
SOCIAL MEDIA
IMAGE&VIDEO
SIZES 2020
make a
websitehub.com

Profile Image: 180 x 180 px

Image Guidelines

- Must be at least 180 x 180 pixels.

- Photo will appear on page as 170 x 170 pixels.

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

- 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.

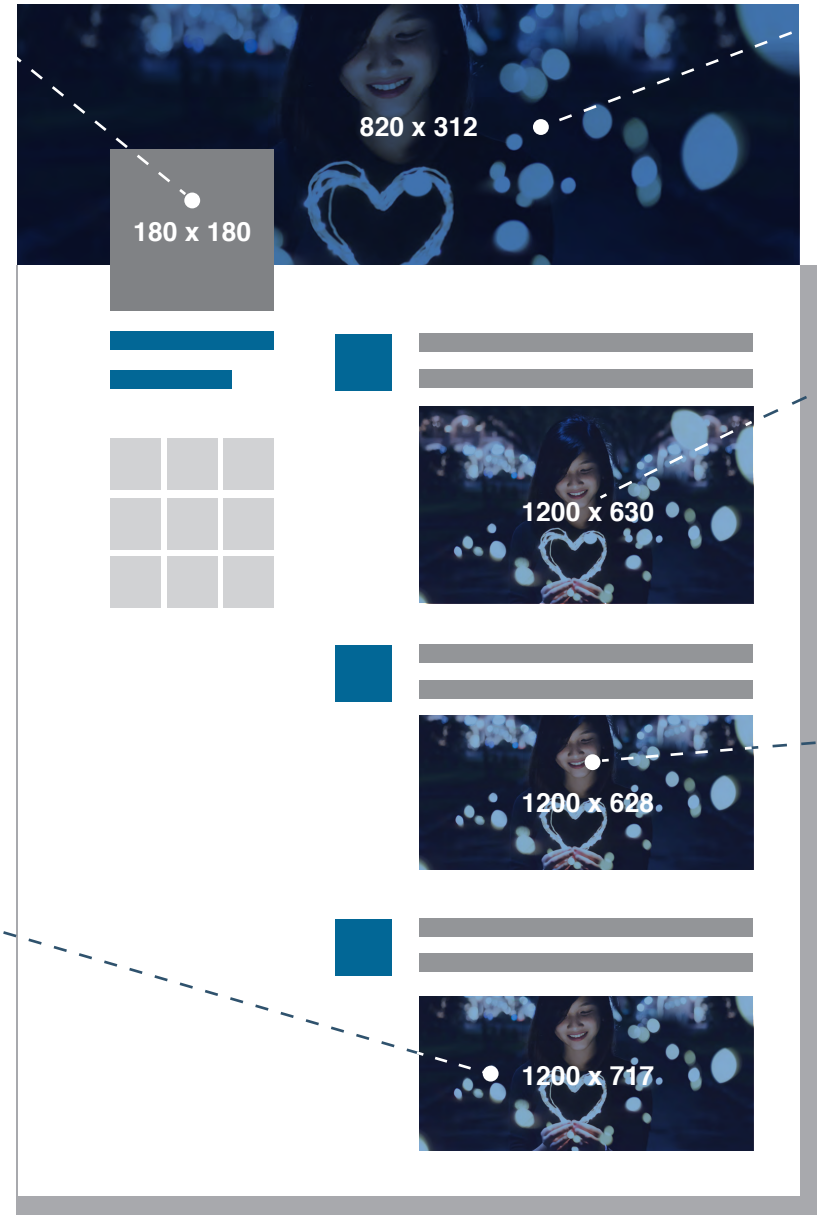
This will be the photo representing you or your brand on Facebook.
This square photo will appear on your timeline layered over your cover photo.

It will also appear when you post to other walls, comment on posts or when you're searched with Facebook's Open Graph.

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..



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 1200 x 628
- 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.

Facebook will scale photos under the minimum dimensions. For better results, increase image resolution at the same scale as the minimum size.

