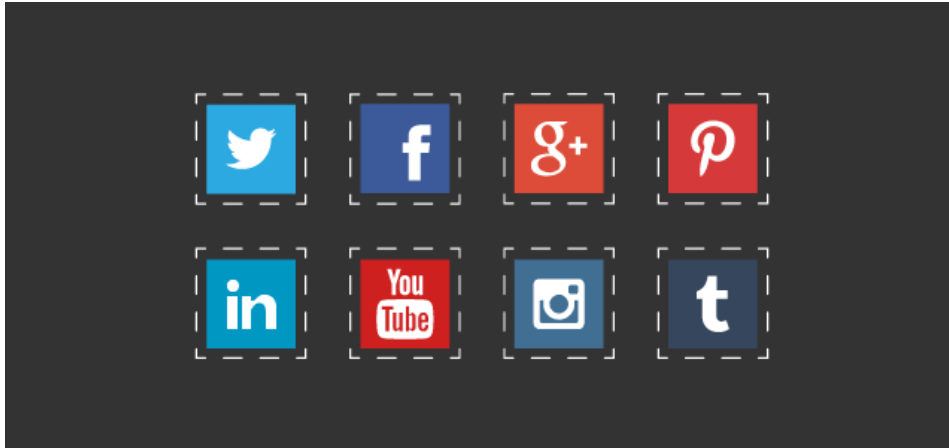←· FACEBOOK HOME

Always Up-to-Date Guide to Social Media Image Sizes

By Kevin King on June 30, 2014

f **Like** ‹ 2.9k   **Tweet** ‹ 1,855   g+1 ‹ 570   in **Share** ‹ 584

Facebook   Twitter

[UPDATED 7.09.15]

ADDITIONAL RESOURCES:

1. Easily reference the social media image sizes with this always up-to-date Google Doc**!**
2. Quickly create your own social media images using these 36 free image creation tools**!**

Sign up to have social media resources sent to your inbox every week.

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SIGN ME UP!

In this quick-scroll world of social media, the visual face of your brand is often times the first thing your audience sees and it might be the one thing they remember. You can't cut and paste an image and reuse it across all of your social networks — each one has different and

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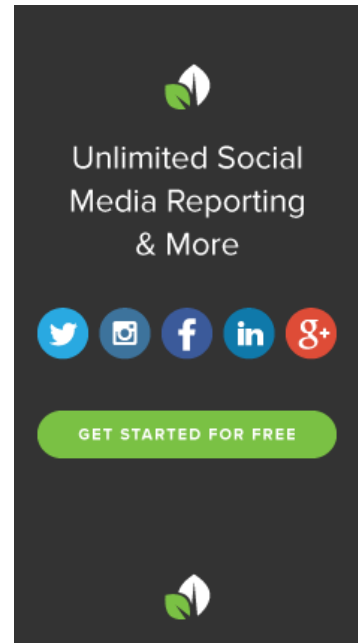
FEATURED WEBINAR
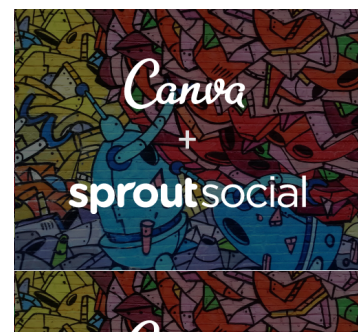
The Art of Social Media with Guy Kawasaki

CONNECT

Visit our social media channels:

constantly-evolving guidelines for images.

To optimize your social presence, you must ensure that the images you're using to represent you or your brand are the highest quality and the best fit for the various networks and placements. To help, we've outlined the best image sizes for each social network and image types; and to ensure you're as up-to-date as possible, we'll revise the article as the networks change their formats.

Along with all the specific dimensions, we've also included a few quick tips to help you decide which photo best fits each position.

Networks

These links will make it easier for you to navigate to the specific network you're looking to get image sizes for.

- Twitter
- Facebook
- Google+
- Pinterest
- LinkedIn
- Youtube
- Instagram
- Tumblr

Twitter

Don't let its logo fool you — Twitter is not just for the birds. In fact, with 302 million monthly active viewers sending 500 million tweets per day, Twitter is one of the social media networks that your customers will most often use to discuss your brand.
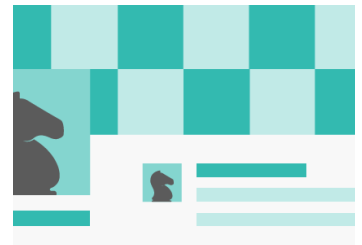
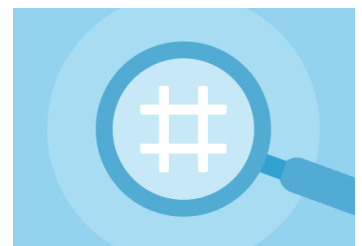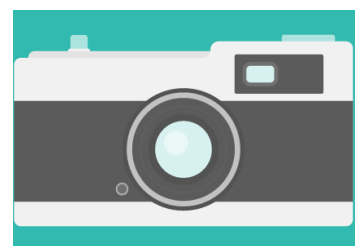### Profile Photo – 400 x 400 (Displays 200 x 200)

Your Twitter profile photo is the main image that represents you or your brand across the network. It's going to be seen across the site in a number of places by a number of people so make sure it's of the highest quality. Here's the places your profile photo will be visible on the site.

On Your Page

The largest display of your profile picture is on your homepage and can be viewed by your followers as well as individuals who stumble upon your page (assuming you don't set your page to private).

In-Stream

A smaller version of your profile picture appears in a follower's Twitter stream every time you send out a tweet. It's also going to appear in the stream of your followers' followers every time that they retweet you: so make sure to choose a picture that suits you or your brand!

Who to Follow

Your profile picture is also going to appear next to a link to your page in the "Who to follow" box. This is located directly to the right of your twitter stream. If you want to make sure that you're gaining followers it's important to choose a photo that is recognizable.
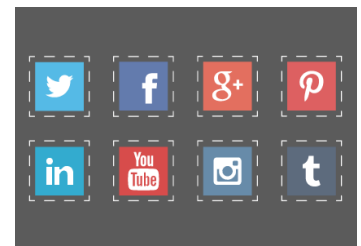
Image Guidelines

- Square Image – recommended 400 x 400 pixels.
- Maximum file size 2 MB.
- JPG, GIF, or PNG.

Header Photo – 1,500 x 500

Images

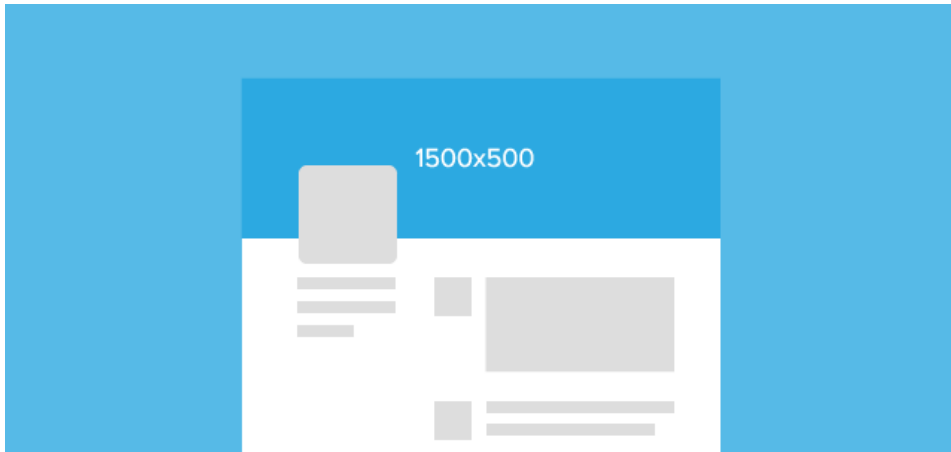
How to Use Hashtags on Every Social Media Network

Always Up-to-Date Guide to Social Media Image Sizes

VIEW MORE ARTICLES ➔

Your header photo is the image that spans the top of your Twitter profile page. It's quite a bit larger than your profile photo so make sure to save it at the highest resolution possible. Since you have much more room to be creative with this picture, and since it will probably be the first place a visitor's eyes will fall, make it something captivating.

