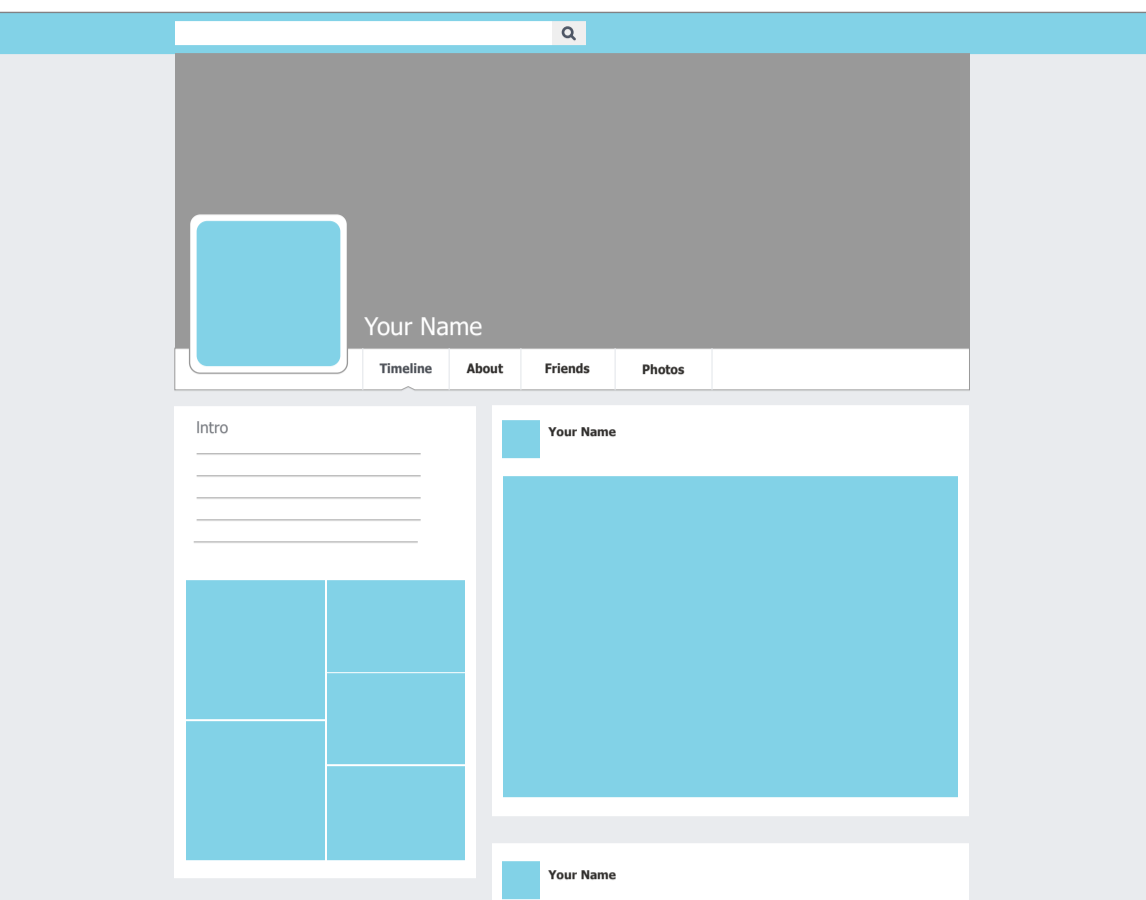


# 20 Social Media Image Size Guidelines

## Facebook



- Photo will appear on page as 170x170 pixels on desktop, 128x128 on smartphones and 36x36 on most feature phones
- Photo thumbnail will appear throughout Facebook at 32x32 pixels

**PROFILE PICTURE**  
170x170

**COVER PHOTO**  
820x312

- Appear on page at 820x312 pixels
- Minimum size of 400x150 pixels
- Displays at 820x312 pixels on desktop and 640x360 pixels on smartphones
- Images with a logo or text may be best as a PNG file

