

# SOCIAL MEDIA - IMAGE SIZES\*



PHOTZY.COM

When uploading photographs to the various social media websites- each site has its own rules and guidelines regarding the file size. While these requirements can change- this list gives you an idea of how to size your images and what to look for.

Perfect to print A5 size  
14cm x 21cm / 5.83" x 8.27"



## FACEBOOK

<b>Cover photo</b>	851 x 315 px (Minimum size: 400 x 150 px)
<b>Profile</b>	170 x 180 px
<b>Shared link</b>	1200 x 630 px (Minimum size: 600 x 315 px)
<b>Timeline</b>	1200 x 630 px (Minimum size: 600 x 315 px)

If using the carousel display, images should be 1200 x 1200px for best results.



## INSTAGRAM

<b>Profile</b>	320 x 320 px
<b>Photo</b>	1080 x 1080 px (square) 1080 x 566 px (landscape) 1080 x 1350 px (portrait)
<b>Stories</b>	1080 x 1920 px (aspect ratio of 9:16)

These sizes also apply to Ads.



## LINKEDIN

<b>Page cover</b>	1128 x 191 px	<b>Cover photo</b>	1584 x 396 px
<b>Profile</b>	400 x 400 px	<b>Company logo</b>	300 x 300 px
<b>Post image</b>	1200 x 627 px	<b>Shared link</b>	1200 x 627 px



## FLICKR

- Each photograph can be up to 200 MB.
- Photos can be no more than 31.25 times wider than they are tall.
- Native file formats are .JPEG, .GIF (non-animated), and .PNG
- You can upload in any other format, the files will be converted to .JPEG



## YOUTUBE

<b>Channel banner</b>	2048 x 1152 px (aspect ratio: 16:9)
<b>Video size</b>	1280 x 720 px (min 640 x 360px)
<b>Channel icon</b>	800 x 800px

YouTube recommends: videos for sale, should have a higher pixel count: 1920 x 1080 px.



## TWITTER

<b>Header photo</b>	1500 x 500 px
<b>Profile</b>	400 x 400 px
<b>Tweeted Img</b>	1024 x 512 px (Any height allowed / expands when clicked)



## PINTEREST

<b>Header photo</b>	165 x 165 px
<b>Standard Pin</b>	Vertical images 1000 x 1500 px (aspect ratio recommended: 2:3)
<b>Collections Pins</b>	1000 x 1000 pixels / 1000 x 1500 pixels

\* As of January 2021