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

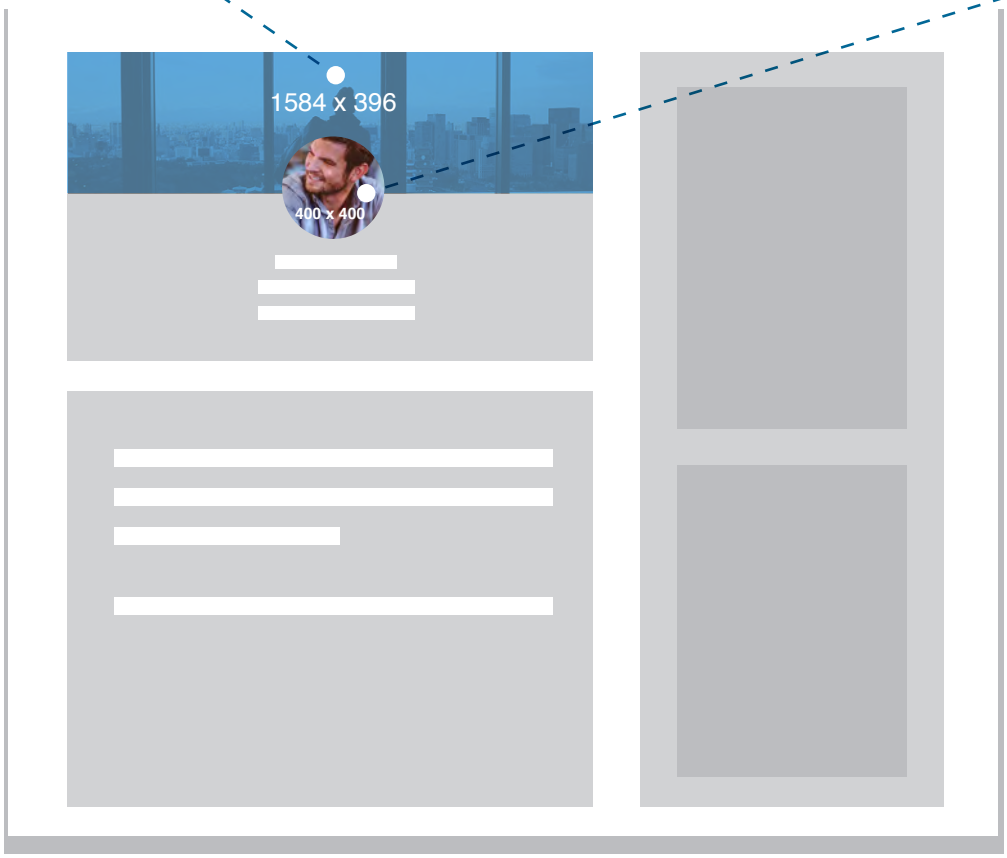
- At least 180 x 180 pixels.
- Appear on page as 170 x 170 on desktop, 128 x 128 on smartphones, and 36 x 36 on most feature phones.

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

- Business Page images will be cropped to fit a square.



Personal Background image:
1584 x 396



Profile image: 400 x 400

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

BG image: 1536 x 768

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.

Standard Logo: 300 x 300

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. This image also appears in the "Companies you may want to follow" section, so the more enticing the photo the more likely the followers!

