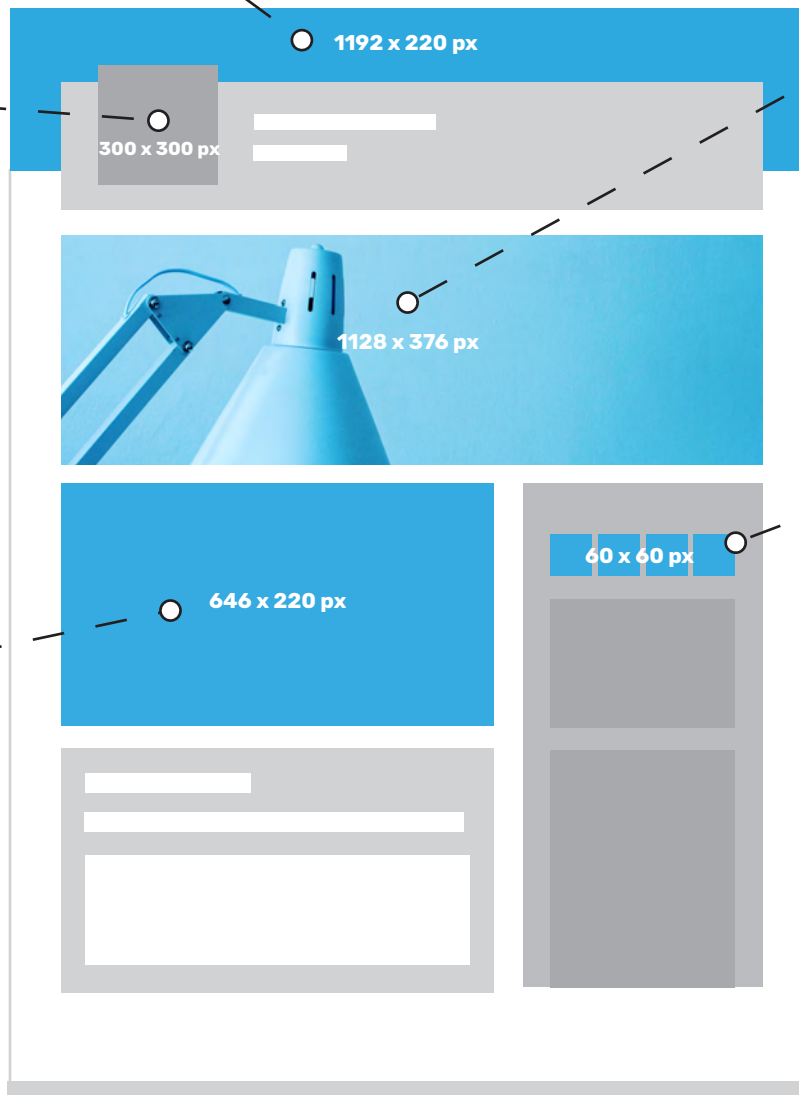
Maximum 2 MB file size.

Landscape layout.

PNG, JPG, and GIF file types.

The Banner Image is one of the most prominent images on LinkedIn. The image is seen when a user visits your brand's page. Use this opportunity to really impress anyone who visits your brand's page.

## Brand/Company Pages



1192 x 220 px

300 x 300 px

1128 x 376 px

646 x 220 px

60 x 60 px

**Hero Image: 1128 x 376 px**

### Image Guidelines

Minimum 1128 x 376 pixels.

Maximum 2 MB file size.

Landscape layout.

PNG, JPG, or GIF files.

This banner is bigger than any of the other images on LinkedIn. In this space, use an image that will speak to potential employees.

**Square Logo: 60 x 60 px**

### Image Guidelines

60 x 60 pixels (resized to fit).

Maximum 2 MB file size.

PNG, JPG, or GIF files.

This is the image that shows when someone searches for your brand.

Use something recognizable to your brand that will clearly indicate which company to click on when searching.



# YOUTUBE

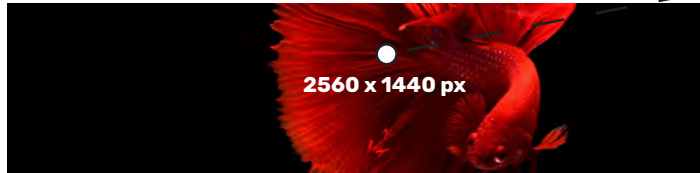
## Channel Profile: 800 x 800 px

### Image Guidelines

Recommended 800 x 800 pixels.

