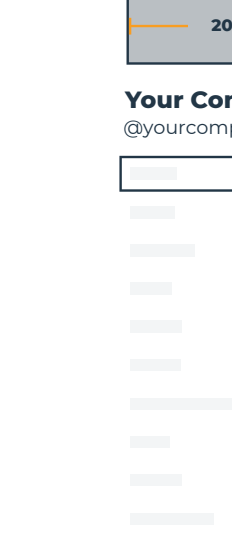
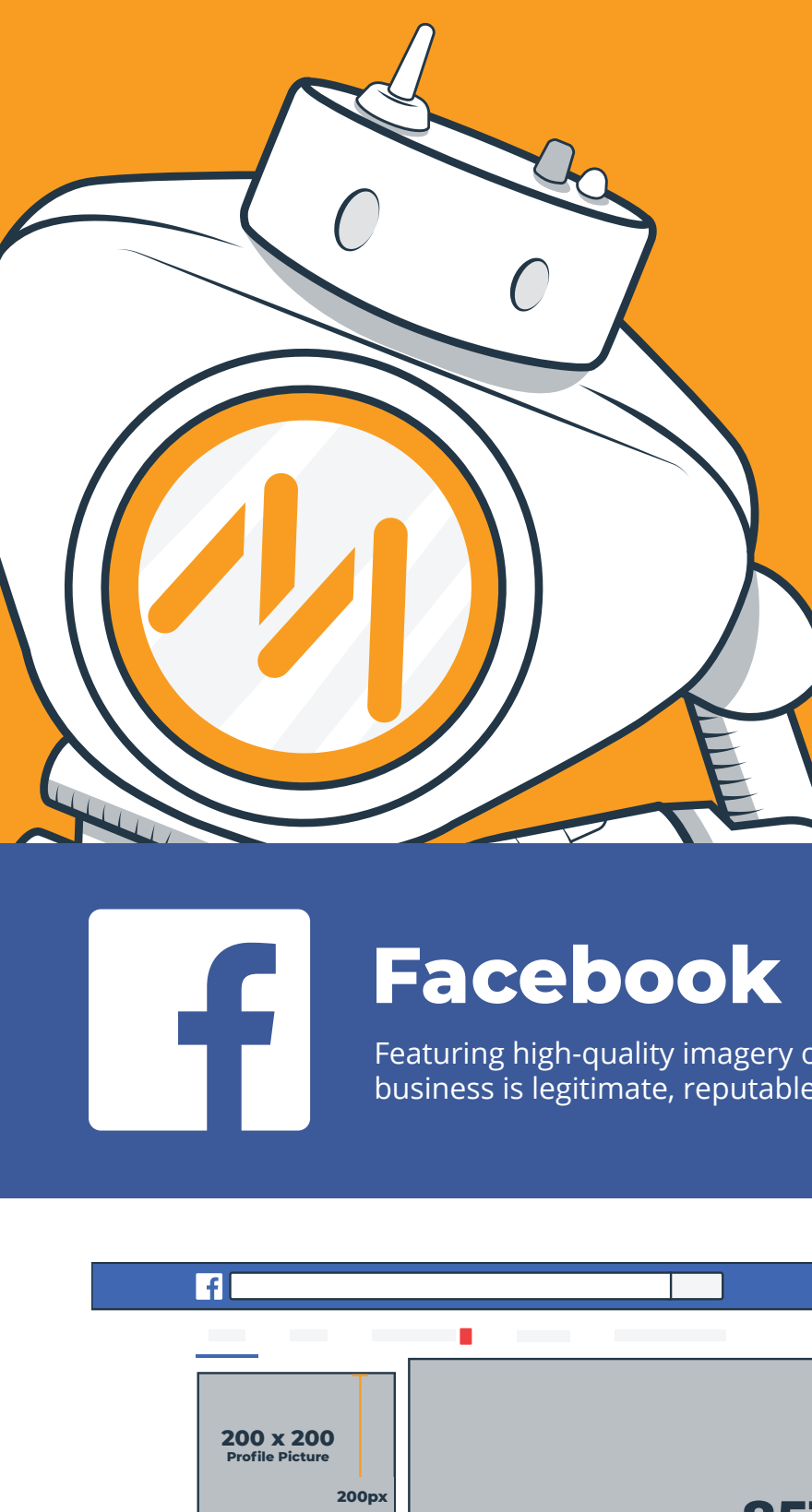


