

# Social Media Image Dimensions 2017

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

Orange: #F05023

Gray: #646469

Blue: #00246B

Green: #00C21D



## Facebook

Cover photo: 851x315  
Profile photo: 180x180  
Link image: 1200x627  
Shared image: 1080x1080  
Event cover: 1920x1080  
Animated GIF: 500x500 (less than 5 MB)



## Twitter

Header: 1500x500  
Profile: 400x400  
Shared photo: 1024x512  
Animated GIF: 540x540  
Card (link): 800x320



## Instagram

Profile: 161x161  
Image feed: 1080x1080  
Horizontal: 1080x565  
Vertical: 1080x1350



## Snapchat

Geofilter: 1080x1920  
Files should be under 300KB in size and saved as a .PNG file with a transparent background.



## YouTube

Profile from G+  
Channel art: 2560x1224  
Video thumbnail: 1280x720



## LinkedIn

Standard logo: 100x60  
Square logo: 50x50  
Banner: 646x220  
Link: 700x400



## Google Display Ads

Medium rectangle: 300x250  
Large rectangle: 336x280  
Mobile: 360x50  
Large mobile: 320x100  
Half page: 300x600  
Wide skyscraper: 160x600  
Skyscraper: 120x600  
Small rectangle: 250x250  
Maximum size: 150KB