

# Social Media Image Sizes for 2021



## Facebook

- Facebook profile picture size: 180 x 180
- Facebook cover photo size: 820 x 312
- Facebook link image size: 1200 x 630
- Facebook image post size: 1200 x 630
- Facebook highlighted image size: 1200 x 717
- Facebook event image size: 1920 x 1005
- Facebook group cover image size: 1640 x 856
- Facebook video size: 1280 x 720
- Maximum Facebook video length: 240 minutes
- Facebook image ad size: 1200 x 628
- Facebook video ad size: 1080 x 1350 (ratio 4:5), at least 1080 x 1080, ratios from 16:9 to 9:16 are also supported
- Facebook Story ad size: 1080 x 1920
- Facebook messenger image ad size: 1200 x 628



## Instagram

- Instagram profile picture size: 110 x 110
- Instagram photo sizes: 1080 x 1080 (square), 1080 x 566 (landscape), 1080 x 1350 (portrait)
- Instagram Stories size: 1080 x 1920
- Recommended Instagram video sizes: 1080 x 1080 (square) 1080 x 567 (landscape), 1080 x 1350 (portrait)
- Carousel posts & ads: 1080 x 1080 (square) recommended, 1080 x 566 (landscape) and 1080 x 1350 (portrait) are also supported, can be video or static image
- Maximum Instagram video length: 60 seconds
- Instagram photo thumbnails: 161 x 161
- Instagram ads size: 1080 x 566 (landscape), 1080 x 1080 (square)
- Instagram IGTV video size: 1080 x 1920
- IGTV Cover Photo Size: 420 x 654
- Instagram Reels: 1080 x 1920



## Twitter

- Twitter profile picture size: 400 x 400
- Twitter header size: 1500 x 500
- Twitter post image size: 1200 x 675
- Minimum Twitter card image size: 120 x 120
- Twitter video size: 1280 x 1084
- Maximum Twitter video length: 140 seconds
- Twitter image size for ads: 800 x 418 (Website card), 800 x 800 (App card image), 800 x 800 (Carousels), 800 x 418 (Direct Message card), 800 x 418 (Conversation card)
- Twitter ad size (video): 720 x 720 (square), 1280 x 720 (landscape), 720 x 1280 (portrait) Length: 12 seconds or less (recommended), 2 minutes and 20 seconds (maximum)
- Video Thumbnail Image – 640 x 360 (minimum), should match the size of the video (recommended)
- Twitter image sizes for fleets: 1080 x 1920



## LinkedIn

### Company pages:

- LinkedIn company logo size: 300 x 300
- LinkedIn cover photo size: 1128 x 191
- LinkedIn Dynamic Ads size: 100 x 100 (company logo)
- LinkedIn Sponsored Content image size: 1200 x 627
- LinkedIn Life tab main image size: 1128 x 376
- LinkedIn Business Banner image: 646 x 220
- LinkedIn image sizes for blog post link images: 1200 x 627
- LinkedIn Stories image size: 1080 x 1920

### Personal pages:

- LinkedIn profile picture size: 400 x 400
- LinkedIn background photo size: 1584 x 396
- LinkedIn post image size: 1200 x 1200 (square) 1080 x 1350 (portrait)
- LinkedIn link post size: 1200 x 627
- LinkedIn video size: 256 x 144 (minimum) to 4096 x 2304 (maximum)
- Maximum LinkedIn video length: 10 minutes