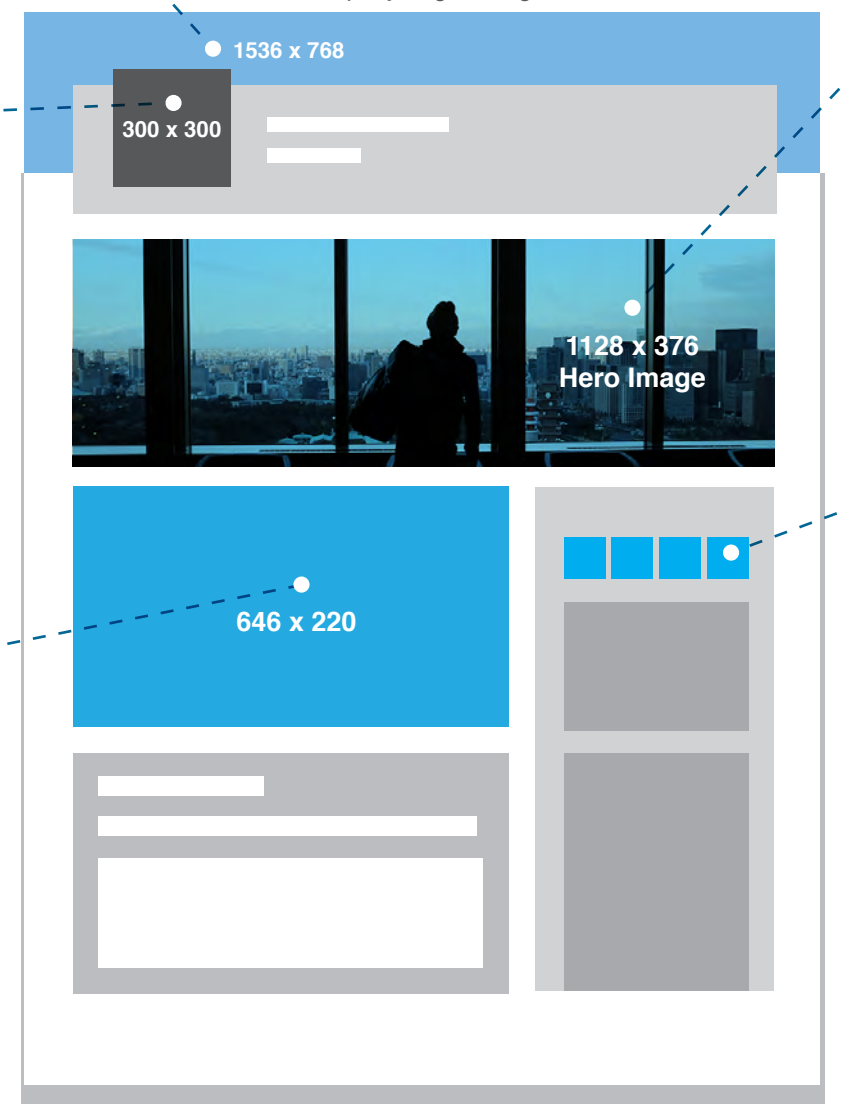
Business Banner Image: 646 x 220 (Minimum)

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.

Brand / Company Pages Image Sizes



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.

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.

Channel Cover Photo: 2560 x 1440

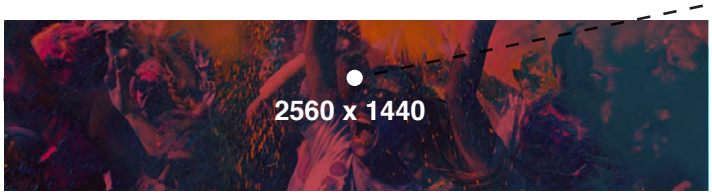


Image Guidelines

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.

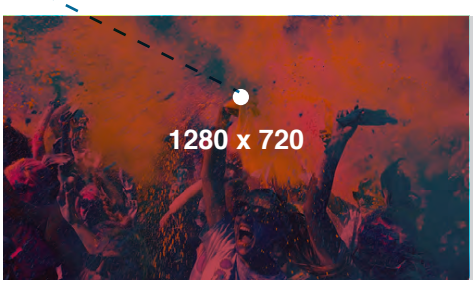
Display Sizes:

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

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: 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.



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.



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.