Displays as 98 x 98 pixels.

Image types: JPG, GIF, BMP, or PNG



## Channel Cover Photo: 2560 x 1440 px

### Image Guidelines

There is an ever growing variety of platforms and devices on which users can stream YouTube. It's important that your images are optimized for each.

### Display Sizes

Tablet Display: 1855 x 423 px

Mobile Display: 1546 x 423 px

TV Display: 2560 x 1440 px

Desktop: 2560 x 423 px (always visible);

Flexible Area (maybe visible) is 507 pixels to left and 507 pixels to right of safe area.

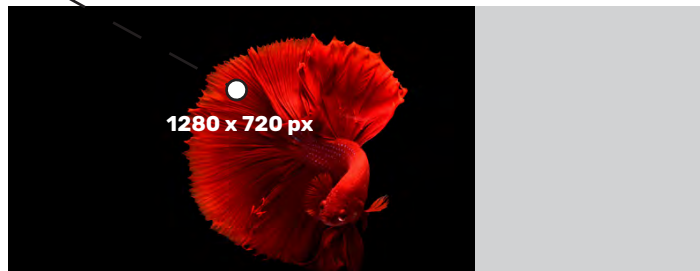


## Video Uploads: 1280 x 720 px

### Video Guidelines

Video's aspect ratio must be 16:9.

To qualify as full HD, video dimensions must be at least 1280 x 720 pixels.





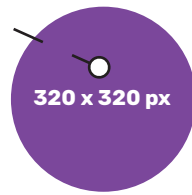


# INSTAGRAM

**Profile Image: 320 x 320 px**

## Image Guidelines

Square photo - maintain 1:1 aspect ratio.

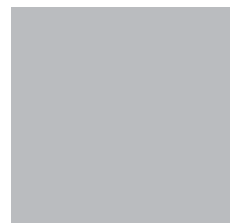
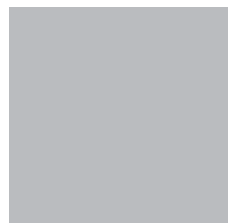
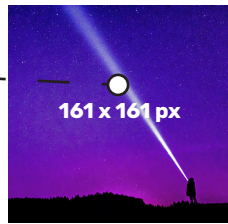


**Photo Thumbnails: 161 x 161 px**

## Image Guidelines

Thumbnails appear on page at 161 x 161 pixels.

Square photo - maintain aspect ratio of 1:1.



**Photo Size: 1080 x 1080 px**

### Image Guidelines

Square: 1080 x 1080 pixels

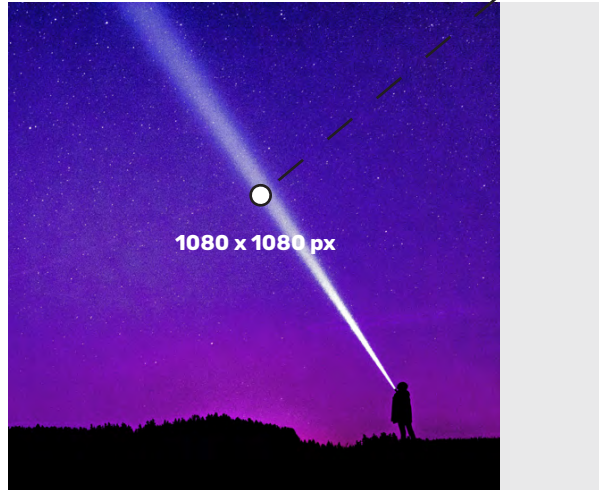
Landscape: 1080 x 566 pixels

Portrait: 1080 x 1350 pixels

Instagram scales photos down to 612 x 612 pixels.

Appears in feed at 510 x 510 pixels.

Smaller featured header images appear at 204 x 204 pixels. Larger featured images appear as 409 x 409 pixels.



