SOCIAL MEDIA IMAGE & VIDEO SIZES 2019
**Profile Image: 180 x 180 px**

**Image Guidelines**
- Must be at least 180 x 180 pixels.
- Will appear on page as 170 x 170 pixels.
- Photo thumbnail will be 128 x 128 px on smartphones.
- Profile pictures are located 24 pixels from the left, 24 pixels from the bottom and 196 pixels from the top of your cover photo on smartphones.

This will be the photo representing you or your brand on Facebook. This square photo will appear on your timeline layered over your cover photo. It will also appear when you post to other walls, comment on posts or when you’re searched with Facebook’s Open Graph.

**Cover Photo: 820 x 312 px**

**Image Guidelines**
- Appear on page at 820 x 312 pixels.
- Anything less will be stretched.
- Minimum size of 400 x 150 pixels.
- Smartphones display as 640 x 360px.
- For best results, upload an RGB JPG file less than 100 KB.
- Images with a logo or text may be best as a PNG file.

**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 Link: 1200 x 628**

**Image Guidelines**
- Recommended upload size of 1,200 x 628.
- 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).

**Highlighted Image: 1200 x 717 px**

**Image Guidelines**
- Will appear on your page at 843 x 504 pixels.
- Choose a higher resolution at that scale for better quality.

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**Highlighted Image: 1200 x 717 px**

**Image Guidelines**
- Will appear on your page at 843 x 504 pixels.
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Event Image: 1920 x 1080 px

Image Guidelines
- Facebook will scale down to minimum dimensions: 470 × 174.
- Shows in feed: 470 × 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 × 128 on smartphones, and 36 × 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.
**Image Guidelines**

- **BG image: 1536 x 768**
  - 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.

**Brand / Company Pages Image Sizes**

- **1536 x 768**

**Image Guidelines**

- **Standard Logo: 300 x 300**
  - 300 x 300 pixels recommended (300 x 300 minimum and resized to fit).
  - Maximum 4 MB (Square layout).
  - PNG, JPG or GIF.

**Business Banner Image: 646 x 220 (Minimum)**

- **646 x 220**

**Image Guidelines**

- Minimum 646 x 220 pixels.
- Maximum 2 MB.
- Landscape Layout.
- PNG, JPG or GIF.

Banner images are 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.

- **Hero Image: 1128 x 376**

**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**

**Image Guidelines**

- 60 x 60 pixels (resized to fit).
- Maximum 2 MB.
- PNG, JPG or GIF.

This is the brand image that shows up when your company is searched. Make sure you use something recognizable to your brand to make sure customers know which company they want to click on.
Image Guidelines

Channel Cover Photo: 2560 x 1440

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.

Channel Profile: 800 x 800

Image Guidelines

Recommended 800 x 800 pixels. Displays as 98 x 98 pixels. Image types: JPG, GIF, BMP or PNG.

Video Uploads: 1280 x 720

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.
Profile Image: 250 x 250

Image Guidelines
- Minimum 120 x 120 pixels.
- Recommended 250 x 250 pixels.
- Maximum not listed – I was able to upload a 20 MB photo at 5200 x 5300 pixels.
- JPG, GIF or PNG.

You upload your image in a square format and then Google is going to render it into your page as a circle, so make sure you choose a photo doesn’t cut out your best side!

Cover Image: 1080 x 608

Image Guidelines
- Recommended 1080 x 608 pixels
- Minimum 480 x 270 pixels
- Maximum 2120 x 1192 pixels

The Google+ cover image is the biggest photo on your page, so choose your photo wisely! It’s a great opportunity for you to showcase a product or service your brand offers, or maybe choose an image that reflects the beliefs of your company.

Shared Image: 497 x 373

Image Guidelines
- Appears in home stream and on page at a width of 426 pixels (height is scaled).
- Minimum width of 497 pixels (will scale the height for you).
- Maximum upload 2048 x 2048 px
- Shared Link – 150 x 150 (thumbnail)

Shared Video: 496px wide

Videos are great assets for brands to help with their marketing efforts. If you happen to have one, or are interested in making one, it could be a great piece of content to send out to your Google+ audience. Just as with links and images you can pick and choose which circles would be best for each video.

