



SOCIAL MEDIA

Sizes cheat sheet 2019

FACEBOOK IMAGE SIZE



Business Page dimensions are exactly the same as personal accounts. Facebook will scale photos under the minimum dimensions.

For better results, increase image resolution at the same scale as the minimum size.

COVER IMAGE

[820 X 312 px]

Image Guidelines

Appear on page at 820 x 312 pixels.

Displays at 820 x 312 pixels on desktop and 640 x 360 pixels on smartphones.

For best results, upload an sRGB JPG file less than 100 KB.

Images with a logo or text may be best as a PNG file.

Minimum size of 400 x 150 pixels.

PROFILE IMAGE

[180 X 180 px]

Image Guidelines

Appear on page at 820 x 312 pixels. Anything less will be stretched.

Minimum size of 400 x 150 pixels.

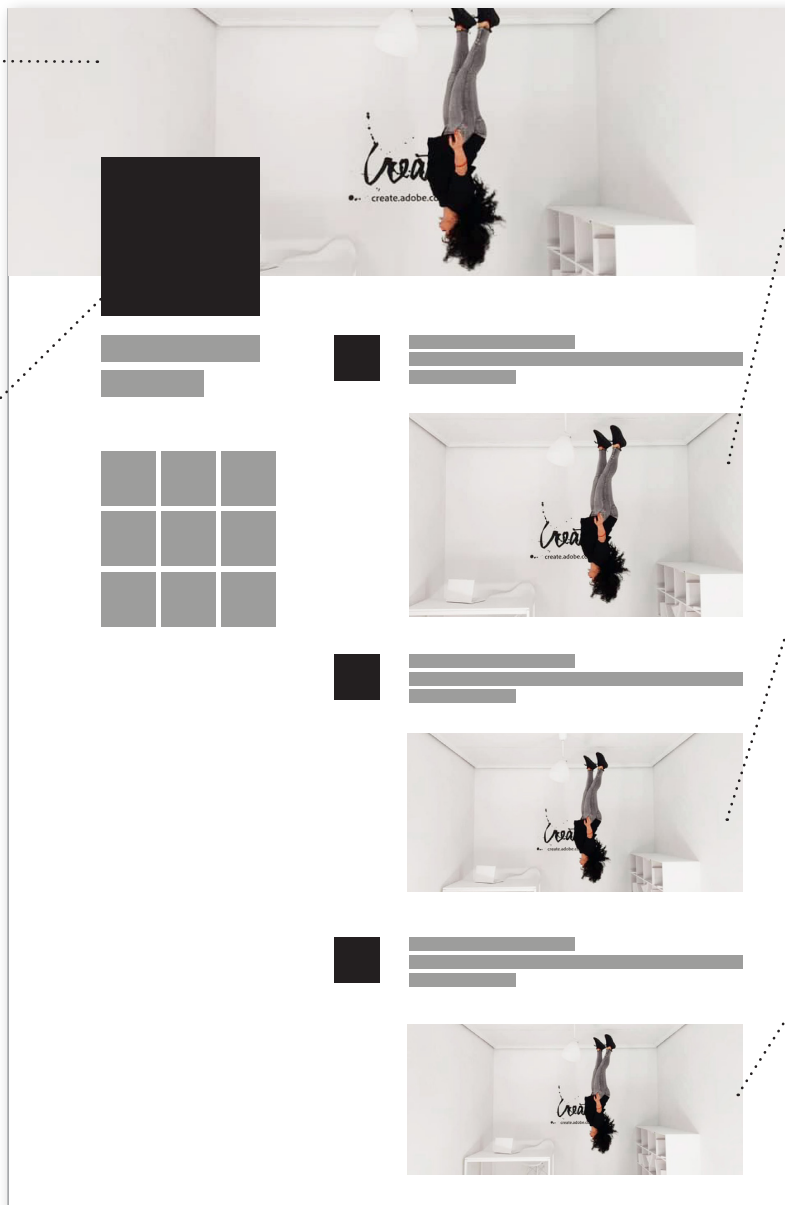
Displays at 820 x 312 pixels on desktop and 640 x 360 pixels on smartphones.