Header Photo: 1500 x 500

Image Guidelines

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



Profile Photo: 400 x 400

Image Guidelines

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

In-Stream Photo: 440 x 220



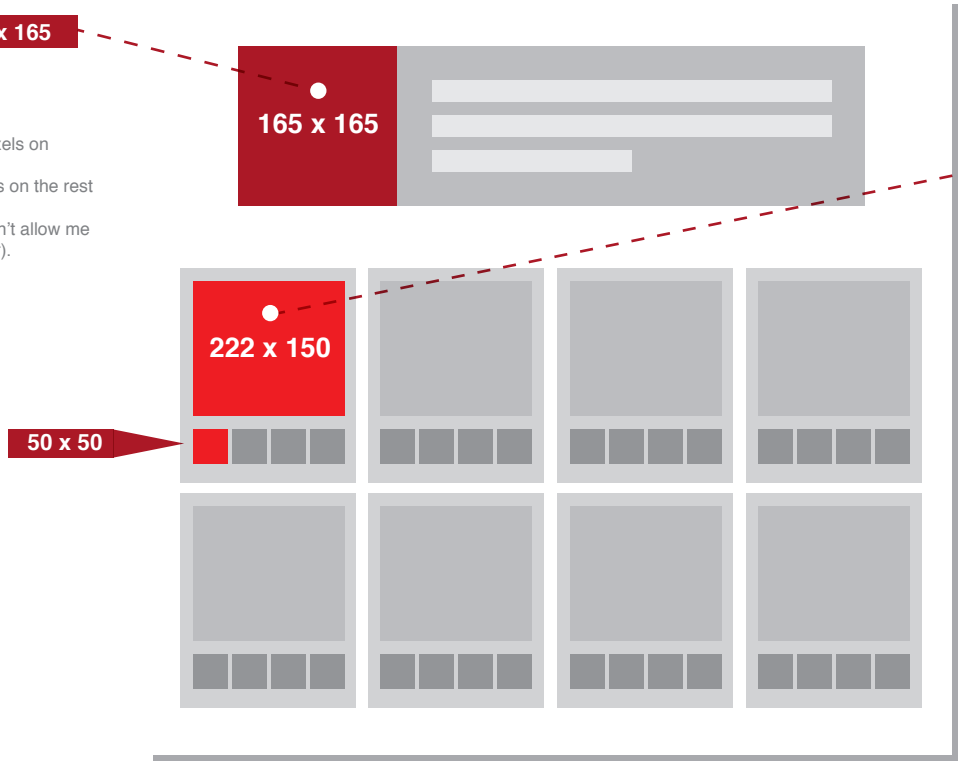
Image Guidelines

- 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.

Profile Image: 165 x 165

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

Image Guidelines

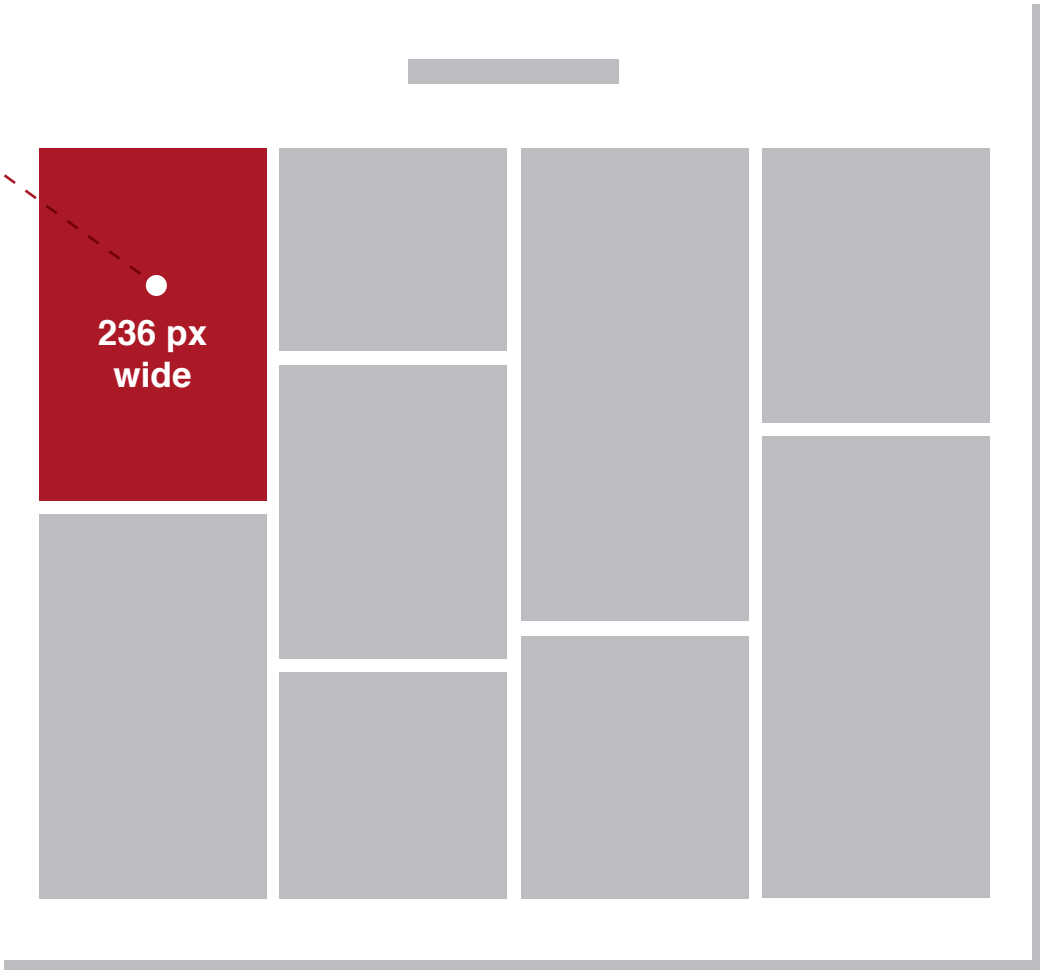
- 222 x 150 pixels (large thumbnail)
- 55 x 55 (smaller thumbnail)

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 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.