**Instagram Stories:  
1080 x 1920 px**

### Image Guidelines

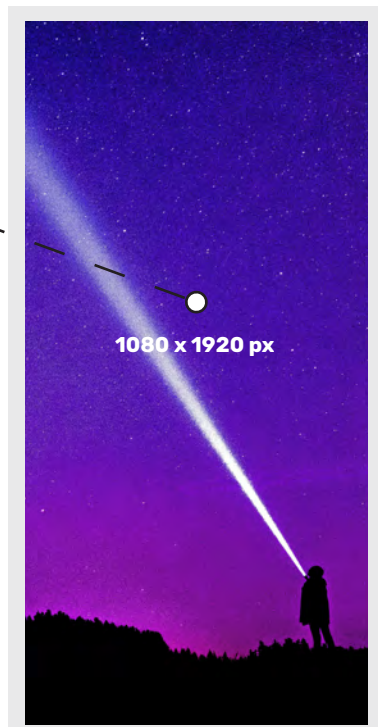
Recommended resolution is 1080 x 1920 pixels.

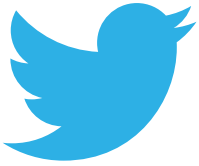
Minimum resolution is 600 x 1067 pixels.

Aspect ratio is 9:16.

Max file size is 4GB.

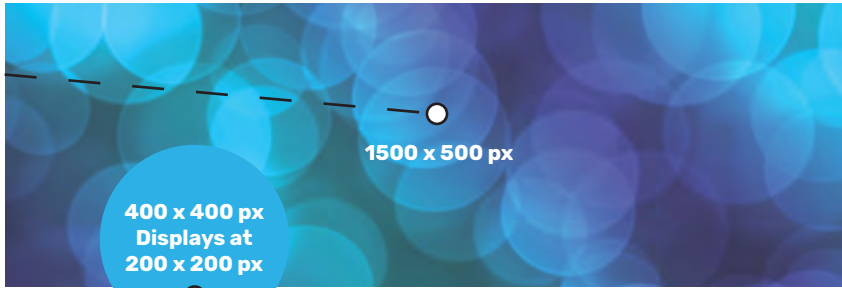
Instagram Stories are incredibly popular with 300 million daily users.





# TWITTER

**Header Image:**  
1500 x 500 px



## Image Guidelines

Recommended 1500 x 500 pixels.

Maximum file size of 10 MB.

JPG, GIF, or PNG files.

**Profile Image:**  
400 x 400 px

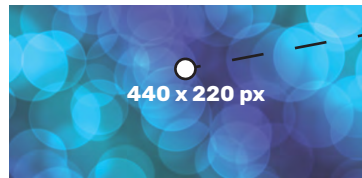


## Image Guidelines

Square Image - recommended size of 400 x 400 pixels.

Maximum file size of 100 KB.

JPG, GIF, or PNG files.



**In-Stream Image:**  
440 x 220 px

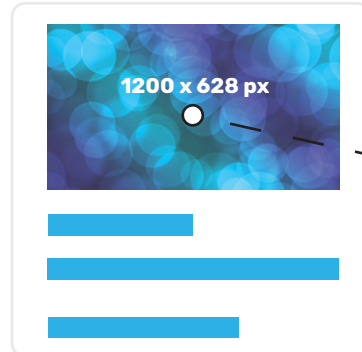
## Image Guidelines

Minimum of 440 x 220 pixels to appear expanded.

Maximum of 1024 x 512 pixels to appear expanded.

Appears in stream at 506 x 253 pixels.

Maximum file size of 5 MB for images and 3 MB for GIFs.



**Twitter Card Image:**  
1200 x 628 px

## Image Guidelines

Minimum of 440 x 220 pixels to appear expanded.

Maximum file size of 1 MB.



# PINTEREST

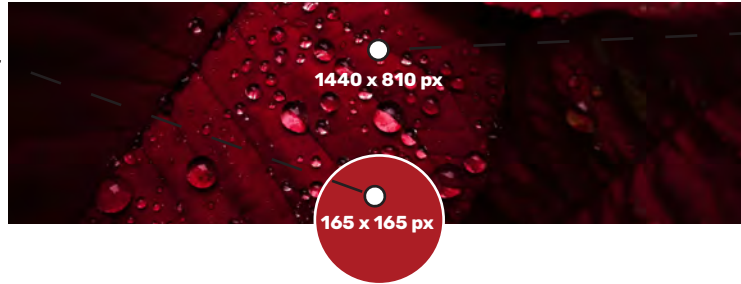
## Profile Image: 165 x 165 px

### Image Guidelines

Appears at 165 x 165 pixels on home page.