Image Guidelines

- Recommended 1,500 x 500 pixels.

- Maximum file size of 5 MB.

- JPG, GIF, or PNG.

Find more information on profile and header photos at the Twitter Help Center.

In-Stream Photo – Minimum 440 x 220 (2:1 Ratio)
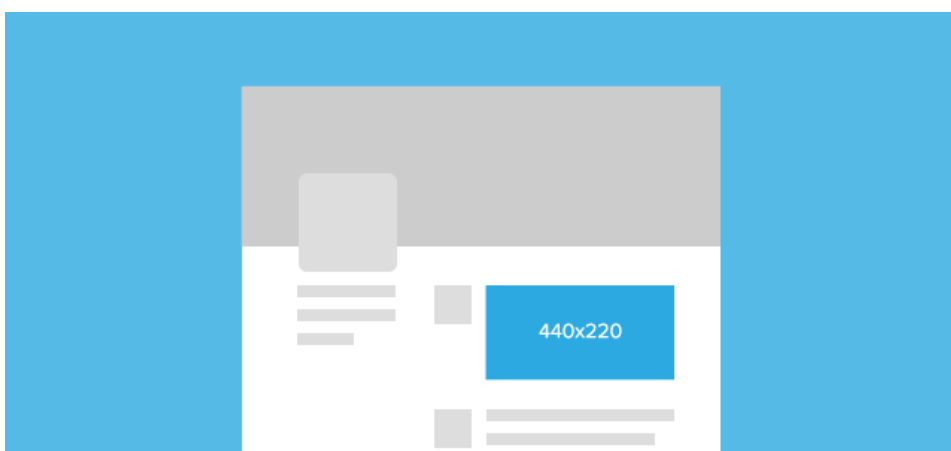
Twitter gives users the ability to attach photos to any of their tweets. However, when you attach a photo to a tweet, Twitter needs to create a separate link for that photo, so ultimately you have fewer characters to work with. The photos that you upload are going to appear in the streams of your followers and the streams of their followers should your photo get retweeted. Photos that are included in public tweets may also

appear in certain Twitter search results.

It's also important to note that Twitter may collapse your photo into a smaller version to fit seamlessly in a user's stream. In order to make sure that Twitter is displaying the portion of the photo you want followers to see, make sure the width of your image fits the minimum requirements and that your content is horizontally centered.

Image Guidelines

- Minimum to appear expanded 440 x 220 pixels (a 2:1 ratio)

- Can tweet up to 4 images at one time.

- Can edit images if tweeting from Twitter iOS or Android app.

- Maximum to appear expanded 1024 x 512 pixels.

- Appears in stream collapsed at 506 x 253 pixels on desktop.

- Maximum file size of 5 MB for photos, and 3 MB for animated GIFs.

Find more information on in-stream photos at the Twitter Help Center.

Haven't tried Sprout Social yet? Sign up for a free 30-day trial to experience industry-leading publishing tools, reporting and more.

Facebook

With 1.44 billion monthly active users, Facebook is the world's largest social network. One bad image choice could spell the difference in attracting and engaging with this huge user base and being completely ignored.

One thing to remember when choosing your photos is that there is a difference between how things will display on your personal timeline and how things will display in a user's newsfeed. Make sure that you are choosing dimensions based on where you want the majority of viewers to see your image.

Profile Picture – 180 x 180 (Displays 160 x 160 on Desktop)

Say cheese: this is going to be the photo representing you or your brand on Facebook. This is the square photo that appears on your timeline layered over your cover photo. Your profile picture will also appear when you post to other walls, comment on posts or when you're searched with Facebook's Open Graph (that's a fancy term used for its search function).

Image Guidelines

- Must be at least 180 x 180 pixels.

- Photo will appear on page as 160 x 160 pixels on desktop, 140 x 140 on smartphones, and 50 x 50 on most feature phones.

- Profile pictures are located 16 pixels from the left and 176 pixels from the top of your cover photo on desktop.

- Profile pictures are located 24 pixels from the left, 24 pixels from the bottom and 196 pixels from the top of your cover photo on smartphones.

- Photo thumbnail will appear throughout Facebook at 32 x 32 pixels.

Find more information on the profile photo at the Facebook Help Center

Cover Photo – 851 x 315
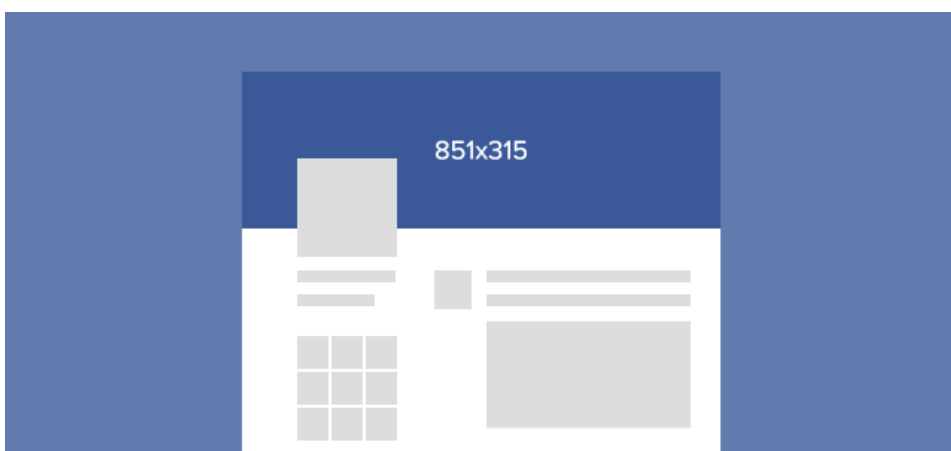
Your cover photo will only appear on your Facebook timeline, but it is a lot bigger than the profile picture, which gives you more freedom to choose something creative. Where your profile picture might be a good choice for a picture of you, or a brand logo, use this space to post something that speaks more towards you as an individual or as a brand. We also have more up-to-date information on how to format Facebook event photos in a previous blog post.

Image Guidelines

- Appear on page at 851 x 315 pixels. Anything less will be stretched.

- Minimum size of 399 x 150 pixels.

- Displays at 851 x 315 pixels on desktop and 640 x 360 pixels on smartphones.

- Doesn't display on feature phones.

- For best results, upload an sRGB JPG file less than 100 KB.

- Images with a logo or text may be best as a PNG file.

Find more information on the cover photo at the Facebook Help Center.