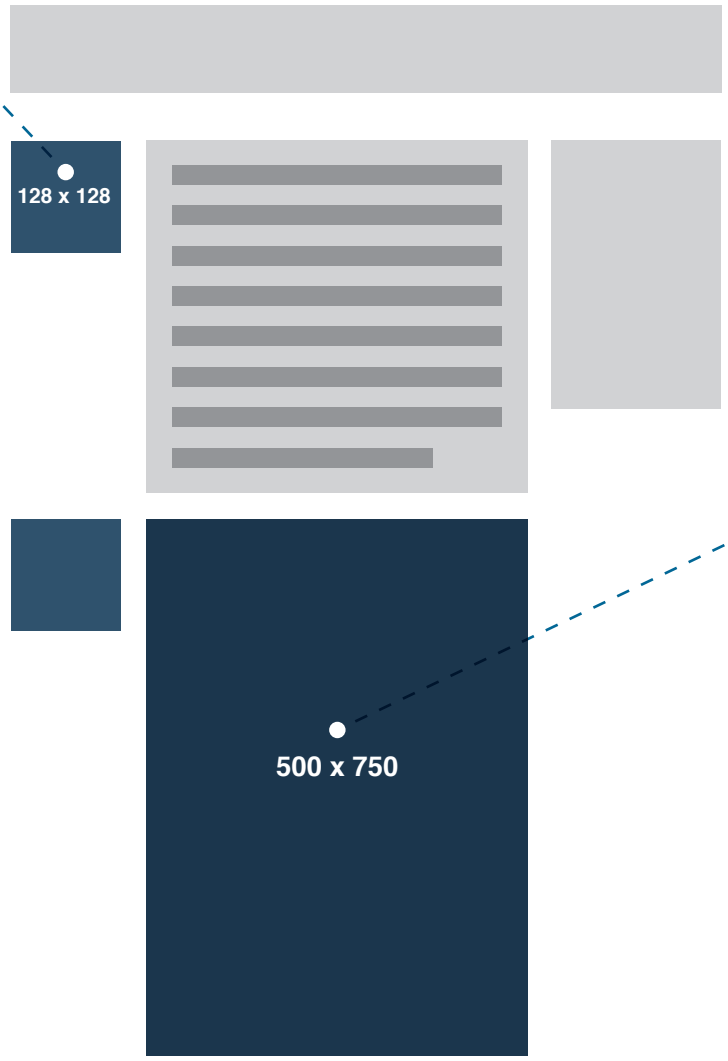


Image posts: 500 x 750

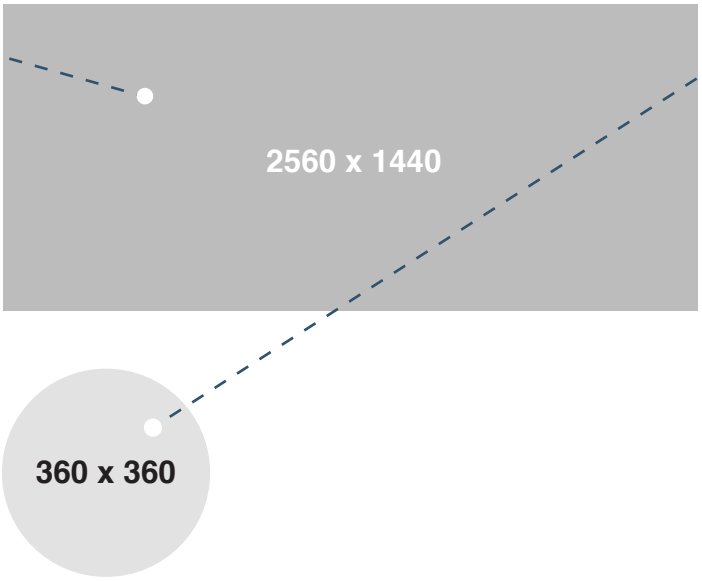
Image Guidelines

- 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

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

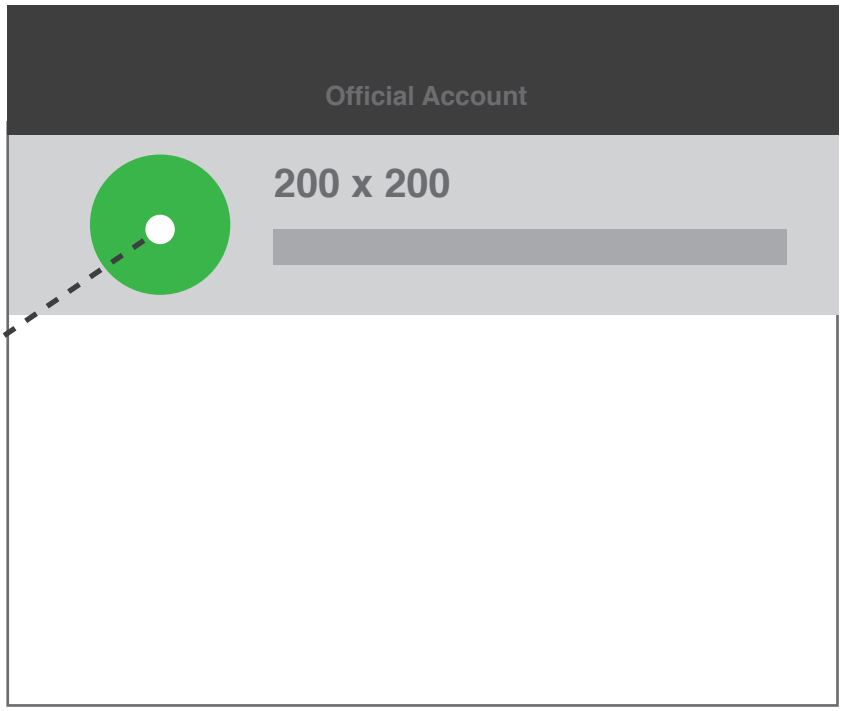