Doesn't display on feature phones.

For best results, upload an sRGB JPG file less than 100 KB.

Images with a logo or text may be best as a PNG file.

Business Page dimensions are exactly the same as personal accounts.



SHARED IMAGE

[1200 X 630 px]

Image Guidelines

Shared Images: 1200 x 630

Image Guidelines

Recommended upload size of 1,200 x 630 pixels.

Will appear in feed at a max width of 470 pixels (will scale to a max of 1:1).

Will appear on page at a max width of 504 pixels (will scale to a max of 1:1).

SHARED LINKED IMAGE

[1200 X 628 px]

Image Guidelines

Recommended upload size of 1,200 x 628 pixels.

Square Photo: Minimum 154 x 154px in feed.

Square Photo: Minimum 116 x 116 on page.

Rectangular Photo: Minimum 470 x 246 pixels in feed.

Rectangular Photo: Minimum 484 x 252 on page.

HIGHLIGHTED IMAGE

[1200 X 717 px]

Image Guidelines

Will appear on your page at 843 x 504 pixels.

FACEBOOK IMAGE SIZE

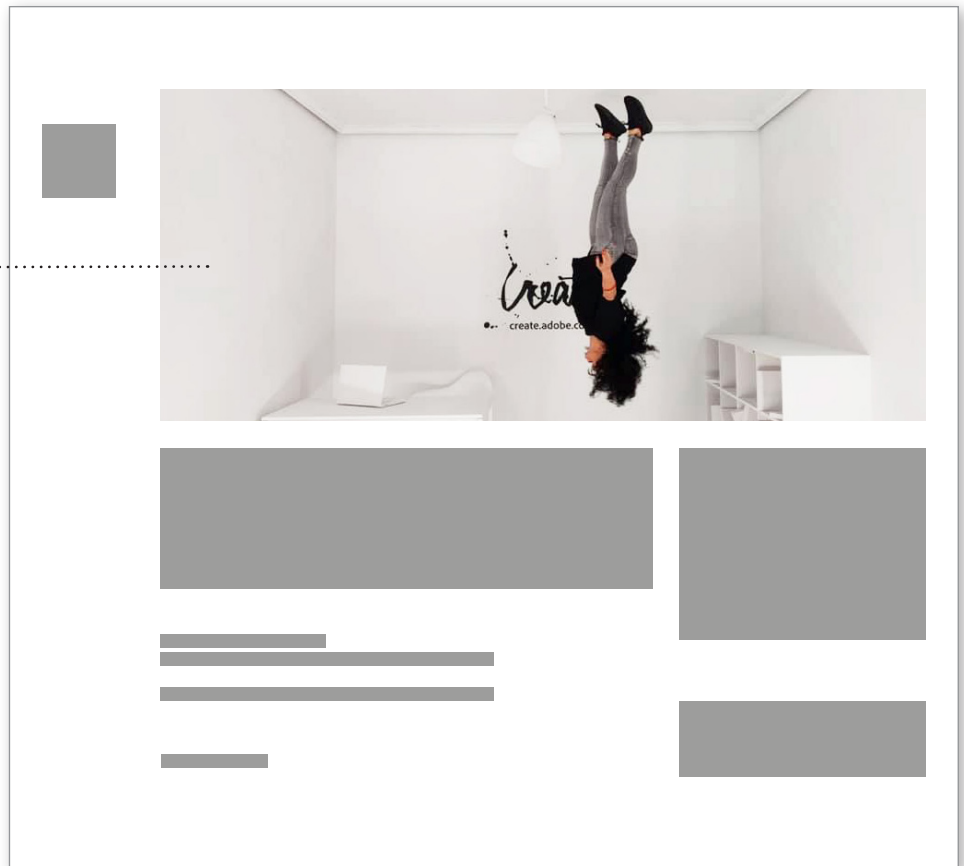


COVER IMAGE [820 X 312 px]

Image Guidelines

Facebook will scale down to minimum dimensions: 470 x 174.

vShows in feed: 470 x 174.