Shared Image – 1,200 x 630
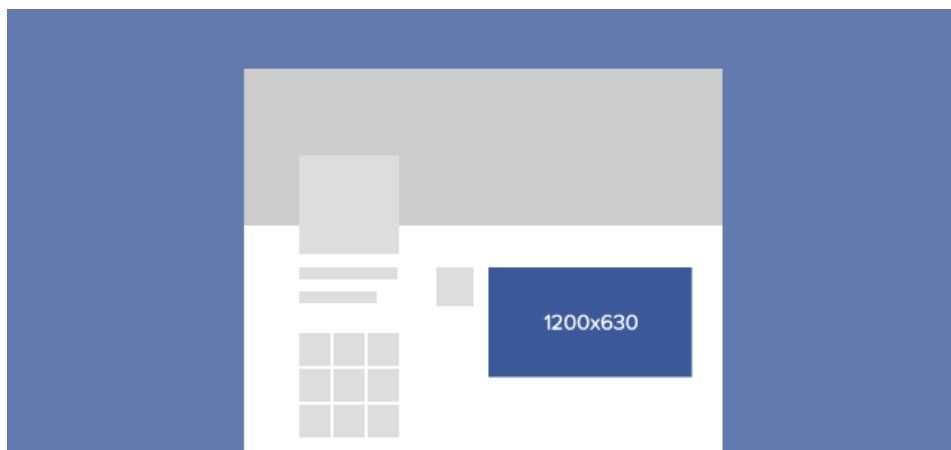
A shared image is one of the most common forms of sharing on Facebook. These images will always appear on your timeline, and ideally they will show up in most of your followers' News Feeds — though with the decrease in organic reach, it's unlikely that everyone will see your post. The more people engage with your post, the more likely it is that the rest of your followers and their followers will see that activity.

Image Guidelines

- Recommended upload size of 1,200 x 630 pixels.

- Will appear in feed at a max width of 470 pixels (will scale to a max of 1:1).
- Will appear on page at a max width of 504 pixels (will scale to a max of 1:1).

Shared Link – 1,200 x 630 (Recommended)
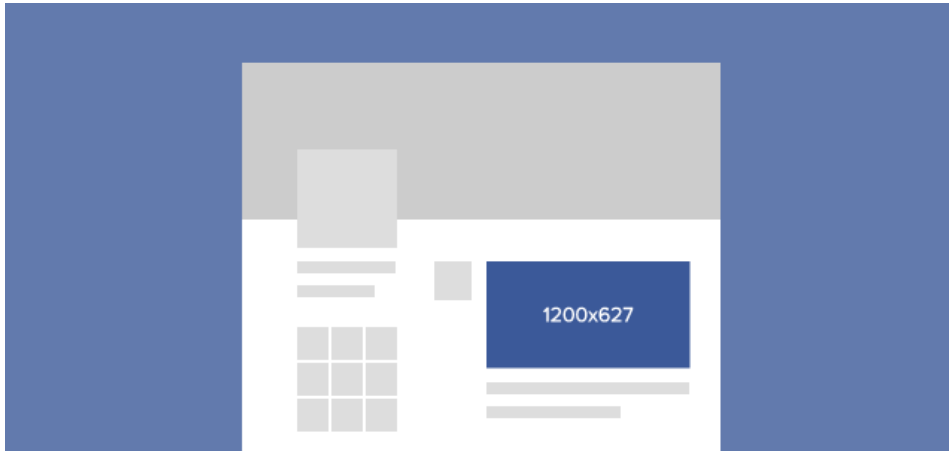
Another great tool in your Facebook belt is the ability to share a link. It's very similar to posting a shared image, but it gives you even more fields to work with. You can choose to create a shared link with a small square image to the left and text on the right, or with a larger rectangular image on top with text underneath. Whichever ad you choose will permit you more fields to fill out with helpful information (a link headline, a display link and a description of the link) and the shared link will also click-through to the site of your choosing.

Image Guidelines

- Recommended upload size of 1,200 x 630 pixels.
- Square Photo: Minimum 154 x 154px in feed.
- Square Photo: Minimum 116 x 116 on page.
- Rectangular Photo: Minimum 470 x 246 pixels in feed.
- Rectangular Photo: Minimum 484 x 252 on page.
- Facebook will scale photos under the minimum dimensions. For better results, increase image resolution at the same scale as the minimum size.

Highlighted Image – 1,200 x 717 (Recommended)
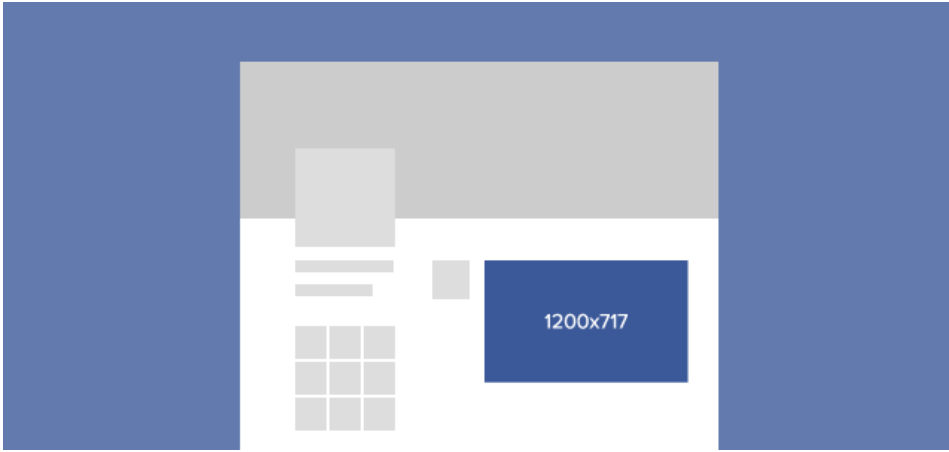
Did your company turn its first profit? Hit its 10th, 20th or 100th employee? A milestone is a great time to create a highlighted image. This image is going to be housed on your personal timeline, but it is going to take up a great deal more space than a shared link or image, so it's a good place to celebrate the victories that keep you going!

Image Guidelines

- Will appear on your page at 843 x 504 pixels.

- Choose a higher resolution at that scale for better quality.

Find other information of Facebook's image guidelines at the Facebook Help Center.

Google+

Google+ is an important site for your company to be present on not just because of the social aspect, but also due to the fact that your Google+ account is also tied to the search engine itself. When someone searches your brand, Google pulls in your Google+ account information, including your profile picture and recent posts.

Profile Picture – 250 x 250 (Recommended)

Google already has a ton of information about your brand, now they want a face or logo to tie to that name! Though you upload your image in a square format it's going to render on your page as a circle, so be wary you don't choose a photo that cuts out the good stuff!

Image Guidelines

- Minimum 250 x 250 pixels.
- Recommended to use larger photos.
- Maximum file size 100 MB
- Maximum dimensions not listed – though I was able to upload a photo at 5,200 x 5,300 pixels.
- JPG, GIF or PNG.

Cover Image – 1,080 x 608
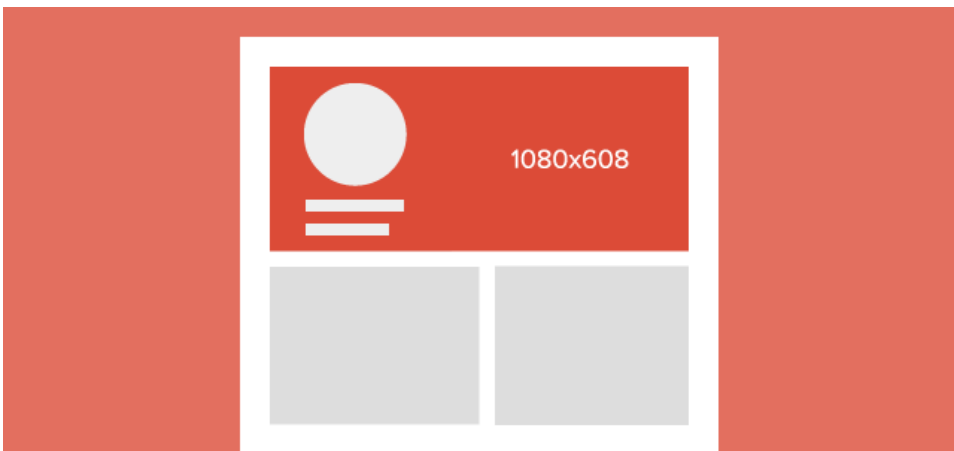
The Google+ cover image is the biggest photo on your page, so choose your photo wisely! It's a great opportunity for you to showcase a product or service your brand offers, or maybe choose an image that reflects the beliefs of your company.

