



Facebook

Featuring high-quality imagery on Facebook shows your audience that your business is legitimate, reputable, and pays attention to the details.

| Image Type | Recommended Dimensions | Minimum Dimensions | Aspect Ratio | Desktop Display | Mobile Display |
|-------------------|------------------------|--------------------|--------------|-----------------|----------------|
| Profile Picture | 200 x 200 | 180 x 180 | 1:1 | 176 x 176 | - |
| Cover Photo | 850 x 315 | 400 x 150 | 170:63 | 850 x 315 | 640 x 360 |
| Shared Image | 1200 x 630 | 600 x 315 | 40:21 | 500 x 261 | - |
| Shared Link Image | 1200 x 630 | 600 x 315 | 40:21 | 500 x 261 | - |

Instagram

Instagram is all about visuals, which should make the importance of high-quality images blatantly obvious for this social network.

| Image Type | Recommended Dimensions | Minimum Dimensions | Aspect Ratio | Desktop Display | Mobile Display |
|-----------------|------------------------|--------------------|--------------|-----------------|----------------|
| Profile Picture | 320 x 320 | 110 x 110 | 1:1 | 110 x 110 | - |
| Square Photo | 1080 x 1080 | 600 x 600 | 1:1 | 600 x 600 | - |
| Landscape Photo | 1080 x 600 | 600 x 337 | 1:91:1 | 600 x 337 | - |
| Portrait Photo | 1080 x 1350 | 600 x 750 | 4:5 | 600 x 600 | - |

Twitter

Known for its real-time social buzz, Twitter is also an extremely popular customer service and experience tool for businesses.

| Image Type | Recommended Dimensions | Minimum Dimensions | Aspect Ratio | Desktop Display | Mobile Display |
|----------------------------|------------------------|--------------------|--------------|-----------------|----------------|
| Profile Photo | 400 x 400 | 200 x 200 | 1:1 | 134 x 134 | - |
| Header Photo | 1500 x 500 | 1263 x 421 | 3:1 | 598 x 199 | - |
| Timeline (In-Stream) Photo | 1200 x 675 | 400 x 335 | 16:9 | 600 x 335 | - |

TweetDeck Image Sizes

| Image Type | Recommended Dimensions | Aspect Ratio | Desktop Display |
|----------------------------|----------------------------------|--------------|-----------------|
| Profile Photo | 73 x 73 | 1:1 | 73 x 73 |
| Header Image | 520 x 260 | 2:1 | 520 x 260 |
| Timeline (In-Stream) Photo | 260 width, 300 height, 340 width | - | - |

Google Business Profile

Google Business Profile allows you to push events, updates, blog posts and company news directly to the Google search results page.

| Image Type | Recommended Dimensions | Minimum Dimensions | Aspect Ratio | Desktop Display | Mobile Display |
|---------------|------------------------|--------------------|--------------|-----------------|----------------|
| Profile Photo | 400 x 400 | 268 x 268 | 1:1 | 188 x 188 | - |
| Cover Photo | 1080 x 608 | 480 x 270 | - | - | - |
| Google Posts | 1200 x 900 | 230 x 130 | 4:3 | 404 x 303 | - |

Pinterest

Pinterest is a valuable search tool in itself, with 90% of weekly pinners using the platform to make purchasing decisions.

| Image Type | Recommended Dimensions | Minimum Dimensions | Aspect Ratio | Desktop Display | Mobile Display |
|---------------|------------------------|--------------------|--------------|-----------------|----------------|
| Profile Photo | 280 x 280 | 165 x 165 | 1:1 | 188 x 188 | - |
| Standard Pin | 1000 x 1500 | 600 x 1000 | 2:3 | 236 x auto | - |
| Giraffe Pin | 1000 x 2100 | 564 x 1148 | 1:2:1 | 236 x auto | - |

LinkedIn

LinkedIn is primarily for networking with other professionals, but it's also a resource for businesses to connect with other businesses, prospective employees, and industry leaders.

| Image Type | Recommended Dimensions | Minimum Dimensions | Aspect Ratio | Desktop Display | Mobile Display |
|--------------------------|------------------------|--------------------|--------------|-----------------|----------------|
| Company Logo | 400 x 400 | 268 x 268 | 1:1 | 128 x 128 | - |
| Company Cover Image | 1128 x 191 | 1128 x 191 | 4:8 | 1163 x 197 | - |
| Shared Image with URL | 1200 x 627 | 200 x 200 | 1:91:1 | 552 x 289 | - |
| Shared Image without URL | 1280 x 627 | 200 x 200 | 1:91:1 | 552 x auto | - |

YouTube

YouTube is a video-sharing social network that is accessed by users on a variety of devices, including tablets, phones, desktops, and televisions.

| Image Type | Recommended Dimensions | Minimum Dimensions | Aspect Ratio | Desktop Display | Mobile Display |
|--------------|------------------------|--------------------|--------------|-----------------|----------------|
| Channel Icon | 800 x 800 | 98 x 98 | 1:1 | 98 x 98 | - |
| Channel Art | 2560 x 1440 | 1235 x 338 | 16:9 | 2560 x 1440 | - |
| Video Upload | 1280 x 720 | 640 x 640 | 16:9 | - | - |

Snapchat

With over 187 million daily active users, Snapchat provides businesses with a visual way to connect with their audience.

| Image Type | Recommended Dimensions | Minimum Dimensions | Aspect Ratio | Desktop Display | Mobile Display |
|--------------------|------------------------|--------------------|--------------|-----------------|----------------|
| Snapchat Image Ad | 1080 x 1920 | 268 x 480 | 9:16 | - | - |
| Snapchat Video Ad | 1080 x 1920 | 180 seconds | 9:16 | - | - |
| Snapchat Geofilter | 1080 x 2340 | 250 KB | 6:13 | - | - |

Tumblr

Tumblr is a blogging and social platform where users share thoughts, quotes, music, articles, GIFs, videos, images – basically anything.

| Image Type | Recommended Dimensions | Minimum Dimensions | Aspect Ratio | Desktop Display | Mobile Display |
|-------------------|------------------------|--------------------|--------------|-----------------|----------------|
| Avatar | 128 x 128 | 64 x 64 | 1:1 | 64 x 64 | - |
| Shared Image Post | 1280 x 1920 | 540 x 810 | 2:3 | 540 x 810 | - |