Profile Image 360 x 360

Image Guidelines

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

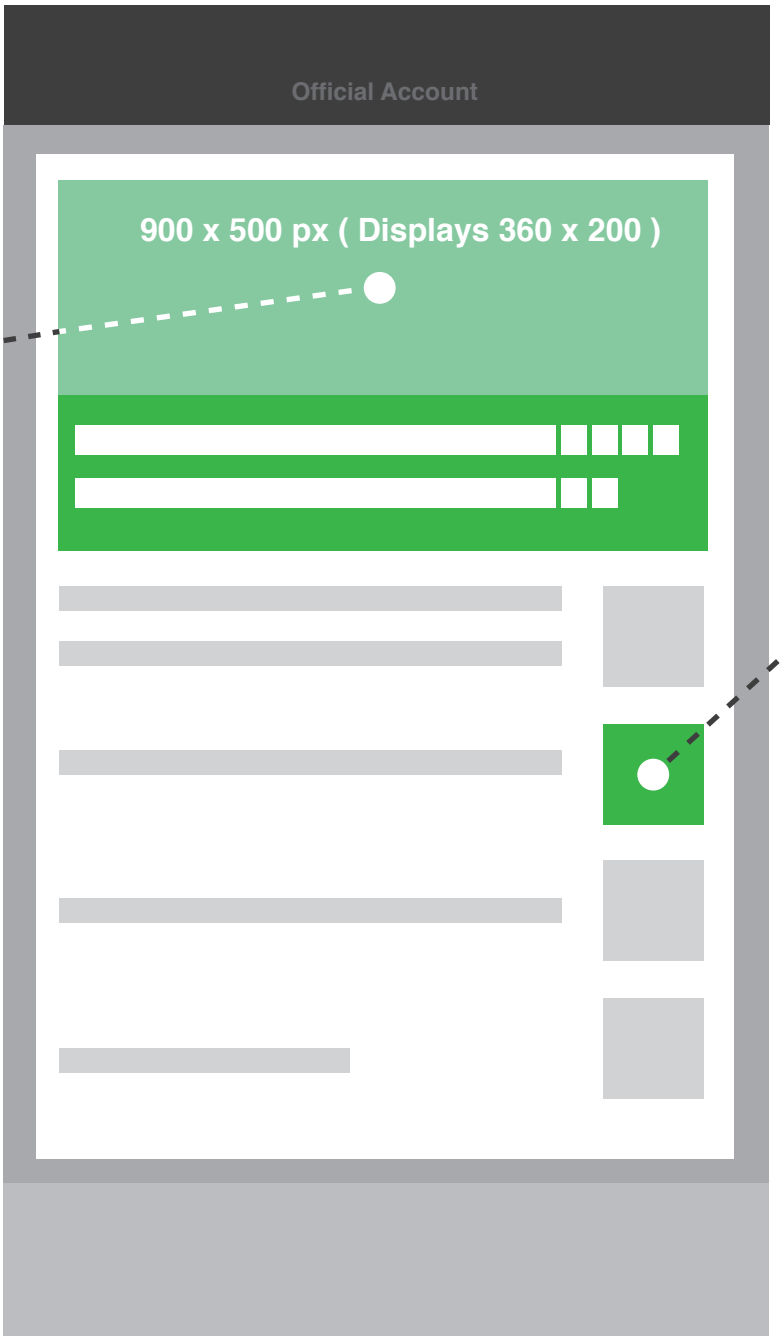
You upload your image in a square format and then Ello will render it into your page as a circle, so make sure you choose a photo doesn't cut out your best side!