Image Guidelines

- Recommended 1,080 x 608 pixels.

- Minimum 480 x 270 pixels.

- Maximum 2,120 x 1,192 pixels.

- Find more information on profile and cover photos at Google+ Help.

Shared Image – 497 x 373 (displays as)
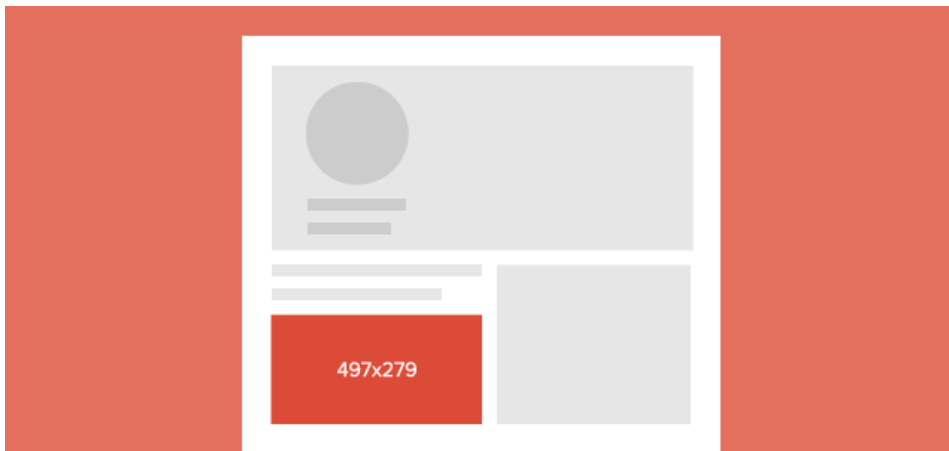
Google+ sharing is similar to that of other social networks, with one key difference: circles. With circles you can group people together based off of certain criteria that you deem relevant, and then share different images to different circles based off that demographics' personality.

Image Guidelines

- Appears in home stream and on page at a width of 426 pixels (height is scaled).

- Minimum width of 497 pixels (will scale the height for you).

- Maximum upload 2,048 x 2,048 pixels.

- Shared Link – 150 x 150 (thumbnail)

Shared Link – 150 x 150 (Thumbnail)
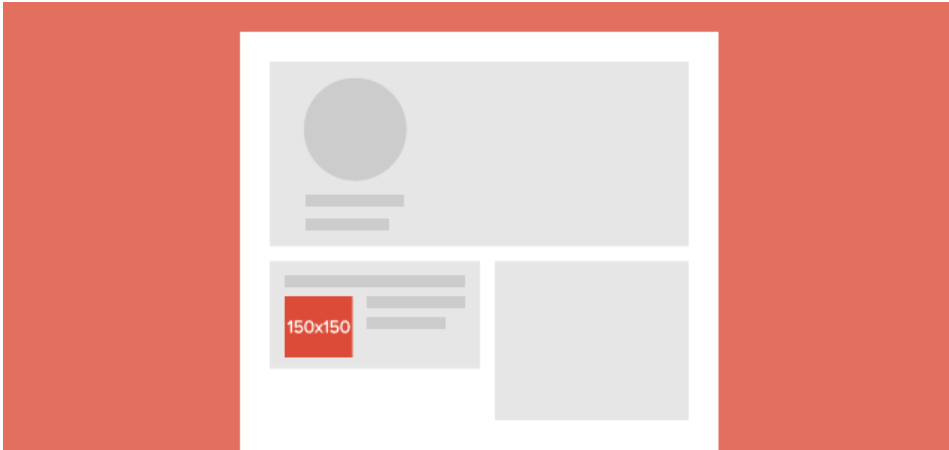
A shared link comes with the same ability to choose which circles you want to share with, but the post itself has different capabilities. You'll still have the ability to type in whatever description that you'd like, but with a shared link you also have the opportunity to link your post to your site. This is going to pull a photo from your site and add it to the post so that your viewers can click through to your page.

Image Guidelines

Shows in the feed and on page as 150 x 150 pixels (pulls in photo from linked site).

Shared Video – Width of 496 Pixels

Videos are amazing assets for brands to help with their marketing efforts. If you happen to have one, or are interested in making one, it could be a great piece of content to send out to your Google+ audience. Just as with links and images you can pick and choose which circles would be best for each video.

Video Guidelines

Shows in the feed and on page as 497 x 279 pixels.

Pinterest

Pinterest can be an amazing social tool for driving referral traffic to your site. This is mostly due to the fact that 90% of Pinterest pages are external links. So it's very important for you to make sure you're optimizing your Pinterest page regularly and using proper image sizes for your boards and pins.

Profile Picture – 165 x 165
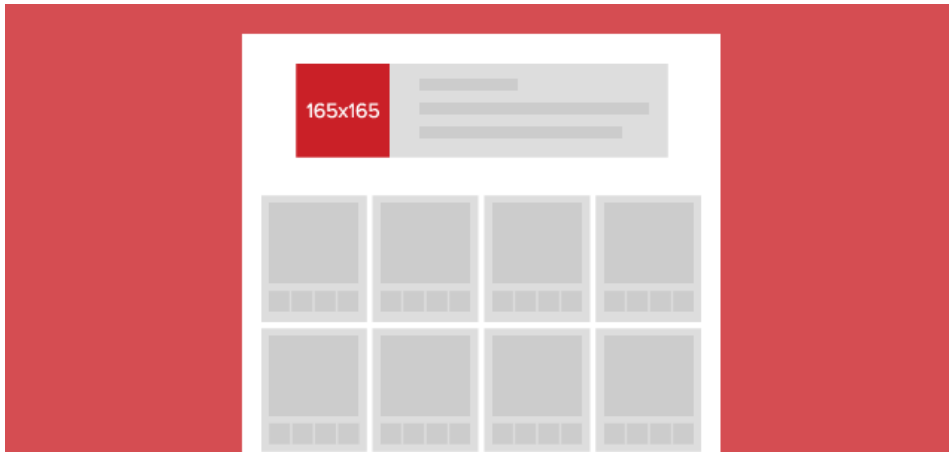
When setting up your Pinterest account you have the option to do so using Facebook, Twitter or email. If you choose Facebook or Twitter, Pinterest will pull in the profile image that you have set there. If you're using email, or would prefer to use a different photo, you can do that too: just upload a square photograph (the larger the better) and Pinterest will resize it to fit. Like other social sites your profile picture on Pinterest should be something closely tied to you or your brand.

Image Guidelines

- Appears at 165 x 165 pixels on home page.
- Appears at 32 x 32 pixels on the rest of Pinterest.
- Maximum 10 MB (wouldn't allow me to upload anything larger).
- Supports JPG and PNG for profile pictures.

