



QUICK REFERENCE GUIDE FOR IMAGE SIZES



Facebook

Image Location	Recommended Dimensions	Minimum Dimensions	Image Scale
Profile Photo	196 x 196	180 x 180	1:1
Shared Image	1200 x 630	-	1.91:1
Cover Photo	830 x 360	399 x 150	2.63:1
Event Image	1920 x 1080	1200 x 628	2:1



X

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	1280 x 720	600 x 335	1600 x 900	1:1	5MB for Photos and Gifs	JPEG, GIF, PNG



Instagram

Image Location	Recommended Dimensions	Aspect Ratio	Image Formats
Profile Picture Photo	320 x 320	- -	JPEG, GIF, PNG
Thumbnails Photo Size (Instagram App)	1080 x 1080	1:1	JPEG, GIF, PNG



Linked In

Image Location	Recommended Dimensions	Aspect Ratio	Image Formats
Profile Photo	400 x 400	-	PNG, JPEG
Cover Photo	1584 x 396	4:1	PNG, JPEG



Tiktok

Image Location	Recommended Dimensions	Aspect Ratio	Image Formats
Profile Photo	20 x 20	1:1	JPG, PNG
Cover Photo	1584 x 396	-	JPG, PNG



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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)



SOCIAL MEDIA SIZE 2025

					
PROFILE PICTURE	320 x 320	196 x 196	400 x 400	400 x 400	20 x 20
LANDSCAPE	1080 x 566	1080 x 566	1280 x 720	1200 x 627	1920 x 1080
VERTICAL	1080 x 1350	1080 x 1359	720 x 1280	720 x 900	1080 x 1920
SQUARE	1080 x 1080	1080 x 1080	720 x 720	1200 x 1200	640 x 640
STORIES/ REELS	1080 x 1920	1080 x 1920	N/A	N/A	1080 x 1920
COVER PHOTO	N/A	851 x 315	1500 x 500	1128 x 191	N/A