

Facebook Page Size Guide

Business Page Profile Picture: 180 x 180 (Displays 170 x 170 on Desktop)

Image Guidelines

- ✓ Must be at least 180 x 180 pixels.
- ✓ Photo will appear on page as 170 x 170 pixels on desktop, 128 x 128 on smartphones, and 36 x 36 on most feature phones.
- ✓ Photo thumbnail will appear throughout Facebook at 32 x 32 pixels.
- ✓ Business Page images will be cropped to fit a square.

Before



After



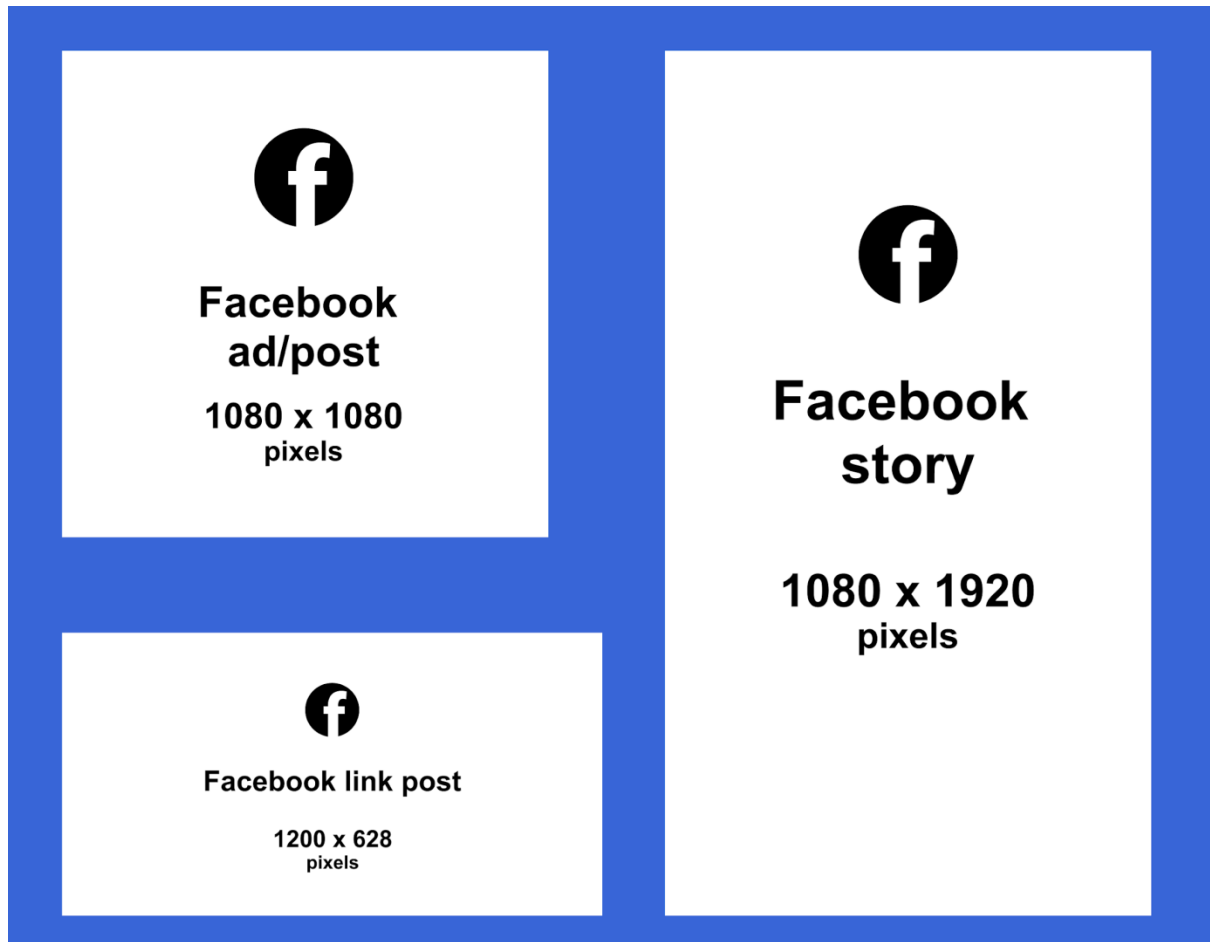
Cover Photo: 820 x 312

Image Guidelines

- ✓ Appear on page at 820 x 312 pixels. Anything less will be stretched.
- ✓ Minimum size of 400 x 150 pixels.
- ✓ Displays at 820 x 312 pixels on desktop and 640 x 360 pixels on smartphones.
- ✓ For best results, upload an RGB JPG file less than 100 KB.
- ✓ Images with a logo or text may be best as a PNG file.
- ✓ Business Page dimensions are exactly the same as personal accounts.



