

Social Media Image Sizes 2023

Facebook

Image Type	Dimensions (px)
Facebook cover photos	820 x 312
Facebook profile photos	170 x 170
Facebook event photos	1200 x 628
Facebook posts	At least 1200 x 630
Facebook posts with links	At least 1200 x 628
Facebook stories	1080 x 1920
Facebook ads (single image)	At least 1080 x 1080
Facebook video ads	At least 1080 x 1080
Facebook Story ads	1080 x 1920

Instagram

Image Type	Dimensions (px)
Instagram ads	Landscape: 1080 x 566 Square: 1080 x 1080 Vertical: 600 x 750
Instagram profile photos	320 x 320
Instagram posts	Landscape: 1080 x 566 Square: 1080 x 1080 Vertical: 1080 x 1350
Instagram stories	1080 x 1920
Instagram portrait photos	1080 x 1350
Instagram landscape photos	1080 x 566

YouTube

Image Type	Dimensions (px)
YouTube channel art	2560 x 1440
YouTube channel icon	800 x 800
YouTube thumbnail	1280 x 720

Twitter

Image Type	Dimensions (px)
Twitter profile photo	400 x 400
Twitter header	1500 x 500
Twitter image post	1600 x 900

Pinterest

Image Type	Dimensions (px)
Pinterest carousel pin	1000 x 1500
Pinterest collection pin	1000 x 1500
Pinterest idea pin	1080 x 1920
Pinterest static pin	1000 x 1500
Pinterest square pin	1000 x 1000

LinkedIn

Image Type	Dimensions (px)
LinkedIn personal profile image	400 x 400
LinkedIn cover image/background	1584 x 396
LinkedIn post images	1200 x 628
LinkedIn company cover image	1128 x 191