2018 Social Media Image Size Cheat Sheet

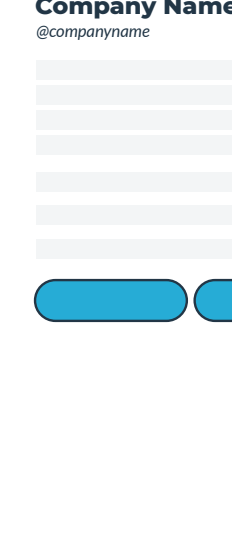


Facebook

Featuring high-quality imagery on Facebook shows your audience that your business is legitimate, reputable, and pays attention to the details.

Facebook Image Sizes

Profile Picture:	Cover Photo	Shared Image	Shared Link Image
Recommended: 200 x 200 Minimum: 180 x 180 Aspect Ratio: 1:1 Desktop Display: 180 x 180	Recommended: 851 x 315 Minimum: 399 x 150 Aspect Ratio: 205:78 Desktop Display: 820 x 312	Recommended: 1200 x 630 Minimum: 399 x 150 Aspect Ratio: 40:21 Desktop Display: 476 x auto	Recommended: 1200 x 630 Minimum: 399 x 150 Aspect Ratio: 40:21 Desktop Display: 476 x auto



Twitter

Known for its real-time social buzz, Twitter is also an extremely popular customer service and experience tool for businesses.

Twitter Image Sizes

Profile Photo:	Header Photo	Timeline Photo
Recommended: 400 x 400 Minimum: 200 x 200 Aspect Ratio: 1:1 Desktop Display: 200 x 200	Recommended: 1500 x 500 Minimum: 1263 x 421 Aspect Ratio: 3:1 Desktop Display: 1903 x 634	Recommended: 1024 x 512 Minimum: 440 x 220 Aspect Ratio: 2:1 Desktop Display: 506 x auto

TweetDeck Image Sizes

Profile Photo:	Header Image	Timeline Photo
Aspect Ratio: 1:1 Desktop Display: 73 x 73	Aspect Ratio: 2:1 Desktop Display: 520 x 260	Narrow: 260 width Medium: 300 width Wide: 340 width



Google Posts

Google Posts allows you to push events, updates, blog posts and company news directly to the Google search results page.

Google Posts Image Sizes

Image Post:
Recommended: 1200 x 900
Aspect Ratio: 4:3
SERP Display: 232 x 131
Desktop Display: 540 x 305

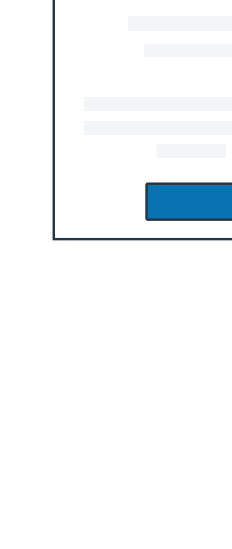


Google+

Google+ underwent a substantial redesign, giving many marketers and everyday users hope for the social network's future.

Google+ Image Sizes

Profile Picture:	Cover Photo	Shared Image	Shared Link Image
Recommended: 250 x 250 Minimum: 120 x 120 Aspect Ratio: 1:1 Desktop Display: 60 x 60	Recommended: 1084 x 610 Minimum: 480 x 270 Aspect Ratio: 16:9 Desktop Display: 1084 x 610	Recommended: 530 wide Minimum: 530 wide Desktop Display: 530 x auto	Recommended: 530 wide Minimum: 530 wide Desktop Display: 530 x auto



Pinterest

69% of Pinterest users have purchased or considered purchasing something they found through a search on the network.