Appears at 32 x 32 pixels on rest of Pinterest.

Maximum file size of 10 MB



## Cover Image: 1440 x 810 px

### Image Guidelines

1440 x 810 pixels.

You can use an image, GIF up to 10 MB, or a video up to 2 GB.

## Vertical Pin Images: 236 px Width

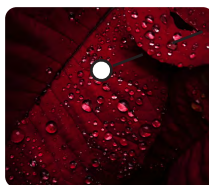
### Image Guidelines

Pins on main page appear at 238 pixels.

Pins on board appearboard appear at 238 pixels.

Recommended sizes:

- 735 x 1102 pixels
- 1000 x 1000 pixels
- 1000 x 1500 pixels
- 1000 x 2100 pixels



## Pinterest Story: 900 x 1600 px

### Image Guidelines

900 x 1600 pixels.

A Pinterest Story can have a minimum of 2 pages and a maximum of 20 pages.

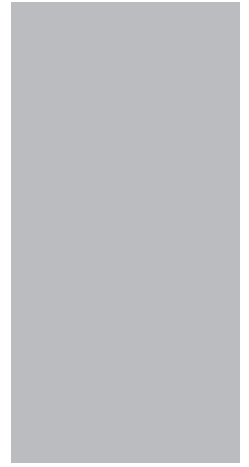
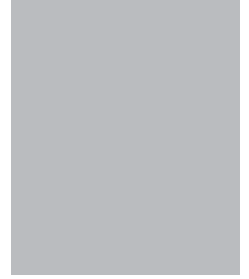
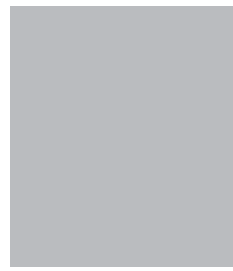
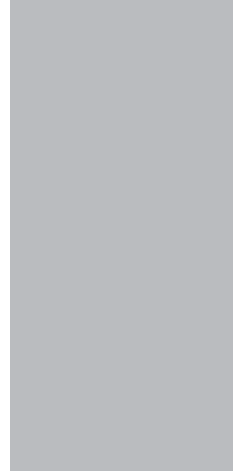
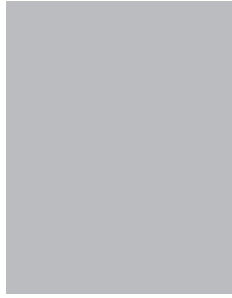
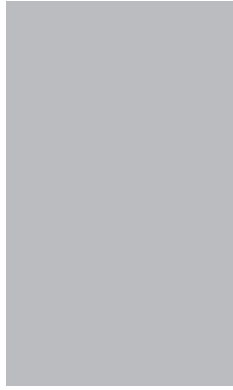
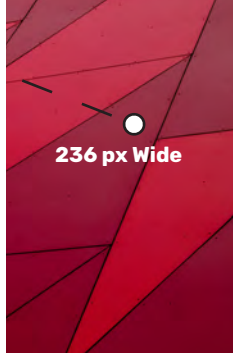
**Pin Images: 236 px Width**

**Image Guidelines**

Pins on main page appear at 238 pixels.

Pins on board appearboard appear at 238 pixels.

Expanded pins have minimum width of 600 pixels.





# TUMBLR

**Profile Image: 128 x 128 px**

## Image Guidelines

Minimum 128 x 128 pixels.

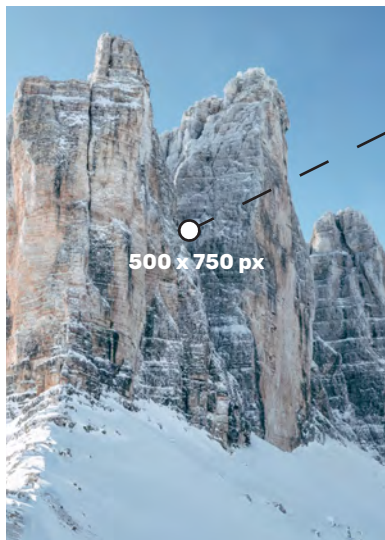
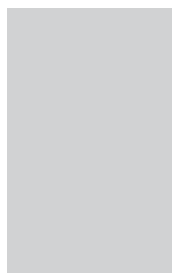
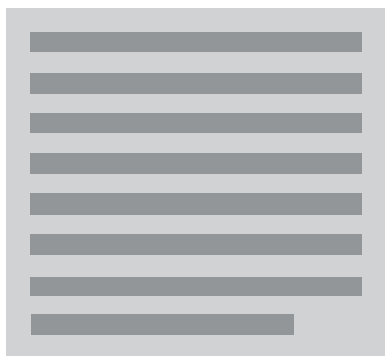
JPG, GIF, PNG, or BMP files.