Facebook Ad Size and Specs:



Other Recommended Facebook Image Sizes:

- ❖ Facebook profile picture size: 180 x 180
- ❖ Facebook cover photo size: 820 x 312
- ❖ Facebook link image size: 1200 x 630
- ❖ Facebook image post size: 1200 x 630
- ❖ Facebook highlighted image size: 1200 x 717
- ❖ Facebook event image size: 1920 x 1005
- ❖ Facebook group cover image size: 1640 x 856
- ❖ Facebook video size: 1280 x 720
- ❖ Maximum Facebook video length: 240 minutes
- ❖ Facebook image ad size: 1200 x 628
- ❖ Facebook video ad size: 1080 x 1350 (ratio 4:5), at least 1080 x 1080, ratios from 16:9 to 9:16 are also supported
- ❖ Facebook Story ad size: 1080 x 1920
- ❖ Facebook messenger image ad size: 1200 x 628



Recommended Instagram Image Sizes:

- ❖ Instagram profile picture size: 110 x 110
- ❖ Instagram photo sizes: 1080 x 1080 (square), 1080 x 566 (landscape), 1080 x 1350 (portrait)
- ❖ Instagram Stories size: 1080 x 1920
- ❖ Recommended Instagram video sizes: 1080 x 1080 (square) 1080 x 567 (landscape), 1080 x 1350 (portrait)
- ❖ Carousel posts & ads: 1080 x 1080 (square) recommended, 1080 x 566 (landscape) and 1080 x 1350 (portrait) are also supported, can be video or static image
- ❖ Maximum Instagram video length: 60 seconds
- ❖ Instagram photo thumbnails: 161 x 161
- ❖ Instagram ads size: 1080 x 566 (landscape), 1080 x 1080 (square)
- ❖ Instagram IGTV video size: 1080 x 1920
- ❖ IGTV Cover Photo Size: 420 x 654
- ❖ Instagram Reels: 1080 x 1920

Recommended Twitter Image Sizes:

- ❖ Twitter profile picture size: 400 x 400
- ❖ Twitter header size: 1500 x 500
- ❖ Twitter post image size: 1200 x 675
- ❖ Minimum Twitter card image size: 120 x 120
- ❖ Twitter video size: 1280 x 1084
- ❖ Maximum Twitter video length: 140 seconds
- ❖ Twitter image size for ads: 800 x 418 (Website card), 800 x 800 (App card image), 800 x 800 (Carousels), 800 x 418 (Direct Message card), 800 x 418 (Conversation card)
- ❖ Twitter ad size (video): 720 x 720 (square), 1280 x 720 (landscape), 720 x 1280 (portrait)
Length: 12 seconds or less (recommended), 2 minutes and 20 seconds (maximum)
- ❖ Video Thumbnail Image – 640 x 360 (minimum), should match the size of the video (recommended)
- ❖ Twitter image sizes for fleets: 1080 x 1920

Recommended LinkedIn Image Sizes:

- ❖ LinkedIn company logo size: 300 x 300
- ❖ LinkedIn cover photo size: 1128 x 191
- ❖ LinkedIn Dynamic Ads size: 100 x 100 (company logo)
- ❖ LinkedIn Sponsored Content image size: 1200 x 627



- ❖ LinkedIn Life tab main image size: 1128 x 376
- ❖ LinkedIn Business Banner image: 646 x 220
- ❖ LinkedIn image sizes for blog post link images: 1200 x 627
- ❖ LinkedIn Stories image size: 1080 x 1920

Personal Pages:

- ❖ LinkedIn profile picture size: 400 x 400
- ❖ LinkedIn background photo size: 1584 x 396
- ❖ LinkedIn post image size: 1200 x 1200 (square) 1080 x 1350 (portrait)
- ❖ LinkedIn link post size: 1200 x 627
- ❖ LinkedIn video size: 256 x 144 (minimum) to 4096 x 2304 (maximum)
- ❖ Maximum LinkedIn video length: 10 minutes

Recommended YouTube Image Sizes:

- ❖ YouTube profile photo size: 800 x 800
- ❖ YouTube Channel cover picture: 2560 x 1440 (desktop) and 1546 x 423 (smartphones)
- ❖ YouTube thumbnail size: 1280 x 720
- ❖ YouTube Display ads: 300 x 250
- ❖ YouTube Overlay ads: 480 x 60
- ❖ YouTube Companion banner ads: 300 x 250
- ❖ YouTube Skippable video ads length: 12 seconds to 6 minutes
- ❖ YouTube Non-skippable video ads length: 15 or 20 seconds (depends on region)
- ❖ YouTube Bumper video ads length: 6 seconds
- ❖ YouTube Standard video: Minimum dimension is 426 x 240. Max dimension is 3840 x 2160, aspect ratio 16:9

