



QUICK REFERENCE GUIDE FOR IMAGE SIZES



Facebook

Image Location	Recommended Dimensions	Minimum Dimensions	Image Scale
Profile Photo	180 x 180	160 x 160	1:1
Shared Image	1200 x 630	-	1.91:1
Cover Photo	830 x 312	399 x 150	2.7:1
Event Image	1920 x 1080	470 x 174	16:9



Twitter

Image Location	Recommended Dimensions	Minimum	Maximum	Image Scale	Max File Size	Image Formats
Profile Photo	400 x 400	200 x 200	-	1:1	2MB	JPEG, GIF, PNG
Header Photo	1500 x 500	-	-	3:1	5MB	JPEG, GIF, PNG
In-Stream Photo	506 x 253	440 x 220	1024 x 512	2:1	5MB for Photos 3MB for Gifs	JPEG, GIF, PNG



Instagram

Image Location	Recommended Dimensions	Aspect Ratio	Image Formats
Profile Picture	110 x 110	-	JPEG, GIF, PNG
Photo Thumbnails	161 x 161	-	JPEG, GIF, PNG
Photo Size (Instagram App)	1080 x 1080	Between 1.91:1 and 4:5	JPEG, GIF, PNG



Image Aspect Ratio



16:9
Full Landscape



1:1
Square
(Instagram and
Facebook Feed)



4:5
Vertical
(Instagram and
Facebook Feed)



2:3
Vertical
(Facebook only)



9:16
Full Portrait/Vertical
(Instagram Stories
and Facebook Feed)