The profile image appears as a 64 x 64 pixel thumbnail adjacent to your posts within a follower's feed. It also appears next to the buttons to follow you.

Your profile photo also appears on your Tumblr profile. Your chosen theme will determine where and at what size your profile image appears.



**128 x 128 px**



**500 x 750 px**

**Image Post: 500 x 750 px**

## Image Guidelines

Image size max is 1280 x 1920 pixels and shows in feeds at 500 x 750 pixels.

Images must be smaller than 10 MB.

Animated GIFs must be under 1 MB and a max of 500 pixels.



# ELLO

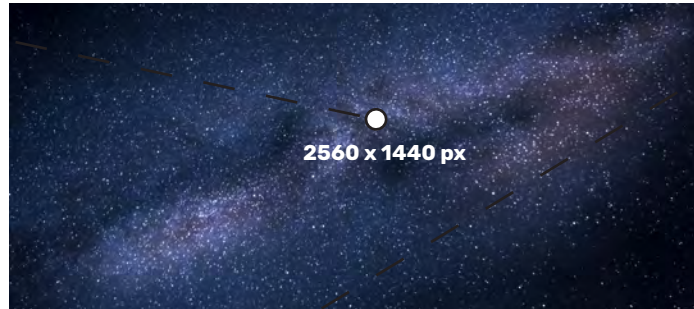
**Banner Image: 2560 x 1440 px**

### Image Guidelines

Upload image size 2560 x 1440 pixels.

Animated GIFs can be used on Elo.

JPG, GIF, and PNG files.



2560 x 1440 px

**Profile Image: 360 x 360 px**

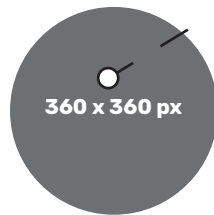
### Image Guidelines

Recommended 360 x 360 pixels.

JPG, GIF, or PNG files.

Animated GIFs accepted by Elo.

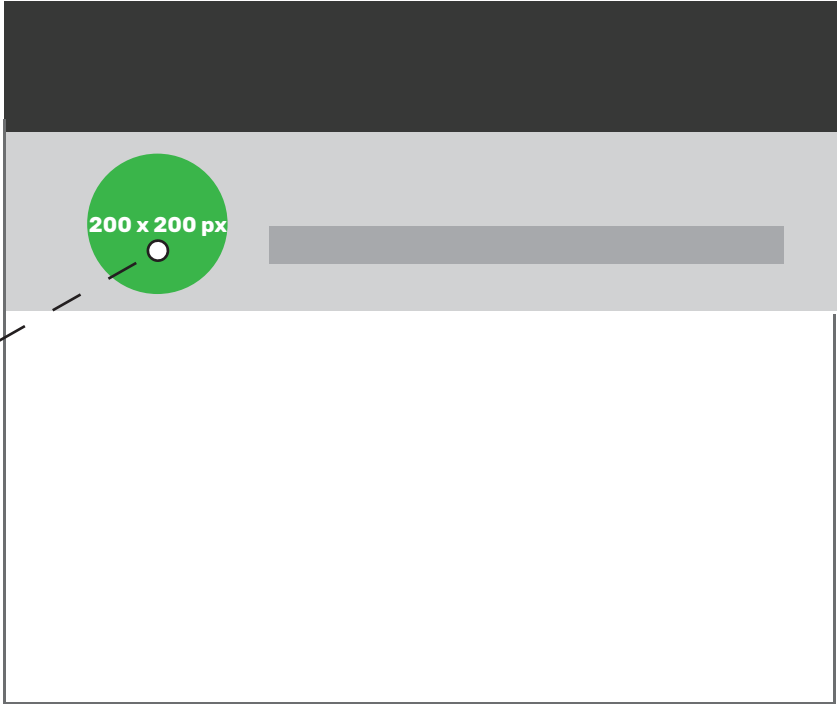
The uploaded image is square. Elo will then display it on your page as a circle. Be sure to choose a photo that won't have its best parts cut out.



