

# 2018 Social Media Image and Video Size Guide

## F A C E B O O K

Profile Photo: 320 x 320px - Displays as 160 x 160px

Cover Photo: 820 x 312px - Displays as 640 x 360px on smartphones

Video: Minimum Width 600px

Shared Image: 1200 x 630px

Shared Link: 1200 x 627px

Sponsored Ad Image: 1200 x 900px

Sponsored Ad Video: 1080px - Min. resolution 600 x 315 px - Max file size 4GB

## L I N K E D I N

Profile Photo: 400 x 400px - Max file size 4MB

Background Photo: 1536 x 768px - Max file size 4MB

Hero Image: 974 x 330px - Max file size 2MB

Business Banner Image: Min. 646 x 220px - Max file size 2MB

Video Link Sharing: 1200 x 627px - YouTube and Vimeo links are supported

Video Ads: Horizontal - Ads less than 15 seconds perform best

## T W I T T E R

Profile Photo: 400 x 400px - Max file size 100KB

Cover Photo: 1500 x 1500px - Max file size 10MB

Image Post: 440 x 220px - Max file size 5 MB

Sponsored Ad (small): 120 x 120px - Max file size 1MB

Sponsored Ad (large): 280 x 150px - Max file size 1 MB

Sponsored Video Ad: Max file size 1GB - Max length 2 min 20 seconds

## I N S T A G R A M

Profile Image: 110 x 110px

Photo Thumbnails: 161 x 161px

Photo Posts: 1080 x 1080px

Landscape Posts: 1080 x 566px

Portrait Posts: 1080 x 1350px

Video to Stories: 750 x 1334px - Max length 10 seconds

Video Posts: Follow size guidelines for images - Max length 1 minute

## P I N T E R E S T

Profile Image: 165 x 165px

Board Display: 222 x 150px

Thumbnails: 50 x 50px

Pins: 236px wide