BUSINESS PAGE PROFILE [180 X 180 px]

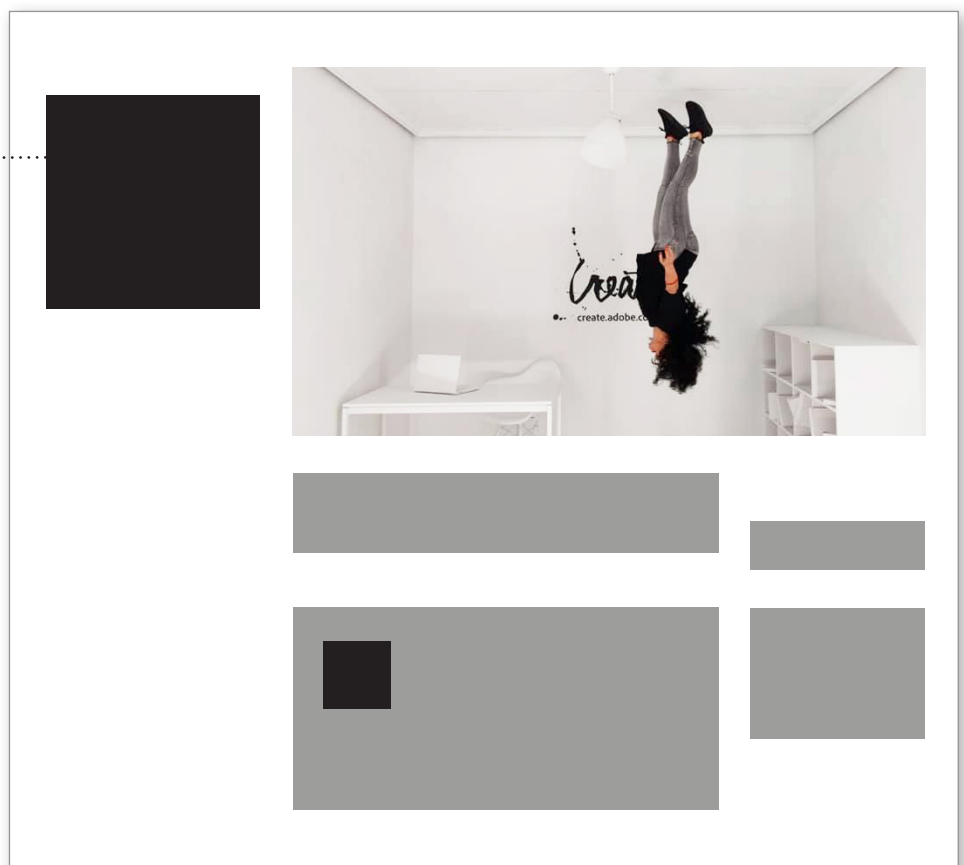
Image Guidelines

At least 180 x 180 pixels.

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

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

Business Page images will be cropped to fit a square.



LINKEDIN IMAGE SIZE



STANDARD LOGO

[300 X 300 px]

Image Guidelines

300 x 300 pixels recommended

(300 x 300 minimum and resized to fit).

Maximum 4 MB (Square layout). PNG, JPG or GIF.

One of the two brand logos that you should be uploading to LinkedIn is the business logo. This is the bigger of the two and is going to show up right next to your brand name on your LinkedIn homepage.

BUSINESS BANNER IMAGE

[646 X 220 px]

Image Guidelines

Minimum 646 x 220 pixels. - Maximum 2 MB.

Landscape Layout.

PNG, JPG or GIF.

Banner images is one of the newest and most prominent of the images that you can use on LinkedIn. This image appears when a user visits your brand's homepage. Since this image is located on your homepage it's likely the visitor is actively searching for your brand, so use this opportunity to reel them in with a great image.

BACKGROUND IMAGE

[1536 X 768 px]

Image Guidelines

Recommended:1536 x 768 pixels. Minimum size of 1192 x 220.

Maximum 4MB.

Appears as 1400 x 425 pixels.

Image types include: PNG, JPG or GIF.

HERO IMAGE

[1200 X 60 px]

Image Guidelines

Minimum 1128 x 376 pixels. Maximum 2 MB. Landscape Layout.