360 x 360 px



# WECHAT



**Profile Image: 200 x 200 px**

### Image Guidelines

Recommend 200 x 200 pixels.

JPG, GIF, or PNG files.

Logo or text image, best to use PNG format.



**Article Preview Header:  
900 x 500 px**

### Image Guidelines

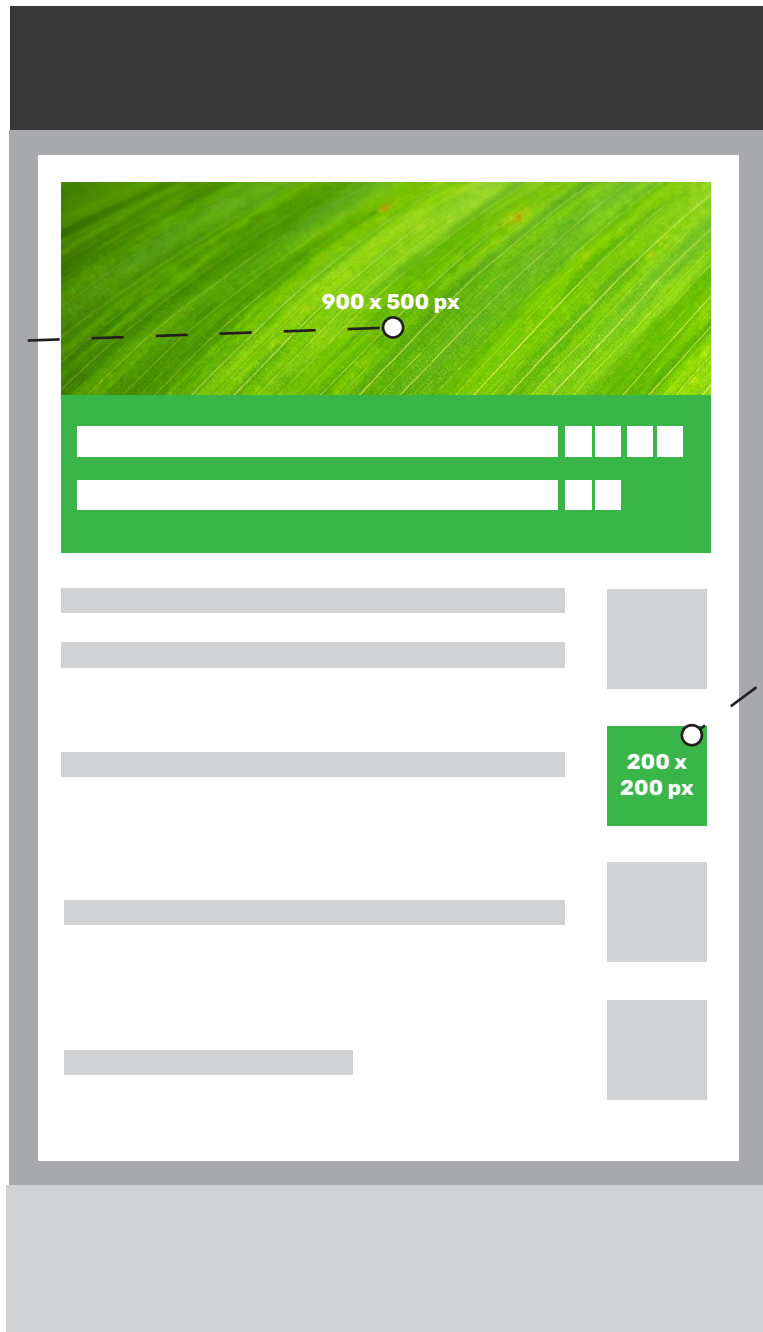
The Article Preview Header spans the top of your account post and you have a lot of space to be creative. This image should be captivating because it's big and every visitor will see this first.

Recommend 900 x 500 pixels.

Maximum 2 MB file size.

JPG, GIF, or PNG files.

Logo or text images, use PNG format.



**Article Preview Thumbnail:  
400 x 400 px  
(Displays 200 x 200 px)**

### Image Guidelines

Recommend 400 x 400 pixels.

Minimum 200 x 200 pixels.

JPG, GIF, or PNG files.

Logo or text images, use PNG format.