Profile Photo: 200 x 200 px

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.



Article Preview Header:
900 x 500 px

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.

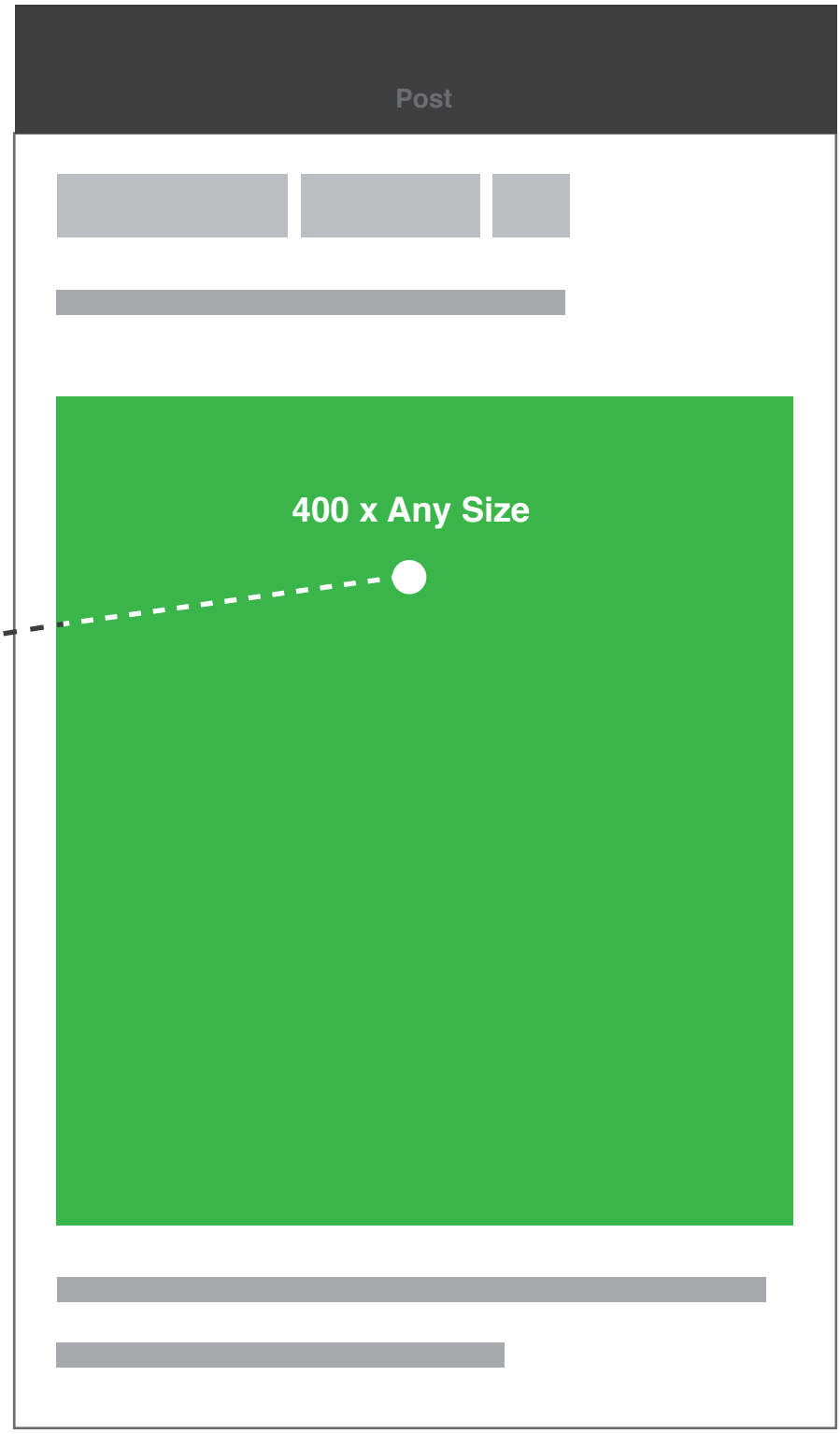
- Recommended 900 x 500 pixels.
- Maximum file size: 2 MB.
- JPG, GIF, or PNG.
- For best results, upload an RGB
- Images with a logo or text may be best as a PNG file.