Pin Sizes
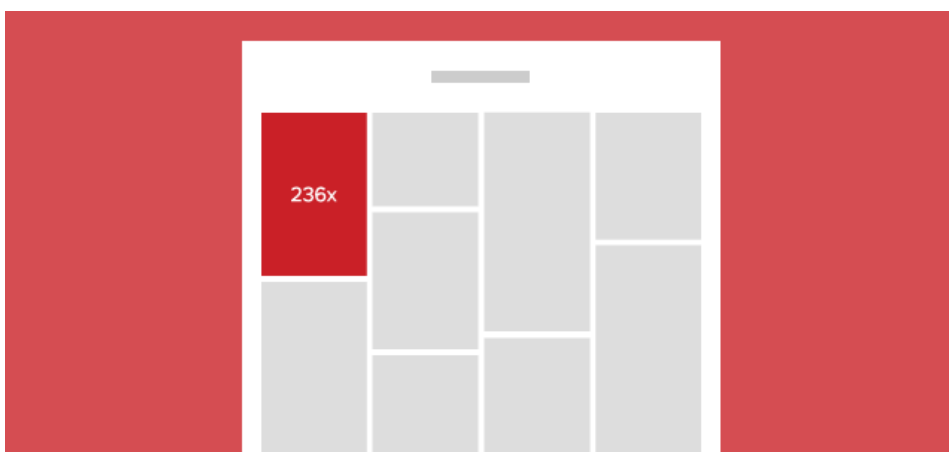
When adding a pin to your board it's important to remember that Pinterest puts a limit on the width of the image but not the length. This gives you the opportunity to add a photo that's square or one that will scale to be even taller. Just remember to make sure you're creating large images because they add more value, not just because you can.

Image Guidelines

- Pins on main page appear as 236 pixels (height is scaled).

- It's recommended to use an image aspect ratio of 2:3 to 1:3.5

- Pins on a board appear as 236 pixels (height is scaled).

- Expanded pins have a minimum width 600 pixels (height is scaled).

Board Display
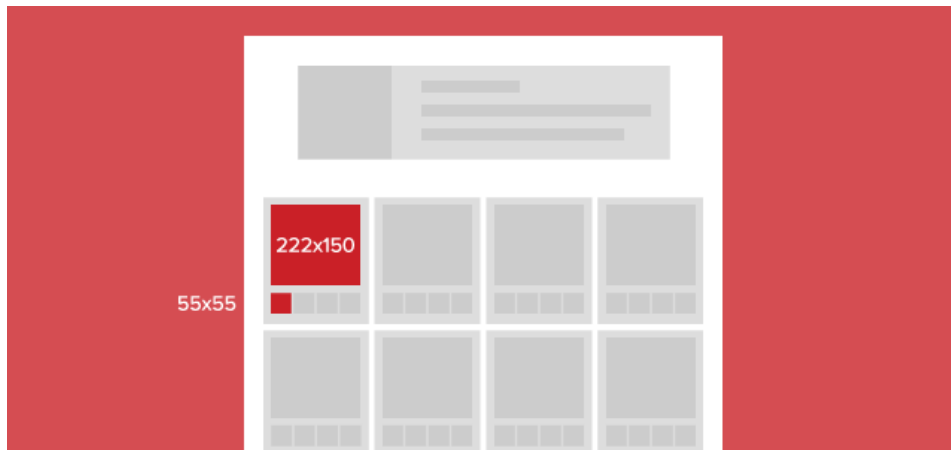
Creating boards is one of the most important things that you can do on Pinterest. It's important to make sure you're using an image that fits the size criteria perfectly. Not only is it important to choose a photo that is enticing to your audience, it's important to choose one that's relevant to that particular board.

Image Guidelines

- 222 x 150 pixels (large thumbnail)

- 55 x 55 (smaller thumbnail)

Find more information in the Pinterest Help Center.

LinkedIn

With 364 million users, LinkedIn is the world's largest professional network. Where other social networks may be good drivers of traffic and customers, LinkedIn is a great place for you to source great employees and to connect with other industry leaders.

Personal Profile Picture – 400 x 400 (Recommended)
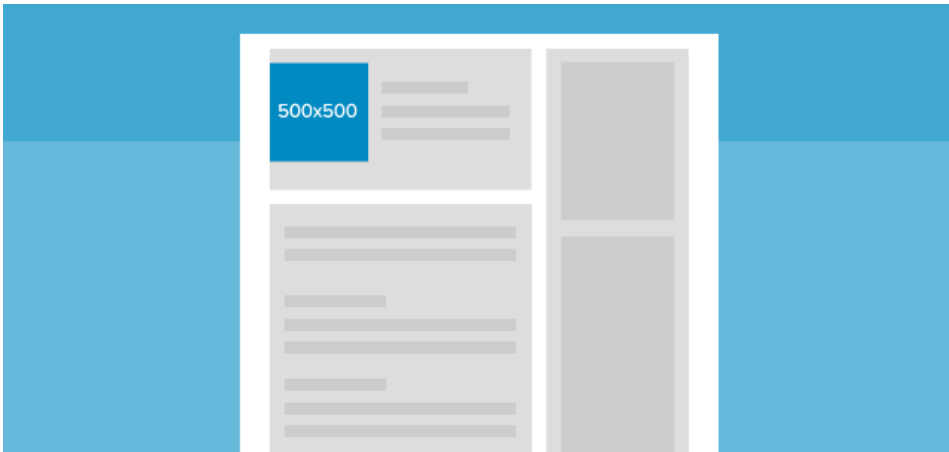
The personal profile picture for LinkedIn is very straightforward. This is the main image that represents you on your personal profile. So anytime someone takes a look at your profile for some quick info, this is the prominent image that represents you.

Image Guidelines

- Recommended between 400 x 400 and 20,000 x 20,000 pixels
- Minimum 200 x 200 pixels
- 10mb maximum file size
- JPG, GIF or PNG files only

Personal Background Image – Between 1000 x 425 and 4,000 x 4,000
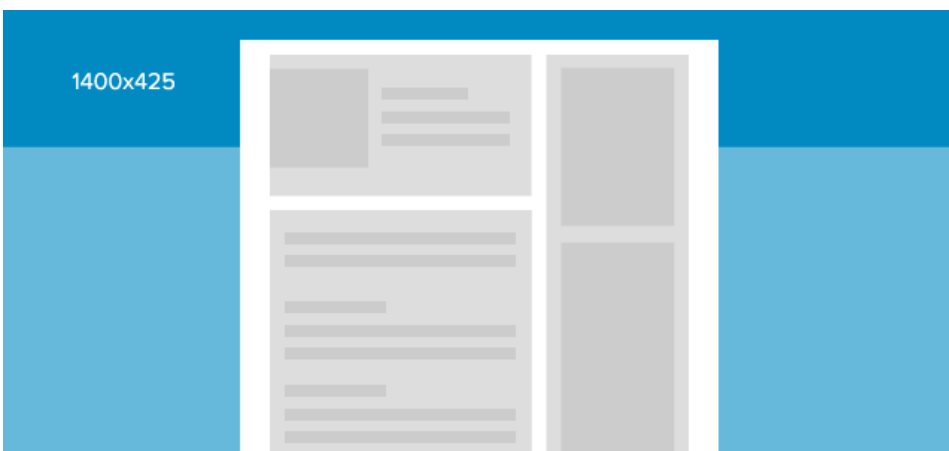
LinkedIn's background image is a newer feature for your personal profile. It's a little bit trickier to find something that really fits that space well, but if you get it right, your profile will look great.