**Article Inline Image:  
400 px Width**

**Image Guidelines**

Displays at 400 pixels width, but higher resolution recommended.

2 MB maximum file size.

JPG, GIF, or PNG files.

Logo or text images, use PNG file.





# SNAPCHAT

**Geo filter: 1080 x 1920 px**

## Image Guidelines

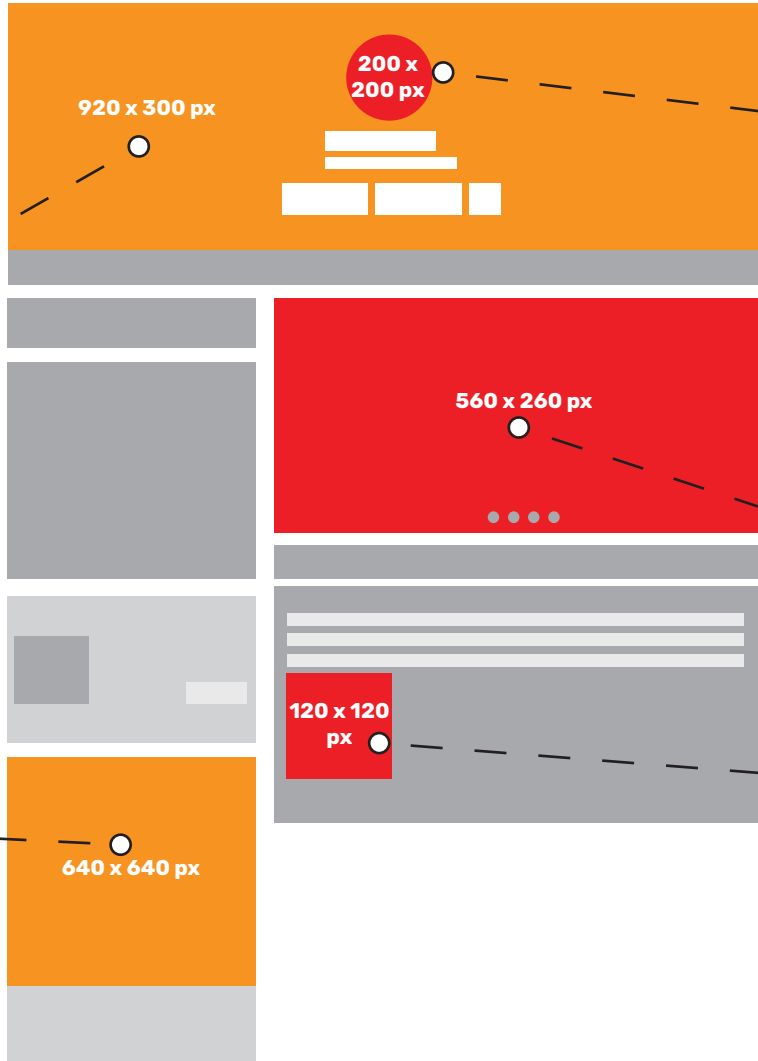
All photos taken in the app are 1080 x 1920 pixels in resolution.

Custom geofilters must be created at a resolution of 1080 x 1920 pixels to be applied properly on photos taken within the app.





# WEIBO



**Cover Image: 920 x 300 px**

## Image Guidelines

920 x 300 pixels recommended.

5 MB maximum file size.

JPG, GIF, PNG files.

**200 x 200 px**

**Profile Pictures: 200 x 200 px**

**Displays at 100 x 100 px**

## Image Guidelines

Cropped as a circle, so take care with text or logos.

Displays across site as 30 x 30, 50 x 50, and 100 x 100 pixels.

200 x 200 pixels recommended.

100 x 100 pixels minimum.

JPG, GIF, PNG files.

**560 x 260 px**

**Banner: 560 x 260 px**

## Image Guidelines

5 MB maximum file size.

JPG, GIF, PNG files.

**120 x 120 px**

**Instream: 120 x 120 px**

## Image Guidelines

Up to 9 images at any dimension under 5 MB file size. Images may be accompanied by a video.

Posts with a single image have a preview thumbnail that resizes image at original proportions. Largest dimension is 120 pixels.

**Contest Preview: 640 x 640 px**

## Image Guidelines

Image displays at 288 x 288 pixels in the sidebar of the main blog page and at 640 x 640 on the contest page. This image can be uploaded separately from long-form contest poster.

