

Social Media Photo and Video Sizes 2020

Branding Iron

Facebook

Cover Photo

Minimum size of 400 x 150 px
Photo will appear on page at 820 x 312 px
Smartphones display at 640 x 360 px
Upload an RGB JPG file less than 100 KB for best results
Upload a PNG file for images with a logo or text

Profile Image

This photo represents you or your brand on Facebook. It will appear layered over your cover photo on your timeline, as well as when you post, comment, or are searched.

Minimum size of 180 x 180 px
Photo will appear on page at 170 x 170 px
Photo thumbnail will appear at 32 x 32 px
Smartphones display at 128 x 128 px

Shared Image

Recommended upload size of 1,200 x 630 px
Photo will appear on page at a maximum width of 504 px and will scale to a maximum of 1:1
Photo will appear in feed at a maximum width of 470 px and will scale to a maximum of 1:1

Shared Link

Recommended upload size of 1,200 x 628 px
Square photo: Minimum of 116 x 116 px on page
Square photo: Minimum of 154 x 154 px in feed
Rectangular photo: Minimum of 484 x 252 px on page
Rectangular photo: Minimum of 470 x 246 px in feed

Facebook will scale photos to the minimum dimensions. For best results, increase the image resolution at the same scale as the minimum size.

Highlighted Image

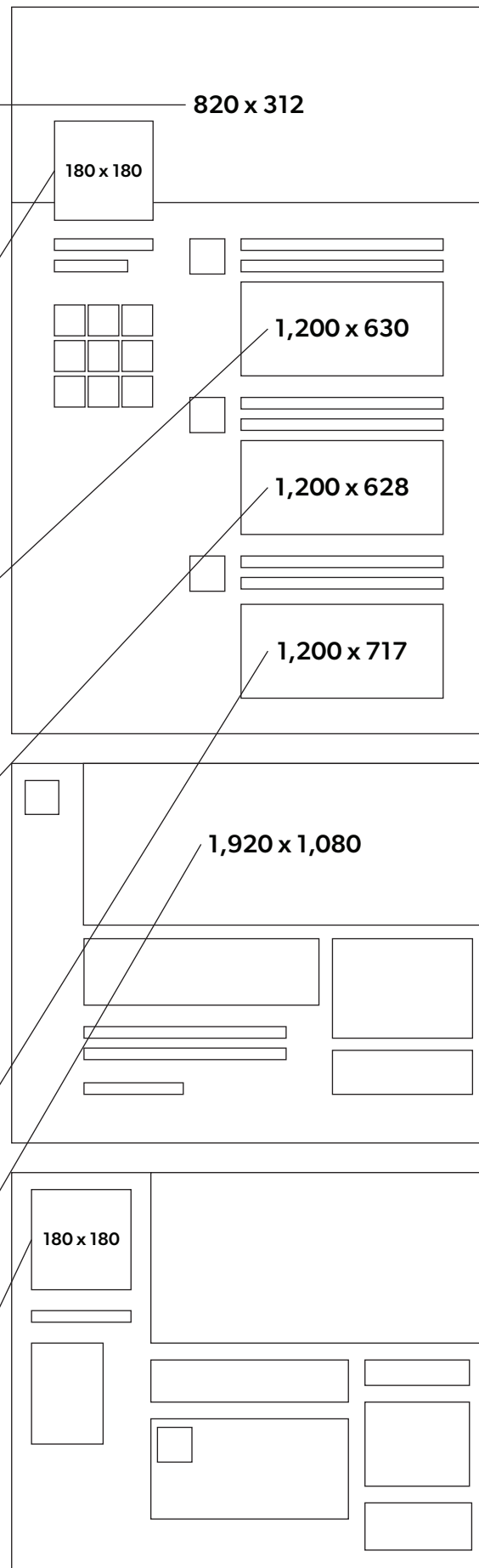
Photo will appear on page at 843 x 504 px

Event Image

Minimum size of 470 x 174 px
Photo will appear in feed at 470 x 174 px

Business Page Profile

Minimum size of 180 x 180 px
Photo will appear on page at 170 x 170 px
Photo thumbnail will appear at 32 x 32 px
Smartphones display at 128 x 128 px
Images will be cropped to an aspect ratio of 1:1