Shows in the feed and on page as 497 x 279 pixels
Profile Image: 110 x 110

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 Thumbnails: 161 x 161

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.
Instagram Stories: 1080 x 1920

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

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.
- Smaller featured header images appear as 204 x 204 pixels, and larger featured header images appear as 409 x 409 pixels.
**Profile Photo: 400 x 400**

**Image Guidelines**
- Square Image – recommended 400 x 400 pixels.
- Maximum file size 100 KB.
- JPG, GIF, or PNG.

**Header Photo: 1500 x 500**

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

**In-Stream Photo: 440 x 220**

**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.
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).

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 Sizes: 236px width in pixels

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).
Profile Image: 128 x 128 px

Image Guidelines

- Minimum 128 x 128 pixels.
- JPG, GIF, PNG or BMP.

Your profile image will appear as a thumbnail (64px x 64px) adjacent to your posts within a follower’s feed. It also appears next to the buttons to follow you on Tumblr when someone visits your page.

Your profile photo will also appear somewhere on your Tumblr profile page. Whichever theme you choose is going to play a part in where the photo appears and how large it is.

Some brands choose a large image while others keep them subtler. Just make sure to mind the minimum and pick an image that fits not only your brand, but that also fits your page’s layout.

Image posts: 500 x 750

Image Guidelines

- Dash image sizes max at 1280 x 1920, and show in feeds at 500 x 750.
- Images can’t exceed 10 MB.
- Animated GIFS must be under 1 MB and max at 500 pixels.
Banner Image: 2560 x 1440

Image Guidelines
- Upload image size 2560 x 1440px.
- Animated gifs work with Ello.
- JPG, GIF or PNG.

Profile Image 360 x 360

Image Guidelines
Recommended 360 x 3600 pixels.
- JPG, GIF or PNG.
- Animated GIFS possible with Ello.

You upload your image in a square format and then Ello will render it into your page as a circle, so make sure you choose a photo doesn’t cut out your best side!
Image Guidelines

- Square Image – Recommended 200 x 200 pixels. JPG, GIF, or PNG.
- For best results, upload an RGB
- Images with a logo or text may be best as a PNG file.
Image Guidelines

The article preview header image spans the top of your account post. It’s quite larger than the other article preview thumbnails images so you have much more room to be creative with this picture. Since it will probably be the first place a visitor’s eyes will fall, these images tend to be the most captivating.

- Recommended 900 x 500 pixels.
- Maximum file size: 2 MB.
- JPG, GIF, or PNG.
- For best results, upload an RGB image.
- Images with a logo or text may be best as a PNG file.

Article Preview Header: 900 x 500 px

Image Guidelines

The article preview thumbnail image is uploaded does not need to appear in the stream in published articles.

- Square Image – Recommended 400 x 400 pixels.
- Minimum file size: 200 x 200 pixels.
- JPG, GIF, or PNG.
- For best results, upload an RGB image.
- Images with a logo or text may be best as a PNG file.

Article Preview Thumbnail Image: 400 x 400 px (Displays at 200 x 200 px)
**Image Guidelines**

Displays at a width of 400 pixels, but higher resolution is recommended.
- Maximum file size: 2 MB.
- JPG, GIF, or PNG.
- For best results, upload an RGB.
- Images with a logo or text may be best as a PNG file.
Image Guidelines

All photos taken in the app are 1080 x 1920. Custom geo-filters must be created in this size to be applied properly on a photo taken within the app.
Contest Preview: 640 x 640 px

Image Guidelines
The square-shaped contest preview displays at 288 x 288 pixels in the sidebar of the account’s main blog page and full size at 640 x 640 pixels on the dedicated contest page. This image can be uploaded independently of the long form contest poster.

Square Image – 640 x 640 pixels. Maximum file size of 5MB. JPG, GIF, or PNG.

Cover Image: 920 x 300 px

Image Guidelines
Recommended 920 x 300 pixels. Maximum file size of 5MB. JPG, GIF, or PNG.

Profile Pictures
200 x 200px
(Displayed at 100 x 100 px)

Image Guidelines
Cropped as a circle, so be careful of cropping on text or logos.
Displays throughout the site as 100x100, 50x50, 30x30
Square Image – Recommended 200 x 200 pixels. Minimum 100 x 100 pixels. JPG, GIF, or PNG.

Banner: 560 x 260 px

Image Guidelines
Maximum file size of 5MB. JPG, GIF, or PNG.

Instream: 120 x 120 px

Up to 9 images of any dimensions under 5MB can be uploaded to a single post, and may be accompanied by a video.
Posts with a single image have a preview thumbnail that resizes the image at its original proportions so the largest dimension is 120 px.