

SOCIAL MEDIA CHEAT SHEET

min | optimal | max photo sizes



FACEBOOK PAGE PHOTO SIZES

	MINIMUM	OPTIMAL	MAXIMUM
• Cover Photo	400 x 150	1200 x 675	
• Group Photo	not specified	1640 x 859	
• Profile Picture	170 x 170	340 x 340	crops square + round
• Link Image	600 x 314	1200 x 628	(1.91:1 ratio)
• Photo Post	476 x var ¹	940 x 788 ²	2048 x 2048 ³

¹on wall

²news feed

³photo viewer



TWITTER PHOTO SIZES

• Header		1500 x 500	
• Profile Photo	400 x 400	400 x 400	crops round
• Tweeted Image	600 x 335	1200 x 675	any height when clicked
• Twitter Card (link)	600 x 314	1200 x 628	(1.91:1 ratio)



GOOGLE+ PHOTO SIZES

• Cover Photo	480 x 270	1080 x 608	2120 x 1192
• Profile Photo	250 x 205		crops round



LINKEDIN PHOTO SIZES

• Profile Banner		1584 x 396	(4:1 ratio)
• Profile Avatar		400 x 400	20,000 any side
• Update/blog post	600 x 314	1200 x 628	(1.91:1 ratio)
• Company Cover	1192 x 220	1536 x 768	2MB
• Company Logo	300 x 300	300 x 300	4MB



PINTEREST PHOTO SIZES

• Profile Photo	180 x 180	600 x 600	600 x 600
• Pins	100 x 200	600 x 900	800 x infinite
• Board Cover	340 x 340	600 x 600	

(Pins when clicked are 564 x scaled height)



INSTAGRAM PHOTO SIZES

• Profile Photo	110 x 110	180 x 180	crops round
• Photo Post	1080 x 566	1080 x 1080	1080 x 1350 ⁴

⁴larger sizes will work - these are sized to the feed



YOUTUBE PHOTO SIZES

• Channel Art	1546 x 423	2560 x 1440	
• Photo Post	640 x 360	1280 x 720	
• Channel Icon		800 x 800	