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

Image Guidelines

Article Preview Thumbnail is uploaded does not need to appear in 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
- Images with a logo or text may be best as a PNG file.



Article Inline Image:
400 px x Any size px

Image Guidelines

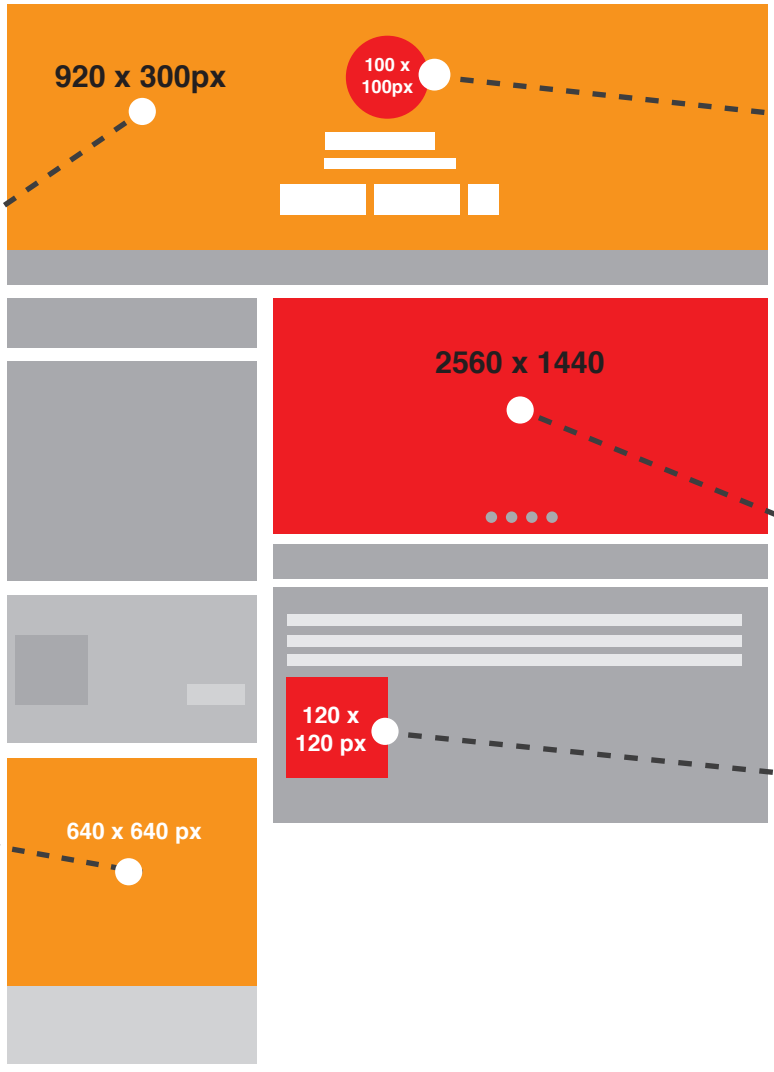
Displays at a width of 400 pixels, but higher resolution is recommended.
- Maximum file size: 2 MB.
- JPG, GIF, or PNG.
- For best results, upload an RGB
- Images with a logo or text may be best as a PNG file.

Geofilter: 1080 x 1920

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.





Cover Image: 920 x 300 px

Image Guidelines

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

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.

Profile Pictures 200 x 200px (Displays 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.

INFOGRAPHIC BY



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