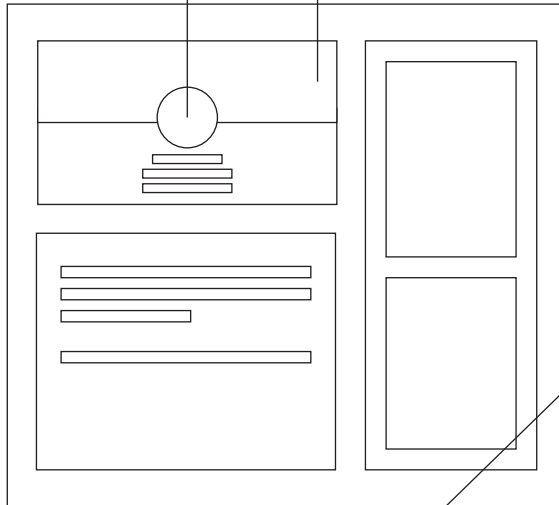


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Personal Background Image:
1,584 x 396 px

Profile Image: 400 x 400 px



LinkedIn

Profile Image

Maximum file size of 10 MB
Minimum size of 200 x 200 px
Recommended size between 400 x 400 px and
20,000 x 20,000 px

Background Image

Maximum file size of 4 MB
Minimum size of 1,192 x 220 px
Recommended size of 1,536 x 768 px
Appears at 1,400 x 425 px

Standard Logo

This image will appear next to your brand name on
your LinkedIn homepage, as well as in the "Companies
you may want to follow" section.

Maximum file size of 4 MB
Recommended size of 300 x 300 px

Hero Image

Maximum file size of 2 MB
Minimum size of 1,128 x 376 px

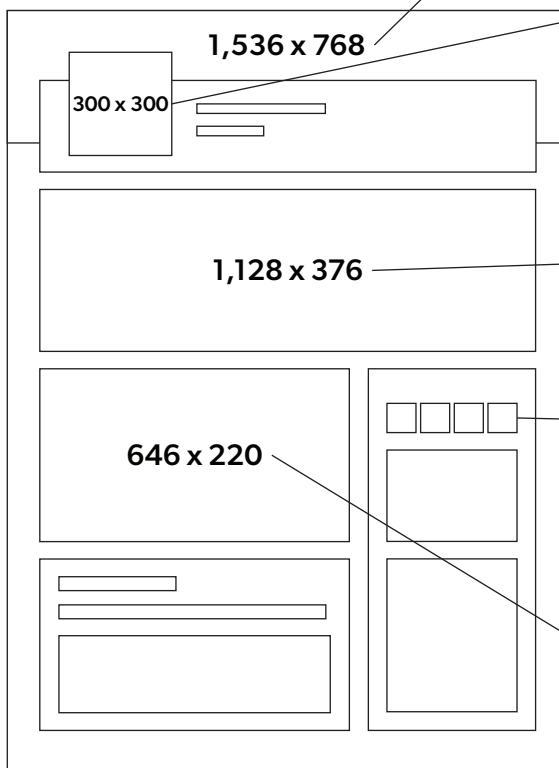
Square Logo

This image will appear when your company is
searched, so make sure you choose an image that
is recognizable.

