

Social Platform Size Guide

Use the information below to present your content in the best way possible on various social platforms.



Facebook

- **Profile photos:** Must be at least 170 x 170 pixels.
- **Cover photos:** Appear at 820 x 312 pixels.
- **Post images:** Have a recommended size of 1080 x 1080 pixels.



Instagram

- **Profile images:** Appear on your homepage at 110 x 110 pixels.
- **Image thumbnails:** Appear on your profile at 1012 x 1350 pixels. Square photos are 1080 x 1080 pixels and rectangular photos should have a 4:5 aspect ratio.
- **Story and Reels:** Should use a resolution of 1080 x 1920 pixels or an aspect ratio of 9:16.



Pinterest

- **Profile images:** Appear at 165 x 165 pixels on the homepage.
- **Board cover photos:** Appear at 222 x 150 pixels.
- **Pins (portrait):** Appear at 735 x 1102 pixels.



LinkedIn

- **Company logo image:** Should be 300 x 300 pixels.
- **Company business banner:** Size is recommended at 1128 x 191 pixels.
- **Post images:** Recommended size of 1200 x 1200 pixels.



YouTube

- **Channel profile image:** Should be 800 x 800 pixels.
- **Custom thumbnail images:** Should be 1280 x 720 pixels.
- **Cover photo:** Minimum size of 2560 x 1440 pixels with an aspect ratio of 16:9.
- **Shorts videos:** A recommended resolution of 1080 x 1920 pixels with a 9:16 aspect ratio.



X

- **Profile images:** Should be 400 x 400 pixels.
- **Banner images:** Should be 1500 x 500 pixels.
- **Video size:** Recommended resolution is 1600 x 900 pixels.
- **Post images:** Should be 1600 x 900 pixels.



Threads

- **Profile images:** Should be 110 x 110 pixels.
- **Video size:** Videos look best at 1080 pixels or 16:9 or 1:1 aspect ratios.
- **Post images:** Should be 1080x 1080 pixels or a 1:1 aspect ratio.



Bluesky

- **Profile images:** Should be 400 x 400 pixels.
- **Banner images:** Should be 1500 x 500 pixels.
- **Video size:** Recommended resolution is 1600 x 900 pixels.
- **Post images:** Should be 1080 x 1080 pixels.