PNG, JPG or GIF.

At the top of this page sits a banner that is bigger than any of the other images on LinkedIn. You can use this space to choose a picture that speaks to your company in order to attract some great potential employees.

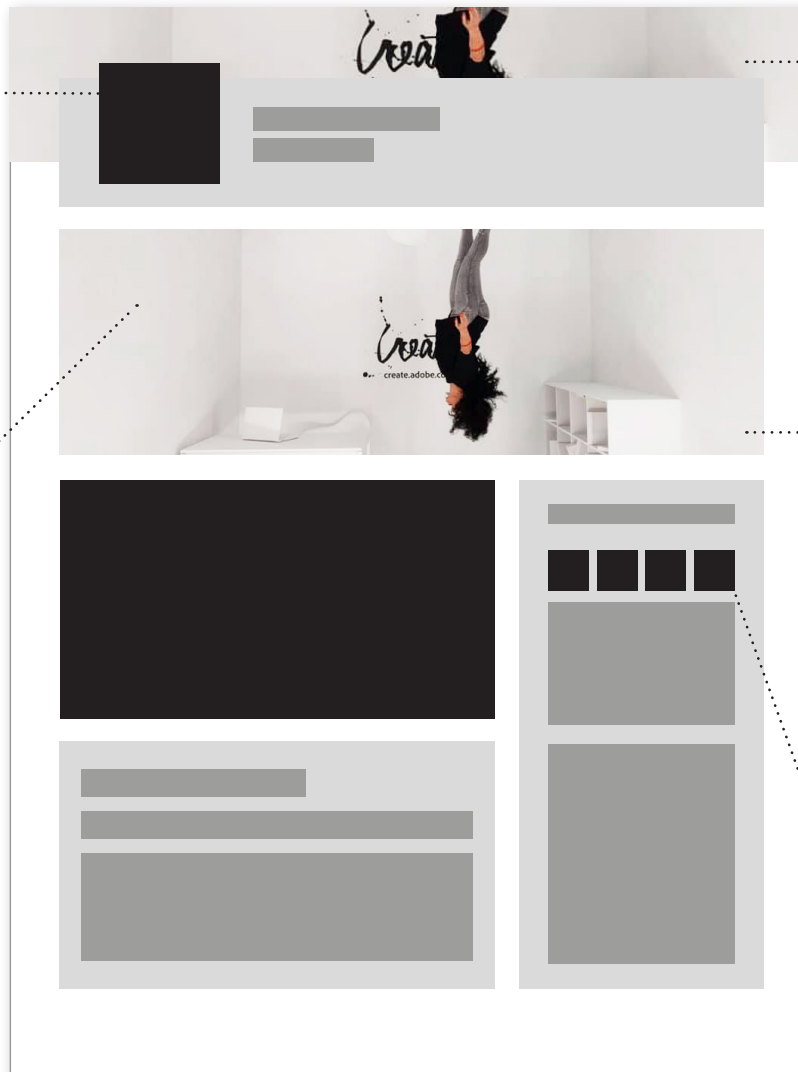
SQUARE LOGO

[60 X 60 px]

Image Guidelines

60 x 60 pixels PNG, JPG or GIF.

This is the brand image that shows up when your company is searched.



BACKGROUND IMAGE

[1584 X 396 px]

