

Social Media Image Dimensions 2021

Generally .PNG is preferred over JPEG. All dimensions are in pixels (width x height).



Facebook

Link image: 1200x627
Cover photo: 820x312
Profile photo: 180x180
Shared image: 1200x630
Event cover: 1920x1005
Animated GIF: 500x500 (less than 5 MB)



Instagram

Profile: 110x110
Image feed: 1080x1080
Horizontal: 1080x608
Vertical: 1080x1350
Stories: 1080x1920



TikTok

Content: 1080x1920



Twitter

Header: 1500x500
Profile: 400x400
Shared photo: 1200x 675
Animated GIF: 540x540 (up to 5 MB)
Card (link): 1200x628



YouTube

Profile from G+: 800x800
Channel art: 2,560x1440
Video thumbnail: 1280x720



LinkedIn

Standard logo: 100x60
Square logo: 50x50
Banner: 646x220
Link: 1200x627



Google Display Ads

Medium rectangle: 300x250
Large rectangle: 336x280
Mobile: 360x50
Large mobile: 320x100
Half page: 300x600
Wide skyscraper: 160x600
Skyscraper: 120x600
Small rectangle: 180x150
Maximum size: 150KB