Maximum file size of 2 MB
Resized to fit 60 x 60 px

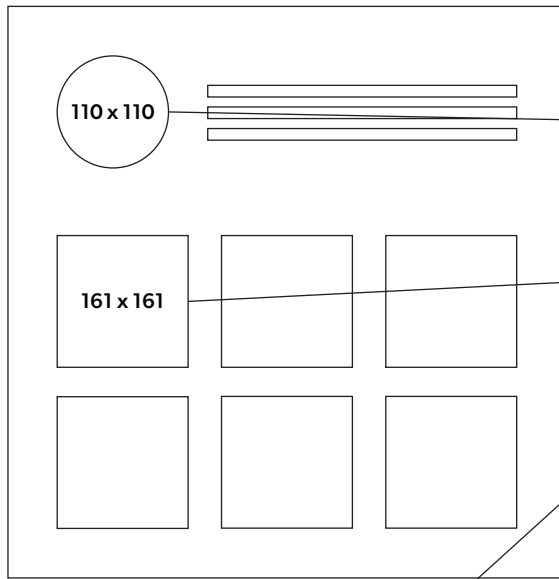
Business Banner Image

Maximum file size of 2 MB
Minimum size of 646 x 220 px



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Instagram

Profile Image

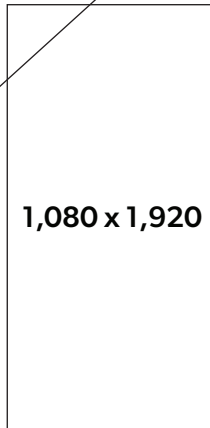
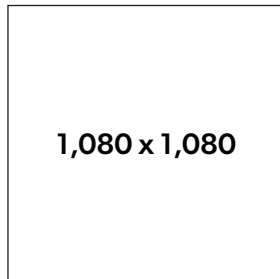
Photo will appear on profile at 110 x 110 px
Photo will be cropped to an aspect ratio of 1:1

Photo Thumbnail

Photo thumbnail will appear at 161 x 161 px
Photo will be cropped to an aspect ratio of 1:1

Post Size

Maximum size of 1,080 x 1,080 px
Photo will be scaled down to 612 x 612 px
Photo will appear in feed at 510 x 510 px
Small featured header images appear at 204 x 204 px
Large featured header images appear at 409 x 409 px



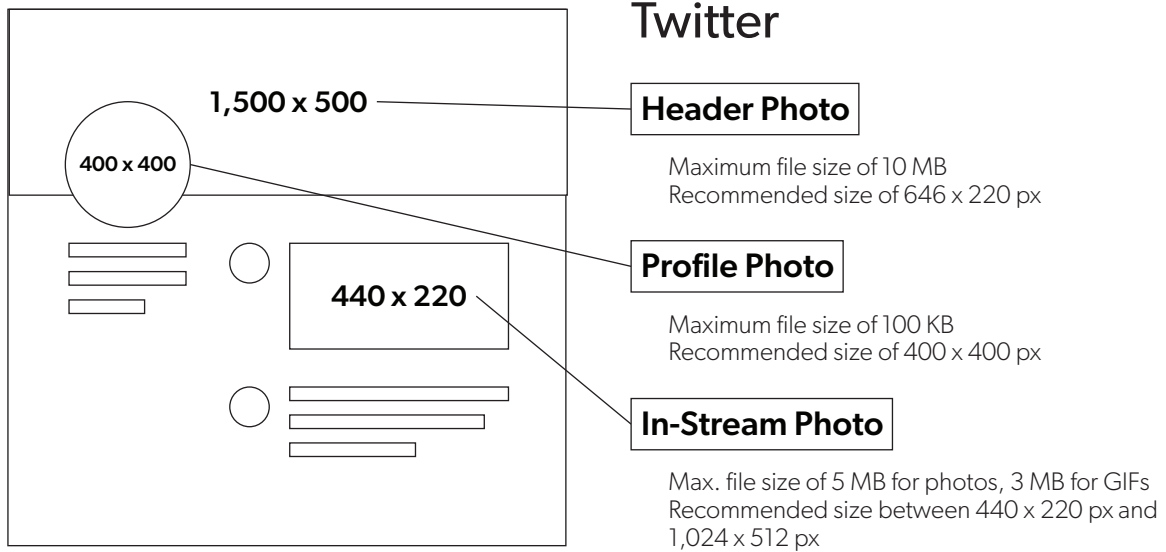
Story Size

Instagram stories will remain visible for up to twenty-four hours. You may choose to save them to your profile indefinitely by adding them to your Highlights.

Maximum size of 4 GB
Recommended resolution of 1,080 x 1,920 px
Minimum resolution of 600 x 1,067 px
Aspect ratio of 9:16

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Pinterest

Profile Image

Maximum size of 10 MB
Photo will appear at 165 x 165 px on home page
Photo will appear at 32 x 32 px everywhere else

Board Display

Creating boards is essential to a successful Pinterest profile. It is important to use images that fit the size criteria perfectly. Choose a photo that is both captivating and relevant to that particular board.

Large thumbnails will appear at 222 x 150 px
Small thumbnails will appear at 55 x 55 px

Pin Size

Pins will appear on main page at 238 px wide
Pins will appear on a board at 238 px wide
Expanded pins have a minimum width of 600 px