PROFILE IMAGE

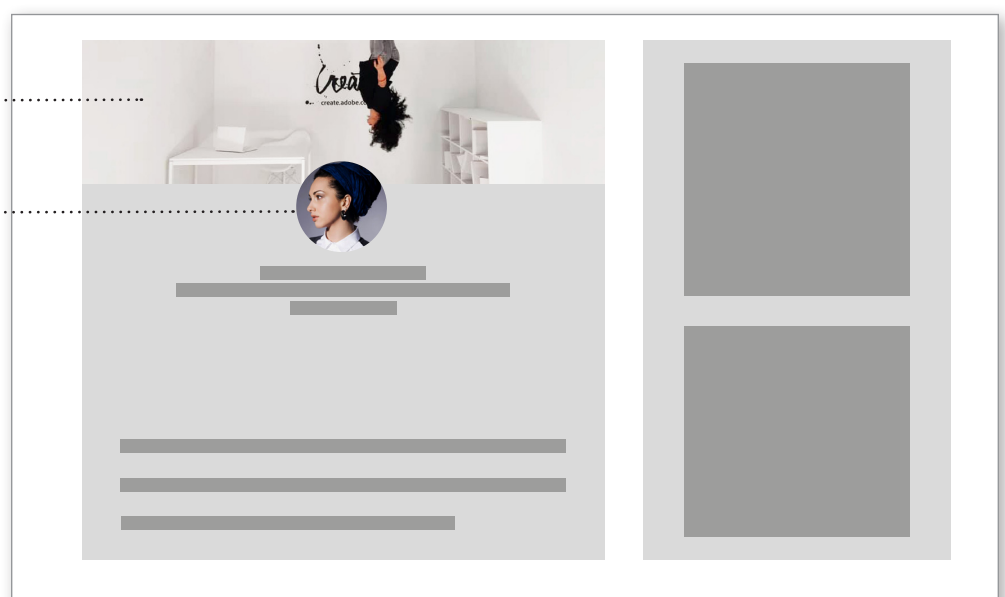
[400 X 400 px]

Image Guidelines

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

Minimum 200 x 200 pixels - 10mb maximum file size

JPG, GIF or PNG files only



YOUTUBE IMAGE SIZE



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 IMAGE [2560 X 1440 px]

Image Guidelines

Image Guidelines

There are a lot of different platforms and devices that users can stream YouTube on so it's important that your brand has a photo optimized for each one.

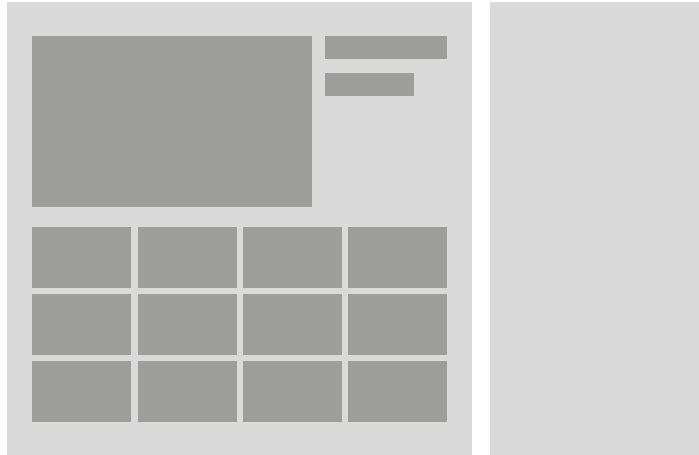
Display Sizes:

Tablet display: 1,855 x 423

Mobile display: 1,546 x 423

TV display: 2,560 x 1,440

Desktop: 2,560 x 423 (1,546 x 423 pixels are always visible); Flexible Area (may be visible): 507 pixels to the left and 507 pixels to the right of the safe area.



VIDEO UPLOADS [1280 X 720 px]

Video Guidelines

Videos must maintain a 16:9 aspect ratio.

In order to qualify as full HD, your dimensions must be at least 1280 x 720 pixels.



INSTAGRAM IMAGE SIZE



PROFILE IMAGE

[110 X 110 px]

Image Guidelines

Appear on your home page at 110 x 110 pixels.

Square photo - make sure to maintain an aspect ratio of 1:1.