## Twitter

- Maximum file size of 5 MB

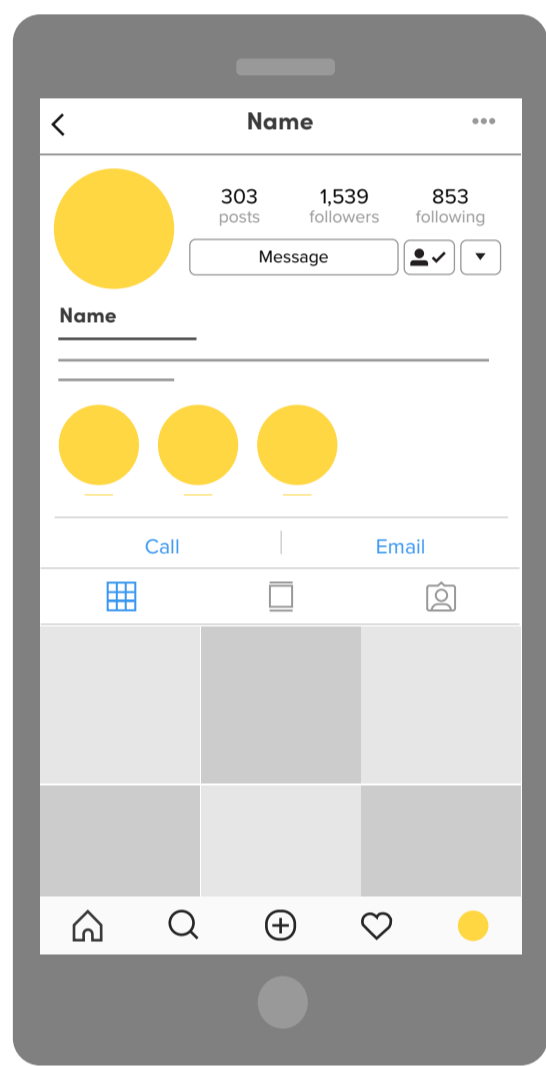
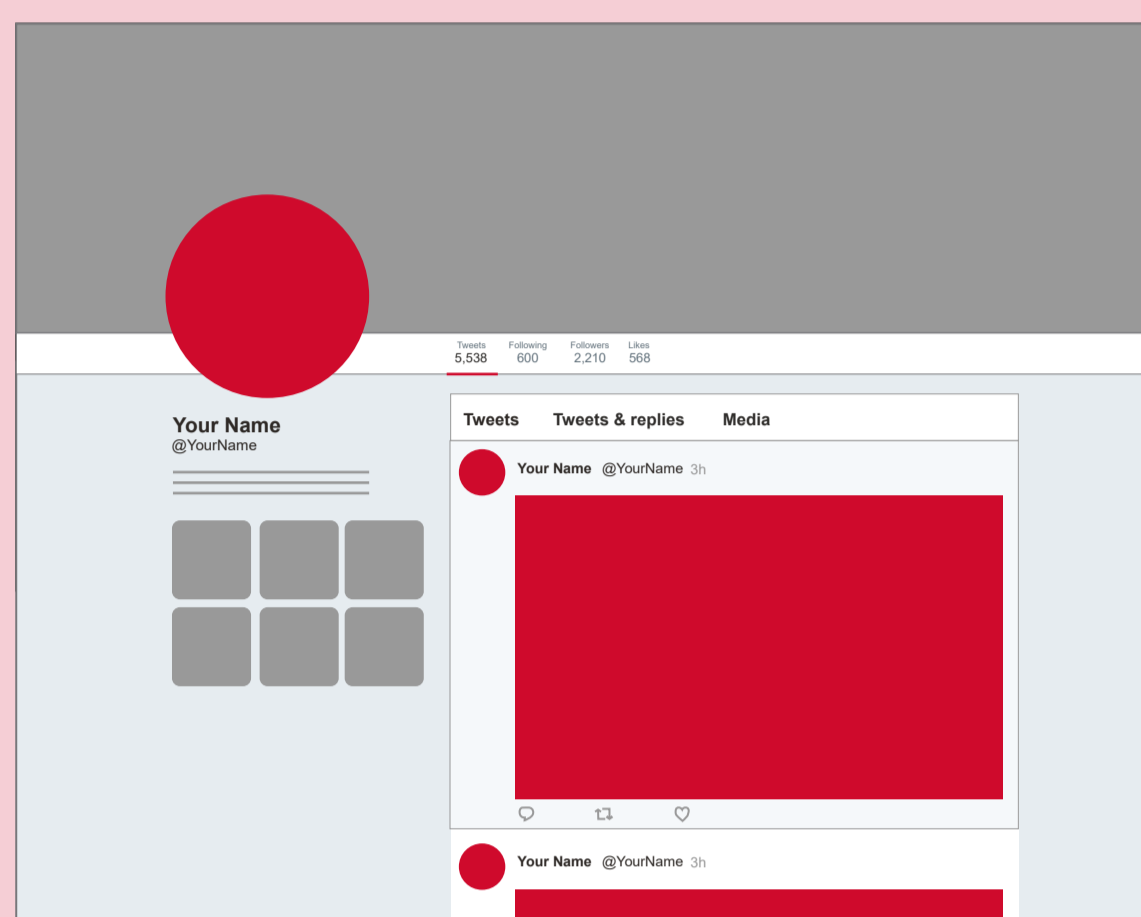
**HEADER PHOTO**  
1,500x500

