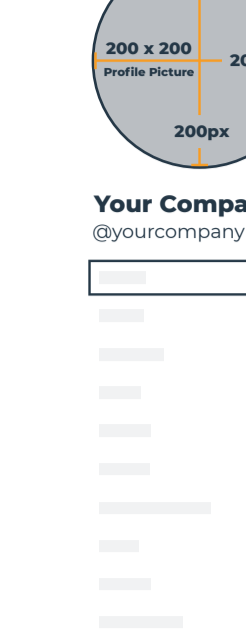




2020 Social Media Image Size Cheat Sheet



Facebook

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

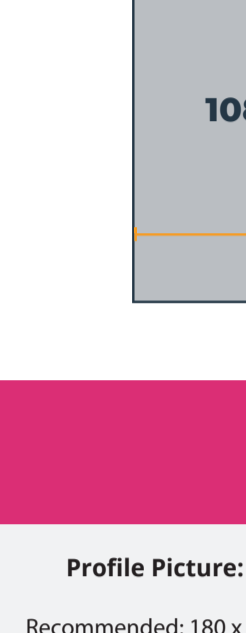
820 x 360
Cover Photo

1200 x 630
Shared Image

1200 x 630
Shared Link Image

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: 170 x 170	Recommended: 820 x 360 Minimum: 400 x 150 Aspect Ratio: 26:10 Desktop Display: 820 x 312 Mobile Display: 640 x 360	Recommended: 1200 x 630 Minimum: 600 x 315 Desktop Display: 500 x 261	Recommended: 1200 x 630 Minimum: 600 x 315 Aspect Ratio: 40:21 Desktop Display: 500 x 261



Instagram

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

180 x 180
Profile Picture

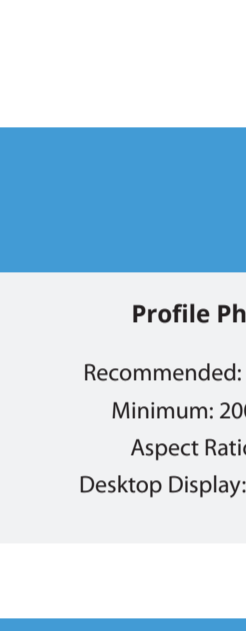
1080 x 1080
Photo

1080 x 1080
Photo

1080 x 1080
Photo

Instagram Image Sizes

Profile Picture:	Square Photo:	Landscape Photo:	Portrait Photo:
Recommended: 180 x 180 Minimum: 110 x 110 Aspect Ratio: 1:1 Desktop Display: 150 x 150	Recommended: 1080 x 1080 Minimum: 600 x 600 Aspect Ratio: 1:1 Desktop Display: 600 x 600	Recommended: 1080 x 680 Minimum Width: 600 Aspect Ratio: 1.91:1 Desktop Display: 600 x 337	Recommended: 1080 x 1350 Minimum Width: 400 Aspect Ratio: 4:5 Desktop Display: 480 x 600



Twitter

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

400 x 400
Profile Photo

1500 x 500
Header Photo

1024 x 512
Timeline Photo

Twitter Image Sizes

Profile Photo:	Header Photo:	Timeline (In-Stream) Photo:
Recommended: 400 x 400 Minimum: 200 x 200 Aspect Ratio: 1:1 Desktop Display: 134 x 134	Recommended: 1500 x 500 Minimum: 1263 x 421 Aspect Ratio: 3:1 Desktop Display: 598 x 199	Recommended: 1024 x 512 Minimum Width: 400 x 220 Aspect Ratio: 2:1 Desktop Display: 506 x auto

TweetDeck Image Sizes

Profile Photo:	Header Image:	Timeline (In-Stream) 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 My Business

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

1080 x 608
Cover Photo

1200 x 900
Google Post Photo

GMB Image Sizes

Profile Photo:	Cover Photo:	Google Posts:
Recommended: 250 x 250 Minimum: 120 x 120 Aspect Ratio: 1:1	Recommended: 1080 x 608 Minimum: 480 x 270	Recommended: 1200 x 900 Minimum Width: 400 x 300 Aspect Ratio: 4:3 SERP Display: 230 x 130 Desktop Display: 404 x 303



Pinterest

Pinterest is a valuable search tool in itself, with 90% of weekly pinners using the platform to make purchasing decisions.

280 x 280
Profile Photo

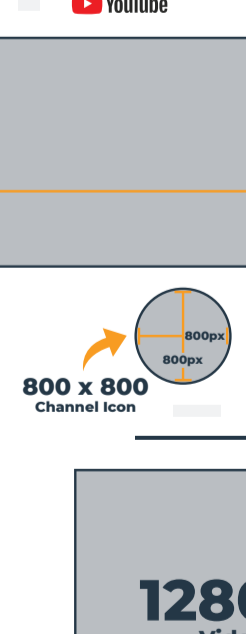
1000 x 1500
Standard Pin

1000 x 2100
Giraffe Pin

1000 x 1500
Standard Pin

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: 1000 x 1500 Minimum: 600 width Aspect Ratio: 2:3 Desktop Display: 236 x auto	Recommended: 1200 x 2100 Minimum: 564 x 1148 Aspect Ratio: 1.91:1 Desktop Display: 236 x auto



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.

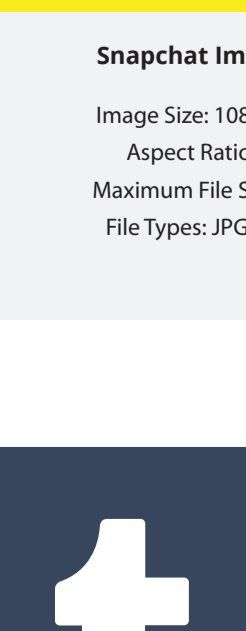
1536 x 768
Cover Image

300 x 300
Company Logo

1200 x 627
Shared Photo

LinkedIn Image Sizes

Company Logo	Company Cover Image	Shared Image with URL	Shared Image without URL
Recommended: 300 x 300 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	Recommended: 1200 x 627 Minimum Width: 200 Aspect Ratio: 1.91:1 Desktop Display: 552 x 289	Recommended: 1280 x 627 Minimum Width: 200 Aspect Ratio: 1.91:1 Desktop Display: 552 x auto



YouTube

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

2560 x 1440
Channel Art

800 x 800
Channel Icon

1280 x 720
Video Thumbnail

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 Resolution: 2048 x 1152 Aspect Ratio: 9:16 Text Safe Area: 1546 x 423 Aspect Ratio: 16:9 Mobile Display: 1546 x 423 Tablet Display: 1855 x 423 Desktop Display: 2560 x 423 TV Display: 2560 x 1440	Recommended: 1280 x 720 Minimum Width: 640 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 Image Ad:	Snapchat Video Ad:	Snapchat Geofilter:
Image Size: 1080 x 1920 Aspect Ratio: 9:16 Maximum File Size: 5 MB File Types: JPG or PNG	Resolution: 1080 x 1920 Aspect Ratio: 9:16 Maximum Ad Length: 180 seconds Maximum File Size: 1 GB File Types: MP4 or MOV & H.264 encoded	Image Size: 1080 x 2340 Aspect Ratio: 6:13 Maximum File Size: 250 KB File Type: Transparent PNG

Tumblr

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

Tumblr Image Sizes

Avatar:	Shared Image Post:
Recommended: 128 x 128 Minimum: 128 x 128 Aspect Ratio: 1:1 Desktop Display: 64 x 64	Recommended: 1280 x 1920 Minimum: 540 x 810 Aspect Ratio: 2:3 Desktop Display: 540 x 810