

Instagram

SIZE GUIDE

Instagram	Recommended Dimensions:	Aspect Ratio:
Profile Picture	110 x 110	1:1, 4:5
Photo Thumbnails	161 x 201	4:5
Photo Size (Instagram App)	1080 x 1080 (square) 1080 x 1350 (4:5)	1:1 or 1.91:1 (square) and 4:5 (portrait)
Instagram Stories	1080 x 1920	9:16
Instagram Reels	1080 x 1920	9:16

Pinterest

SIZE GUIDE

Pinterest	Recommended Dimensions:	Maximum file size	Aspect Ratio:	Image Formats:
Profile Picture	165 x 165	10 MB	-	JPG, PNG
Pins (main page)	238 (width) x scaled height	20 MB (natively)10 MB (via Sprout)	2:3	JPG, PNG, GIF
Pins (on board)	238 (width) x scaled height	-	2:3	JPG, PNG, GIF

Facebook

SIZE GUIDE

Facebook	Recommended Dimensions:	Minimum Dimensions:	Image Scale:	Max File Size:	Image Formats:
Profile Photo	320 x 320	180 x 60	1:1	-	JPG, PNG
Cover Photo	851 x 315	400 x 150	16:9	100 KB	JPG, PNG
Shared Image (Timeline)	1080 x 1350	-	1.91:1	8 MB	JPG, PNG, GIF
Shared Image (Newsfeed)	1080 x 1350	-	1.91:1	8 MB	JPG, PNG, GIF
Shared Link (Timeline)	1080 x 1350	200 x 200	1.91:1	8 MB	JPG, PNG, GIF
Shared Link (Newsfeed)	1080 x 1350	200 x 200	1.91:1	8 MB	JPG, PNG, GIF
Event Image	1920 x 1005	400 x 150	16:9	-	JPG, PNG

TikTok

SIZE GUIDE

TikTok	Recommended Dimensions:	Aspect Ratio:	Image Formats:
Profile Picture	200 x 200	1:1	JPG, GIF, PNG
Video	1080 x 1920	9:16	-

YouTube

SIZE GUIDE

YouTube	Recommended Dimensions:	Aspect Ratio:	Image Formats:
Channel Profile Image	800 x 800	-	PNG or GIF (no animations)
Channel Cover Art	2560 x 1440	16:9	PNG or GIF (no animations)
Video Uploads	Minimum HD 1280 x 720	16:9	
Youtube Shorts	1080 x 1920	9:16	