**PROFILE PICTURE**  
400x400

- Displays 200x200
- Maximum file size 2 MB

- Maximum to appear expanded 1,024x512 pixels
- Appears in stream collapsed at 506x253 pixels on desktop
- Maximum file size of 5 MB for photos and 5 MB for animated GIFs on mobile and 15 MB on web

**IN-STREAM PHOTO**  
440x220



## Instagram

- Appears on your profile at 110x110 pixels

**PROFILE PICTURE**  
110x110

**THUMBNAIL**  
161x161

- Photo Size: 1,080x1,080 pixels
- Appears in feed at 510x510 pixels

- Max file size is 4GB
- Recommended resolution is 1,080x1,920
- Minimum resolution is 600x1,067

**INSTAGRAM STORIES**  
1,080x1,920

## LinkedIn

- Recommended between 400 x 400 and 20,000 x 20,000 pixels
- Minimum 200 x 200 pixels
- Maximum file size 10MB

**PERSONAL PROFILE PICTURE**  
400x400

**Personal Background Image:**

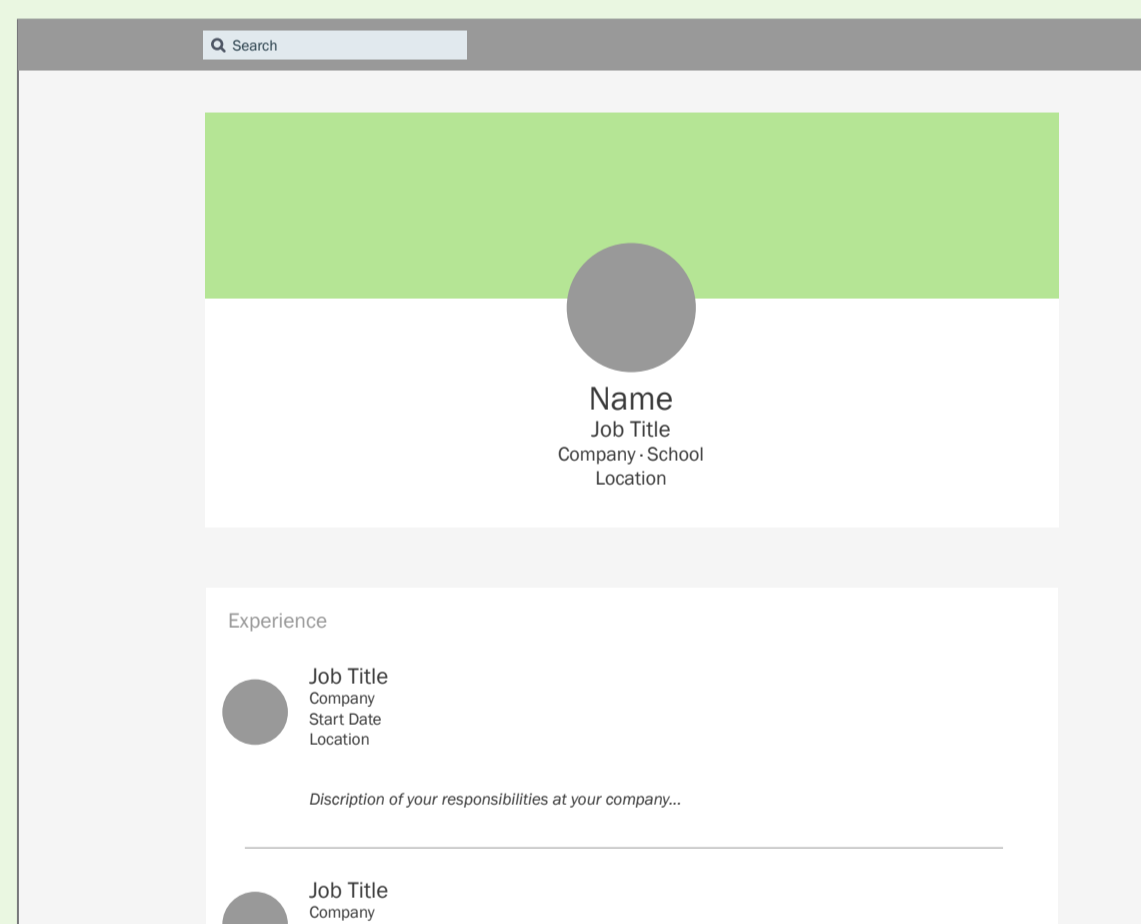
- Between 1,584x396
- Maximum size 4MB

- 300x300 minimum
- Maximum 4 MB (square layout)

