

# Social Media Image Sizes for 2022



## Facebook

- Profile picture: 170 x 170
- Cover photo: 1200 x 628
- Image post: 1200 x 630
- Event cover image: 1200 x 628
- Video: 1280 x 720
- Maximum video length: 240 minutes
- Image ad: 1080 x 1080
- Video ad: 1080 x 1350 (ratio 4:5), at least 1080 x 1080, ratios from 16:9 to 9:16 are also supported
- Story ad: 1080 x 1080
- Messenger inbox ad: 1080 x 1080



## Instagram

- Profile picture: 320 x 320
- Photos & Carousels: 1080 x 1080 (square), 1080 x 566 (landscape), 1080 x 1350 (portrait)
- Thumbnails: 161 x 161
- Stories: 1080 x 1920
- Reels: 1080 x 1920, aspect ratio of 9:16
- Ads: 1080 x 1080 (square), 1080 x 566 (landscape)
- Image ad: 1080 x 1080



## Twitter

- Profile picture: 400 x 400
- Header: 1500 x 500
- Post image: 1600 x 1900
- Minimum card image size: 120 x 120

## Twitter (continued)

- Video: 1280 x 1084
- Maximum video length: 140 seconds
- Image sizes for ads: 600 x 335 (Single & multi-image), 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)
- Video sizes for ads size: 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)
- Image sizes for fleets: 1080 x 1920



### Company pages:

- Logo size: 300 x 300
- Cover photo size: 1128 x 191
- Dynamic ads size: 100 x 100 (company logo)
- Sponsored content image size: 1200 x 627
- Sponsored content carousel: 1080 x 1080
- Life tab main image size: 1128 x 376
- Blog post link images: 1200 x 627

### Personal pages:

- Profile picture size: 400 x 400
- Background photo size: 1584 x 396
- Post image size: 1200 x 1200 (square) 1080 x 1350 (portrait)
- Link post size: 1200 x 627
- Video size: 256 x 144 (minimum) to 4096 x 2304 (maximum)
- Maximum video length: 10 minutes