

# THE 2016 SOCIAL MEDIA IMAGE SIZES CHEAT SHEET



**Profile Image: 180 x 180 px**

**Image Guidelines**

- Must be at least 180 x 180 pixels.
- Photo will appear on page as 160 x 160 pixels.
- Photo thumbnail will appear throughout Facebook at 32 x 32 pixels.

This will be the photo representing you or your brand on Facebook. The 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 through 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: 851 x 315 px**

**Image Guidelines**

- Appear on page at 851 x 315 pixels
- Anything less will be stretched.
- Minimum size of 599 x 159 pixels.
- 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 627**

**Image Guidelines**

- Recommended upload size of 1200 x 627
- Square Photo: Min 116 x 116 in feed
- Square Photo: Min 116 x 116 on page
- Rectangular Photo: Min 410 x 246 in feed
- Rectangular Photo: Min 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.



**BG image: 1000 x 425**

**Image Guidelines**

- 1000 x 425 and 4,000 x 4,000 px
- Maximum file size 2 MB
- JPG, PNG or GIF files only

A new feature for your personal profile. It's a little bit trickier to find something that really fits that space well, but if you get it right, your profile will look great.

**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

**Standard Logo: 100 x 60**

**Image Guidelines**

- 100 x 60 pixels (resized to fit).
- Maximum 2 MB
- PNG, JPG or GIF

One of the first 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 follower!

**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 the opportunity to reel them in with a great image.

**Career Cover Photo: 974 x 300**

**Image Guidelines**

- Minimum 974 x 300 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: 50 x 50**

**Image Guidelines**

- 50 x 50 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 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: 1850 x 423
- Mobile display: 1546 x 423
- TV display: 2560 x 1440
- Desktop: 2560 x 423

(1546 x 423 - pixels are always visible).

**Video Uploads: 1280 x 760**

**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.
- Smaller in feed at 510 x 510 pixels.
- Larger featured header images appear as 204 x 204 pixels, and larger featured header images appear as 400 x 400 pixels.



**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 1020 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
- Recommended 250 x 250 pixels
- Appears at 32 x 32 pixels on the rest of Pinterest.
- Maximum 10 MB (wouldn't allow me to upload anything larger).
- JPG, GIF or PNG.

**Board Display: 222 x 150**

**Image Guidelines**

- 222 x 150 pixels (large thumbnail)
- 55 x 45 (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 site criteria perfectly. Choose a photo that is enticing to your audience. Choose one that's relevant to that particular board.

**Pin Sizes: 236 width in pixels**

**Image Guidelines**

- Pins on main page appear as 236 pixels (height is scaled).
- Pins on a board appear as 236 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 adjacent to your posts going to play a part in where the photo 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 subtle. 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 1200 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.



**Profile Image: 250 x 250**

**Image Guidelines**

- Minimum 120 x 120 pixels
- Recommended 250 x 250 pixels
- Maximum allowed - I was able to upload a 20 MB photo at 5000 x 5000 pixels

You upload your image in a square format and then Google+ will crop it into your page as a circle, so make sure you choose a photo doesn't cut out your best shot.

**Shared Image: 497 x 373**

**Image Guidelines**

- Appears in home stream and on page at a width of 426 pixels (height is scaled).
- Minimum width of 497 pixels (will scale the height for you).
- Maximum upload 2048 x 2048 px
- Shared Link - 150 x 150 (thumbnail)

**Cover Image: 1080 x 608**

**Image Guidelines**

- Recommended 1080 x 608 pixels
- Minimum 480 x 270 pixels
- Maximum 2700 x 1192 pixels

The Google+ cover image is the biggest photo on your page, so choose your photo wisely! It's a great opportunity for you to showcase a product or service your brand offers, or maybe choose an image that reflects the benefits of your company.

**Shared Image: 150 x 150**

**Image Guidelines**

- Shows in the feed and on pages as 150 x 150 pixels (pulls in photo from linked site).

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