**STANDARD LOGO**  
400x400

**SHARED IMAGE**

- 1,200x627 pixels



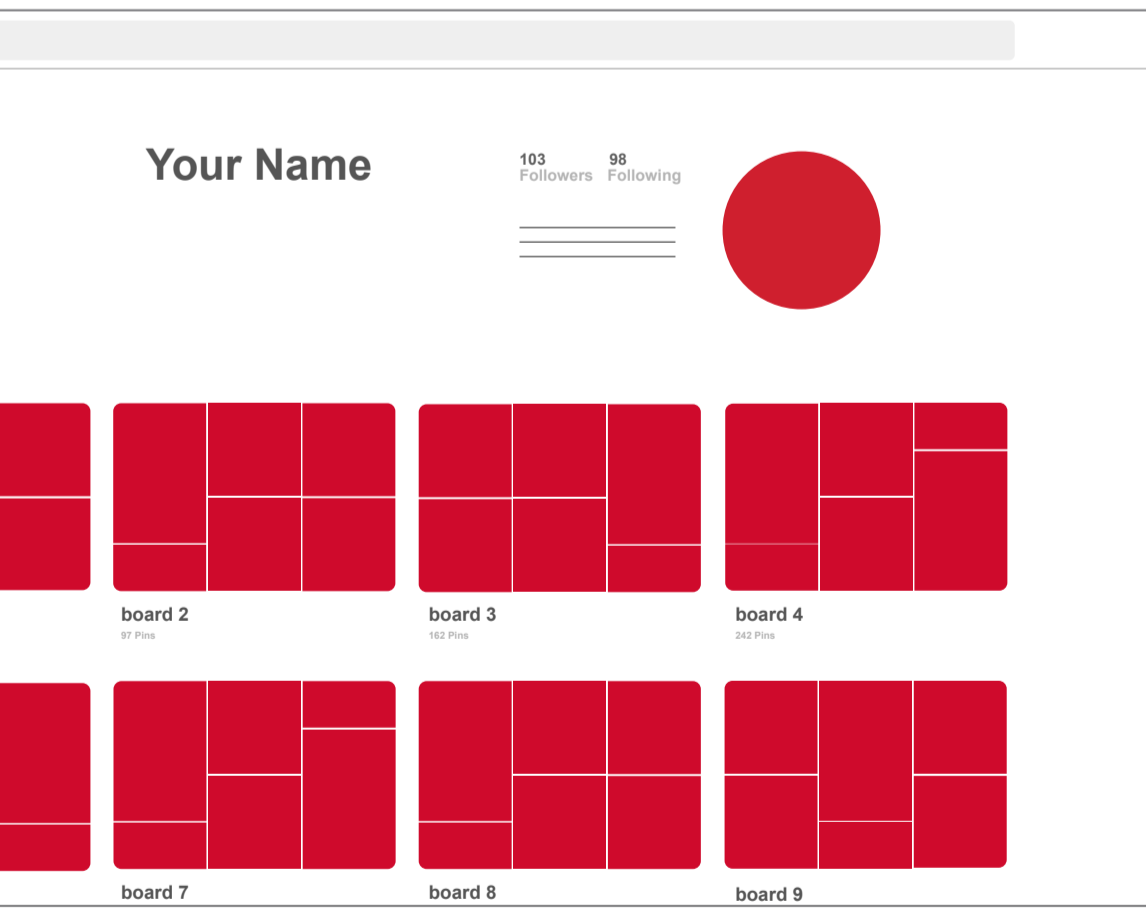
## Pinterest

- Appears at 165x165 pixels on home page
- Appears at 32x32 pixels on the rest of Pinterest

**PROFILE PICTURE**  
165x165

**PIN SIZES**

- Pinterest puts a limit on the width of the image but not the length
- Pins on main page and on a board appear as 236 pixels
- Expanded pins have a minimum width 600 pixels
- Recommended to use an image aspect ratio of 2:3 to 1:3.5



## YouTube

**CHANNEL PROFILE IMAGE**  
800x800

- Displays as 98x98 pixels

- Safe area for mobile and web 1,546x423 pixels
- Maximum file size: 4MB

**CHANNEL COVER PHOTO**  
2,560x1,440