PHOTO THUMBNAIL

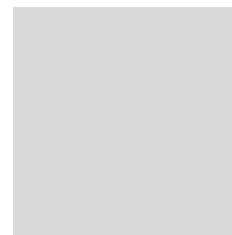
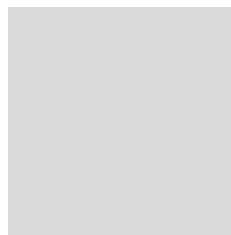
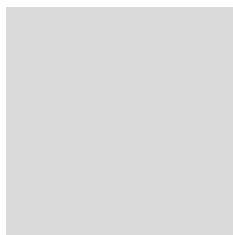
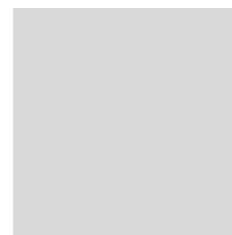
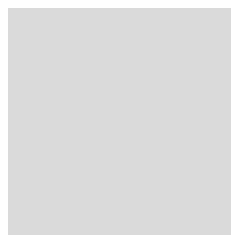
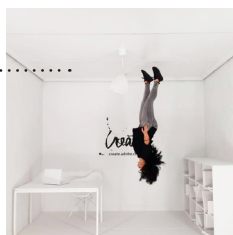
[161 X 161 px]

Image Guidelines

The thumbnails will appear on the page at 161 x 161 pixels.

Square photo

Make sure to maintain an aspect ratio of 1:1 ratio.



INSTA STORIES

[1080 X 1920 px]

Image Guidelines

Recommended resolution is 1080 x 1920.

Minimum resolution is 600 x 1067. - Aspect ratio is 9:16.

Max file size is 4GB.

With more than 300 million daily users, Instagram Stories are a popular source of visuals on the app. There are both video and image options available to publish. And while this feature is meant to be ephemeral, it's possible to upload your own content.

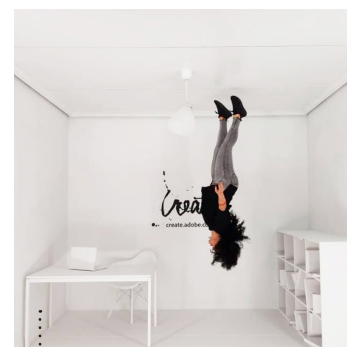


PHOTO SIZE

[1080 X 1080 px]

Image Guidelines

The size of Instagram images has been increased to 1080 x 1080 pixels.

Instagram still scales these photos down to 612 x 612 pixels.

Appear in feed at 510 x 510 pixels.

TWITTER IMAGE SIZE



HEADER IMAGE

[1500 X 500 px]

Image Guidelines

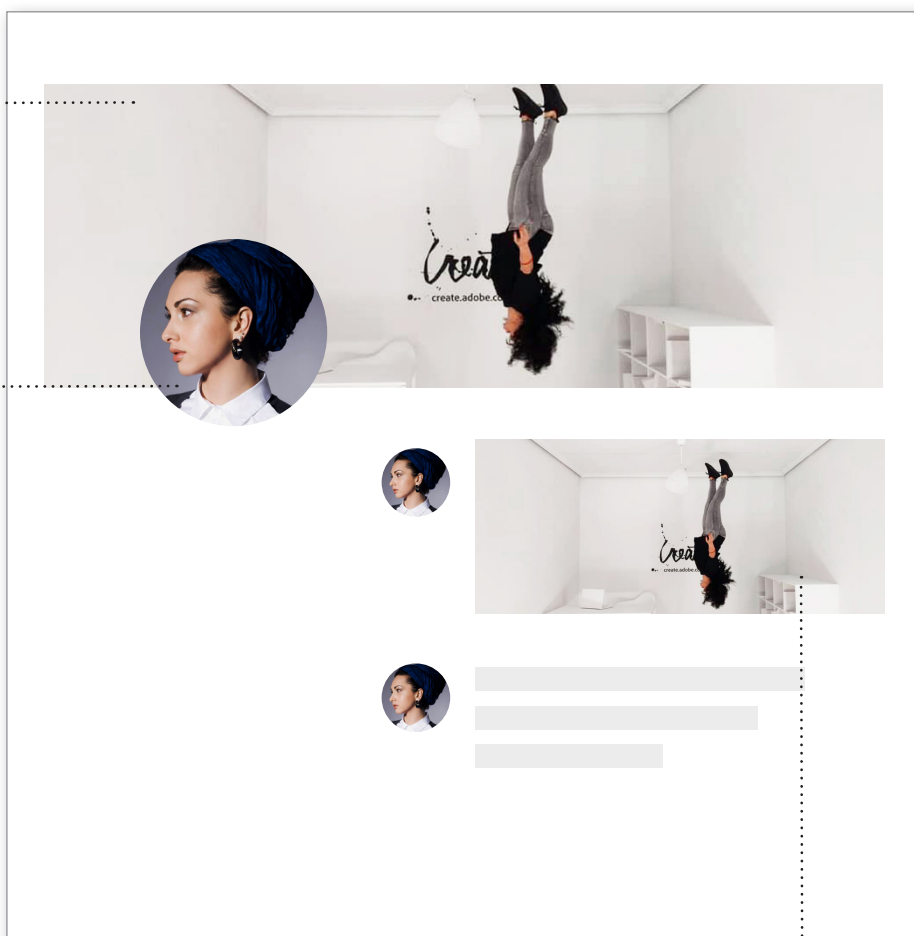
Recommended 1500 x 500 px
Maximum file size of 10 MB.
JPG, GIF, or PNG.