- Recommended between 1000 x 425 and 4,000 x 4,000 pixels
- Maximum size 4MB
- JPG, PNG or GIF files only

Banner Image for Brand (Company) Pages – 646 x 220 (Minimum)
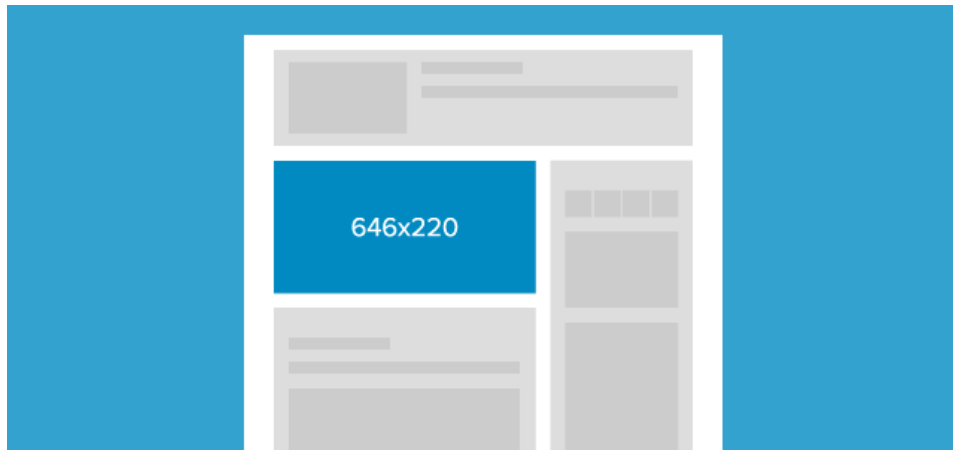
The banner image is one of the newest and most prominent of the images that you can use on LinkedIn. This image appears when a user visits your brand's homepage. Since this image is located on your homepage it's likely the visitor is actively searching for your brand, so use this opportunity to reel them in with a great image.

Image Guidelines

- Minimum 646 x 220 pixels.
- Maximum 2 MB.
- Landscape Layout.
- PNG, JPG or GIF.

Standard Logo – 100 x 60
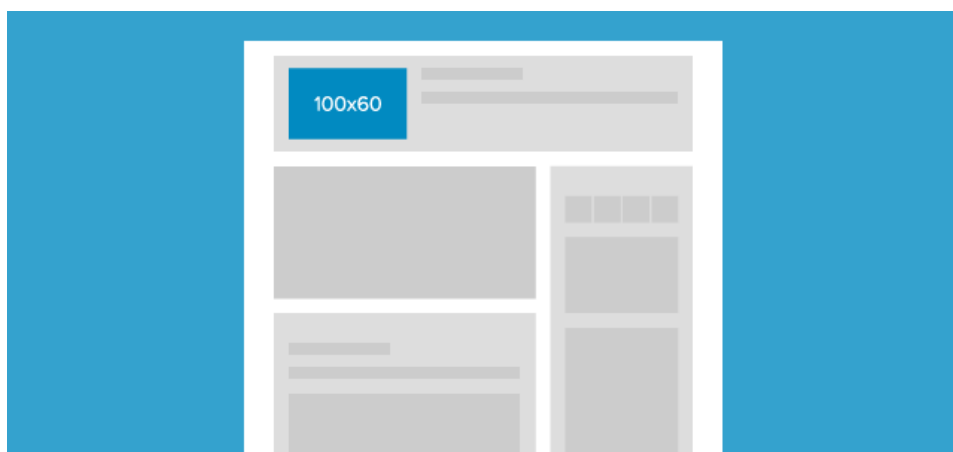
One of the two brand logos that you should be uploading to LinkedIn is the business logo. This is the bigger of the two and is going to show up right next to your brand name on your LinkedIn homepage. This image

also appears in the "Companies you may want to follow" section, so the more enticing the photo the more likely the followers!

Image Guidelines

- 100 x 60 pixels (resized to fit).
- Maximum 2 MB.
- PNG, JPG or GIF.

Square Logo – 50 x 50
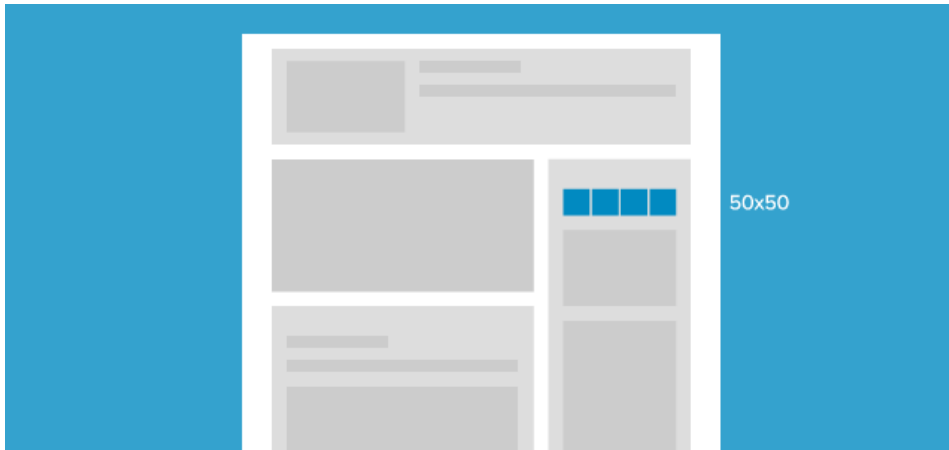
This is the brand image that shows up when your company is searched. Make sure you use something recognizable to your brand to make sure customers know which company they want to click on.

Image Guidelines

- 50 x 50 pixels (resized to fit).
- Maximum 2 MB.
- PNG, JPG or GIF.

Hero Image – 974 x 330
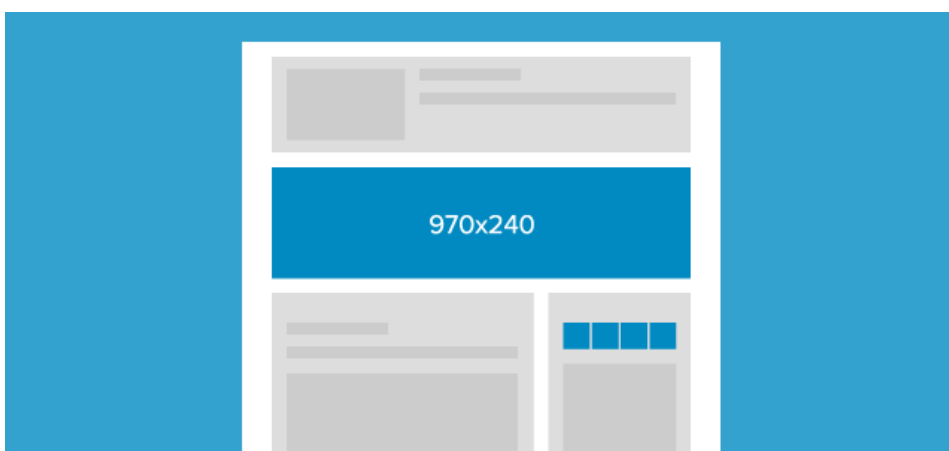
Finding great people to come work for your company is one of the most important aspects of LinkedIn. You can have a separate tab that is solely based on career opportunities at your company. At the top of this page sits a banner that is bigger than any of the other images on LinkedIn. You can use this space to choose a picture that speaks to your company in order to attract some great potential employees.