5 MB maximum file size.

JPG, GIF, PNG files.

**640 x 640 px**



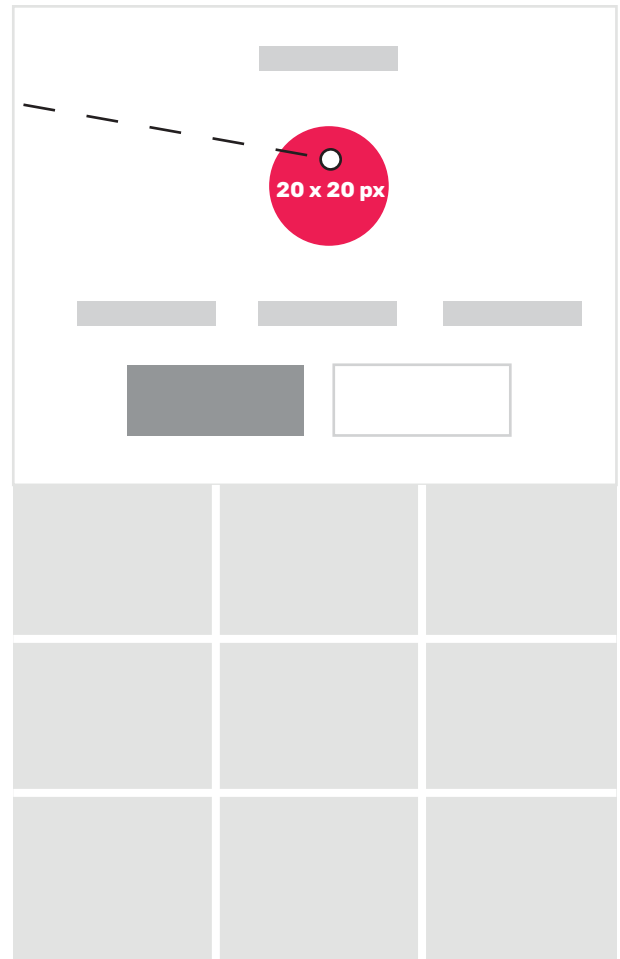
# TIKTOK

**Profile Photo: 20 x 20 px**

## Image Guidelines

20 x 20 pixels is minimum resolution.

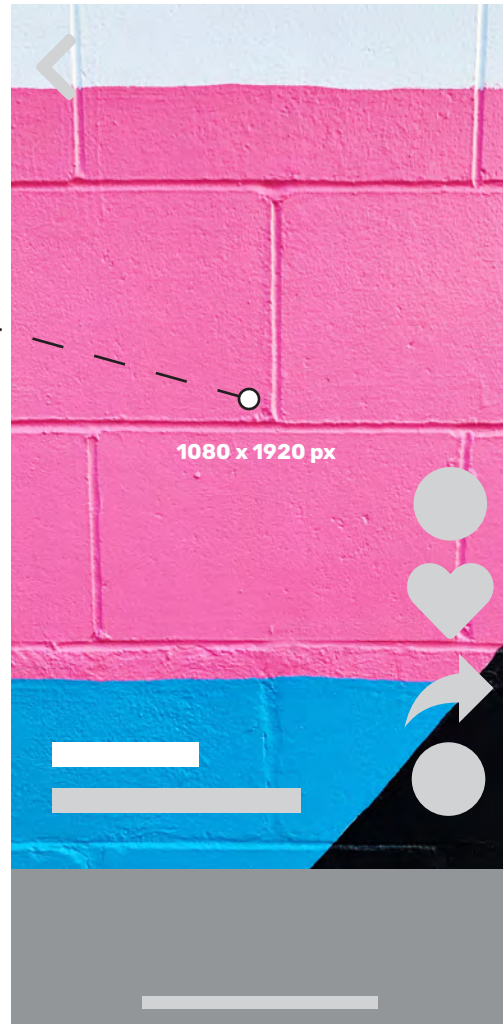
Use a higher quality image to future-proof your profile photo.



**TikTok Video Size:  
1080 x 1920 px**

### Image Guidelines

The ideal ratio for TikTok videos is 1:1 or 9:16.



**3**  
**CATS**  
**LABS**  
CREATIVE

[3catslabs.com](http://3catslabs.com)