PHOTO PROFILE

[400 X 400 px]

Image Guidelines

Square Image
Recommended 400 x 400 pixels.
Displays 200x200px
Maximum file size 100 KB.
JPG, GIF, or PNG..



BANNER IMAGE

[440 X 220 px]

Image Guidelines

Min to appear expanded 440 x 220 pixels.
Max to appear expanded 1024 x 512 pixels.
Appears in stream collapsed at 506 x 253 pixels.
- Max file size of 5 MB for photos, and 3MB for animated GIFs.

PINTEREST IMAGE SIZE



PHOTO PROFILE

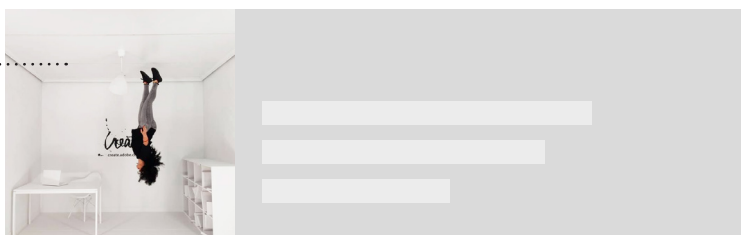
[165 X 165 px]

Image Guidelines

Appears at 165 x 165 pixels on home page.

Appears at 32 x 32 pixels on the rest of Pinterest.

Maximum 10 MB (wouldn't allow me to upload anything larger).



BOARD DISPLAY

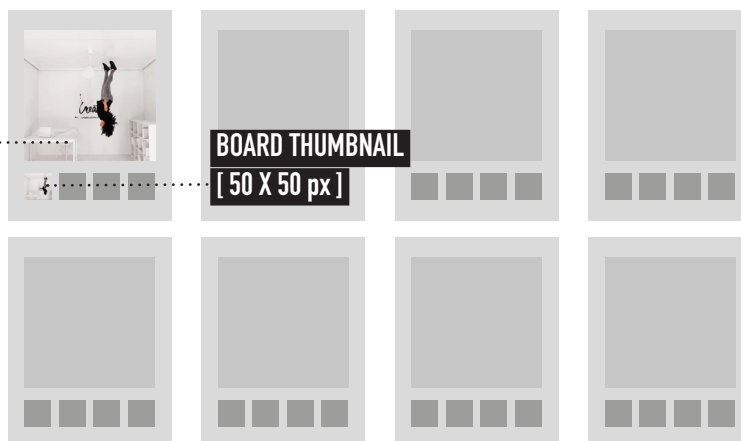
[222 X 150 px]

Image Guidelines

222 x 150 pixels (large thumbnail) - 55 x 55 (smaller thumbnail)

Creating boards is one of the most important things that you can do on Pinterest. It's important to make sure you're using an image that fits the size criteria perfectly. Choose a photo that is enticing to your audience.

Choose one that's relevant to that particular board.



PIN

[138 WHIDHT px]

Image Guidelines

Pins on main page appear as 238 pixels (height is scaled).

Pins on a board appear as 238 pixels (height is scaled).

Expanded pins have a minimum width 600 pixels (height is scaled).



STAY CREATIVE

©PRINTMYSOUL
www.printmysoul.com