Pinterest Image Sizes

Profile Photo:	Standard Pin	Giraffe Pin:
Recommended: 280 x 280 Minimum: 165 x 165 Aspect Ratio: 1:1 Desktop Display: 188 x 188	Recommended: 600 x 900 Minimum: 600 width Aspect Ratio: 2:3 Desktop Display: 236 x auto	Recommended: 600 x 1560 Minimum: 600 x 1560 Aspect Ratio: 5:13 Desktop Display: 236 x 614

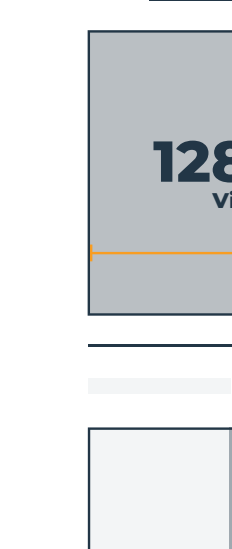


LinkedIn

LinkedIn is primarily for networking with other professionals, but it's also a resource for businesses to connect with other businesses, prospective employees, and industry leaders.

LinkedIn Image Sizes

Personal Profile Picture:	Personal Background Photo:	Company Logo	Company Cover Image
Recommended: 400 x 400 Minimum: 160 x 160 Aspect Ratio: 1:1 Desktop Display: 152 x 152	Recommended: 1584 x 396 Text Safe Area: 1546 x 423 Aspect Ratio: 4:1 Desktop Display: 792 x 198	Recommended: 400 x 400 Minimum: 300 x 300 Aspect Ratio: 1:1 Desktop Display: 128 x 128	Recommended: 1536 x 768 Minimum: 1192 x 220 Aspect Ratio: 2:1 Desktop Display: 1400 x 425



Instagram

Instagram is all about visuals, which should make the importance of high-quality images blatantly obvious for this social network.

Instagram Image Sizes

Profile Picture:	Photo:
Recommended: 180 x 180 Minimum: 110 x 110 Aspect Ratio: 1:1 Desktop Display: 152 x 152	Recommended: 1080 x 1080 Minimum: 600 x 600 Aspect Ratio: 1:1 Desktop Display: 293 x 293



Tumblr

Tumblr is a blogging and social platform where users share thoughts, quotes, music, articles, GIFs, videos, images – basically anything.

Tumblr Image Sizes

Avatar:	Image Post:
Recommended: 128 x 128 Minimum: 128 x 128 Aspect Ratio: 1:1 Desktop Display: 64 x 64	Recommended: 500 x 750 Minimum: 1280 x 1920 Aspect Ratio: 3:3 Desktop Display: 500 x 750

YouTube

YouTube is a video-sharing social network that is accessed by users on a variety of devices, including tablets, phones, desktops, and televisions.

YouTube Image Sizes

Channel Icon:	Channel Art:	Video Upload:
Recommended: 800 x 800 Aspect Ratio: 1:1 Desktop Display: 80 x 80	Recommended: 2560 x 1440 Text Safe Area: 1546 x 423 Aspect Ratio: 16:9 Mobile Display: 1546 x 423 Tablet Display: 1855 x 423 Desktop Display: 2560 x 1440 TV Display: 2560 x 1440	Recommended: 1920 x 1080 Minimum: 1280 x 720 Aspect Ratio: 16:9

Snapchat

With over 187 million daily active users, Snapchat provides businesses with a visual way to connect with their audience.

Snapchat Image Sizes

Snapchat Ad:	Snapchat Geofilter:
Image Size: 1080 x 1920 Aspect Ratio: 9:16 Maximum ad length: 10 seconds Maximum file size: 32 MB File type: .mp4 or .mov file	Image Size: 1080 x 1920 Aspect Ratio: 9:16 Format: Transparent .PNG File Size: Less than 250kb