



SOCIAL MEDIA IMAGE & VIDEO SIZES 2024



- Facebook Profile Picture: 180 x 180 px
- Facebook Cover Photo: 820 x 462 px
- Facebook Image Post: 1200 x 630 px
- Facebook Event Image: 1920 x 1080 px
- Facebook Group Cover Image: 1640 x 922 px
- Facebook Stories: 1080 x 1920 px
- Facebook Ads: 1200 x 628 px
- Facebook Video Ads: 1280 x 720 px



- Instagram Profile Picture: 110 x 110 px
- Instagram Photo: 1080 x 1080 px (square), 1080 x 566 px (landscape), 1080 x 1350 px (portrait)
- Instagram Stories: 1080 x 1920 px
- Instagram Reels: 1080 x 1920 px
- Instagram Ads: 1080 x 566 px (landscape), 1080 x 1080 px (square)
- Instagram Stories Ads: 1080 x 1920 px



Company pages

- LinkedIn Company Logo: 300 x 300 px
- LinkedIn Cover Photo: 1536 x 768 px
- LinkedIn Business Banner Image: 646 x 220 px
- LinkedIn Sponsored Content Image: 1200 x 627 px

Personal pages

- LinkedIn Profile Picture: 400 x 400 px
- LinkedIn Background: 1584 x 396 px
- LinkedIn Post Image & Link: 1200 x 628 px
- LinkedIn Video: 256 x 144 px (minimum) to 4096 x 2304 px (maximum)
- Maximum LinkedIn Video Length: 10 minutes



- X (Twitter) Profile Picture: 400 x 400 px
- X (Twitter) Header: 1500 x 500 px
- X (Twitter) Post Image: 1024 x 512 px
- X (Twitter) card image size: 1200 x 628 px
- X (Twitter) Video Size: 720 x 720 px (square), 1280 x 720 px (landscape), 720 x 1280 px (portrait)
- Maximum X (Twitter) Video Length: 140 seconds
- X (Twitter) Ad: 800 x 428 px
- X (Twitter) Video Ads: 720 x 720 (square), 1280 x 720 (landscape), 720 x 1280 (portrait)



- TikTok Profile Picture: 200 x 200 px
- TikTok Video: 1080 x 1920
- TikTok Video Length: From 3 min to 10 min



- Pinterest Profile Picture: 165 x 165 px
- Pinterest Board Display Image: 222 x 150 px
- Pinterest Standard Pin: 1000 x 1500 px
- Pinterest Ads: 1000 x 1500 px