Image Guidelines

- Minimum 970 x 240 pixels.
- Maximum 2 MB.
- Landscape Layout.
- PNG, JPG or GIF.

Find more information in the Linkedin Help Center.

YouTube

YouTube has more than 1 billion unique users every month and is available on hundreds of millions of devices. More than 1 million brands have already realized that YouTube is a great opportunity to reach their fan-base.

Channel Cover Photo – 2,560 x 1,440
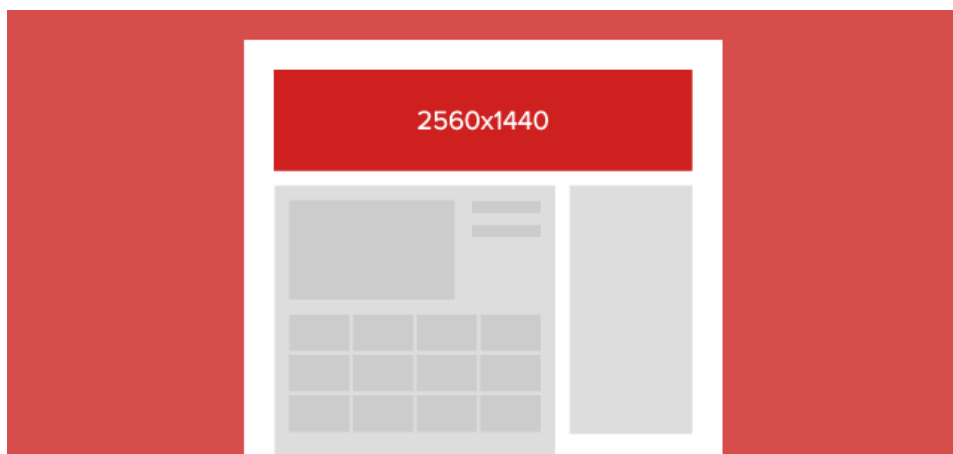
Spice up your YouTube channel with some "channel art". When users click through your YouTube videos to your channel, some appealing images could entice them to stay on your page longer and watch more of your videos.

Across Different Devices

There are a lot of different platforms and devices that users can stream YouTube on so it's important that your brand has a photo optimized for

each one.

Display Sizes

- Tablet display: 1,855 x 423

- Mobile display: 1,546 x 423

- TV display: 2,560 x 1,440

- Desktop: 2,560 x 423 (1,546 x 423 pixels are always visible);Flexible Area (may be visible): 507 pixels to the left and 507 pixels to the right of the safe area.

Video Uploads
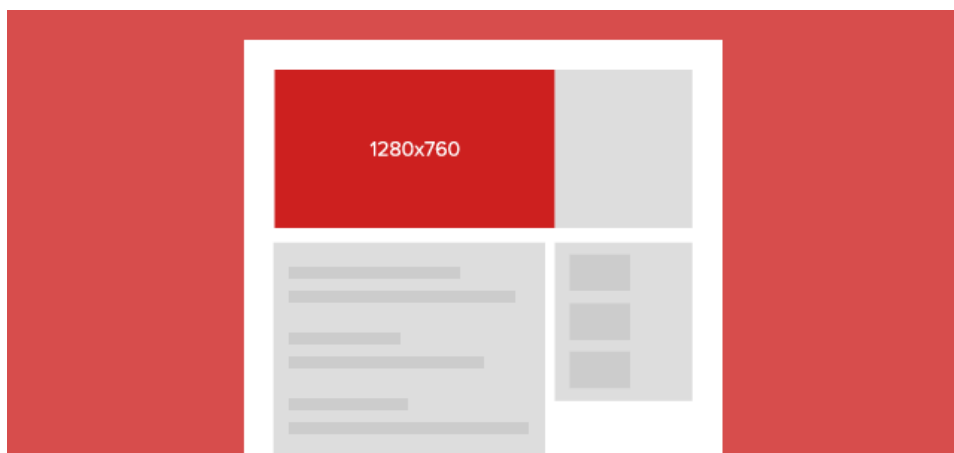
Uploading your content to YouTube is the one of the most important parts of establishing your presence on the site. Videos can tell viewers something about you as a person, or it could show off something that your business might offer.

Video Guidelines

- Videos must maintain a 16:9 aspect ratio.

- In order to qualify as full HD, your dimensions must be at least 1,280 x 720 pixels.

Instagram

Instagram is one of the most popular photo-sharing social networks with a user base of over 100 million people. It's a great place for you to take and share fun or creative photos that show what you or you're all about.

Profile Picture – 110 x 110
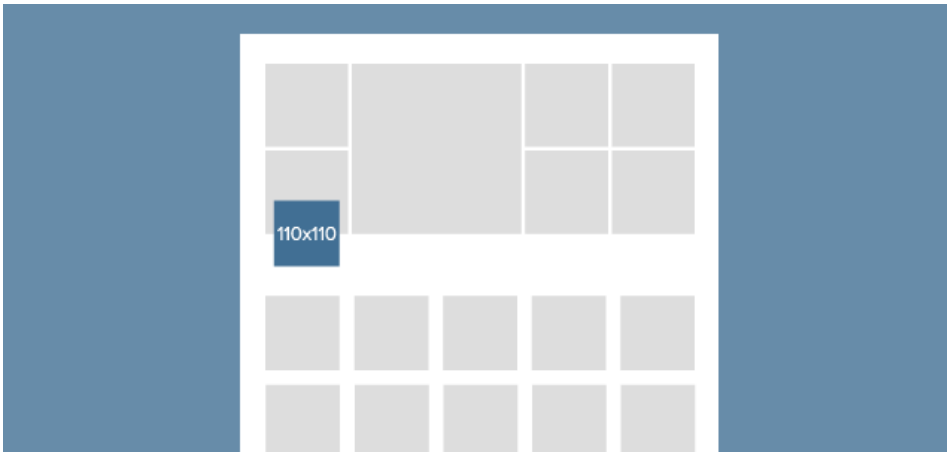
Instagram is based on photographs, which should be an indication of how important it is to pick a great one for your page. Instagram will automatically create a header that cycles through some of the photos that you post to the page, so it may be best to use your profile picture to create a static image of you or your brand.

Image Guidelines

- Appear on your home page at 110 x 110 pixels.
- Square photo – make sure to maintain an aspect ratio of 1:1.

Photo Thumbnails – 161 x 161
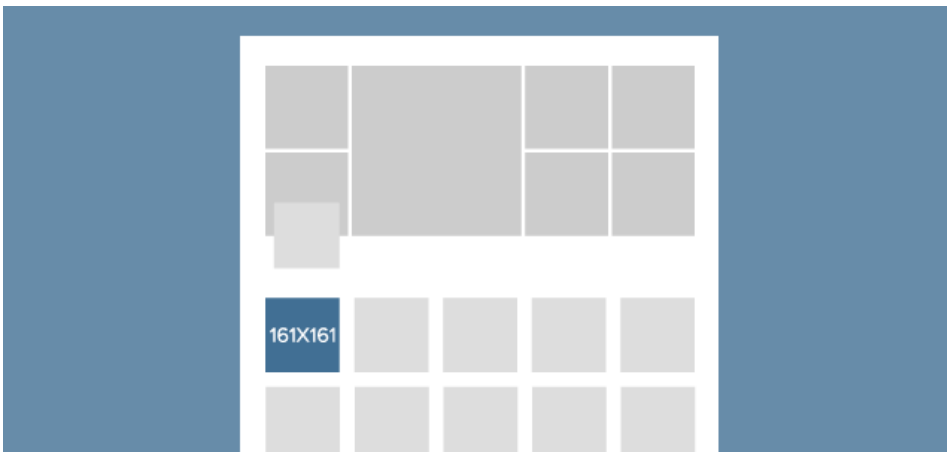
When someone goes to your page they'll be presented with all of your photos arranged in rows of thumbnails. These smaller renditions of your photos will expand when clicked, and will include a place for people to comment.

Image Guidelines

- The thumbnails will appear on the page at 161 x 161 pixels.
- Square photo – Make sure to maintain an aspect ratio of 1:1 ratio.

Photo Size – 640 x 640
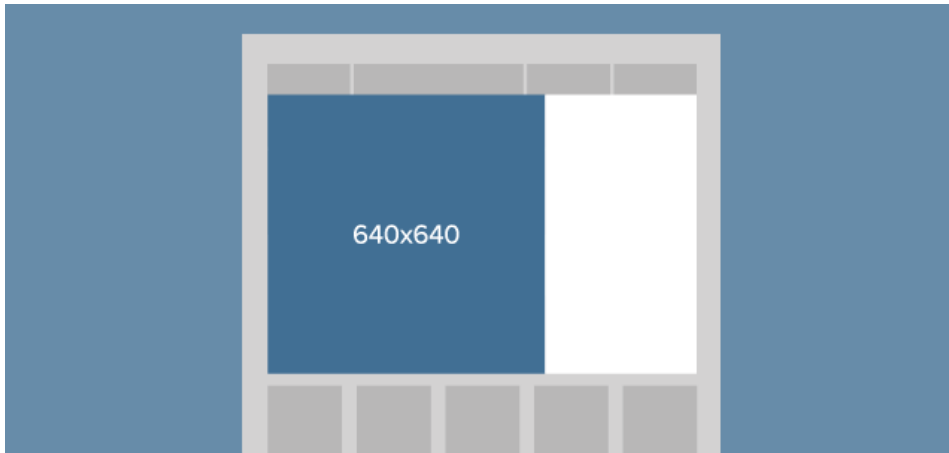
Instagram is all about the photos. These pictures are going to appear in the feed of all of your followers. Instagram allows photos of a higher resolution if they are taken from the native Instagram application. If you decided to upload a photo taken from any other device the resolution will be much lower.

Image Guidelines

- The size of Instagram images has been increased to 640 x 640 pixels.

- Instagram still scales these photos down to 612 x 612 pixels.

- Appear in feed at 510 x 510 pixels.

- Smaller featured header images appear as 204 x 204 pixels, and larger featured header images appear as 409 x 409 pixels.

Tumblr

Tumblr is a customizable social site that lets users effortlessly share anything that they want. Due to the fact that almost everything is sharable, it isn't hard to imagine that there are currently over 235 million blogs that have churned out more than 110 billion posts.

Profile Picture – 128 x 128

Although there is a profile photo associated with your Tumblr page it doesn't appear very frequently throughout the site. It will appear as a thumbnail adjacent to your posts within a follower's feed. It also appears next to the buttons to follow you on Tumblr when someone visits your page.

Your profile photo will also appear somewhere on your Tumblr profile page. Whichever theme you choose is going to play a part in where the photo appears and how large it is. Some brands choose a large image while others keep them subtler. Just make sure to mind the minimum and pick an image that fits not only your brand, but that also fits your page's layout.

Image Guidelines

- Minimum 128 x 128 pixels.
- JPG, GIF, PNG or BMP

Image Posts – 500 x 750
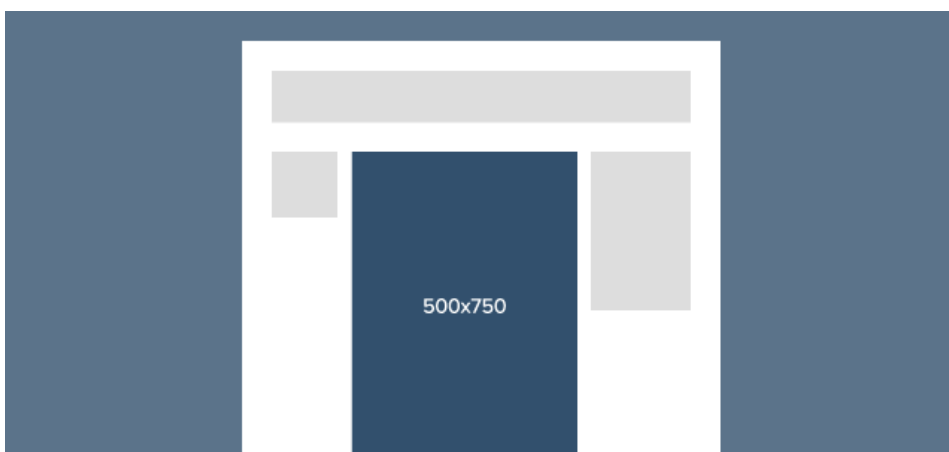
These are the posts that you send out to your followers that will also appear on your page. Due to the fact that Tumblr is so customizable and each theme is so different, not all people are going to want to post the

same size photos.

Image Guidelines

- Dash image sizes max at 1,280 x 1,920, and show in feeds at 500 x 750

- Images can't exceed 10 MB.

- Animated GIFS must be under 1 MB and max at 540 pixels.
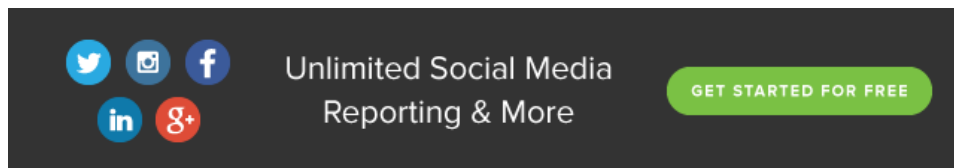
FREE GUIDE

7 Steps to Create a Winning Social Media Marketing Strategy
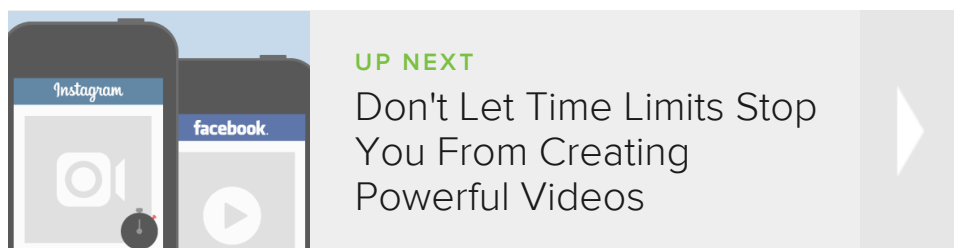
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KEVIN KING

Kevin King is the SEO Manager at Sprout Social and a film critic turned analytics geek. When he isn't poring over massive Excel files, he can be found enjoying live music, indie films and select craft beers.

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Corin   10 days ago

Hey there, it seems that the sizes of Instagram pics have changed in the past few days...they now appear to be 1080 x 1080 pixels, and no longer 640 x 640. Please verify if this is true.

LIKE   REPLY

Darryl Villacorta `moderator`   10 days ago

@Corin Hi, Corin. Having read about the new image size, we suggest to continue with the 640x640 dimension size until hearing from Instagram themselves.

LIKE   REPLY

Rayne1   Jun 21, 2015

Hi Kevin, great post - thank you! The profile image dimensions have changed for Google Plus - it looks like the new required size is 960x540 px minimum. Will you be updating your spreadsheet?

LIKE   REPLY

Darryl Villacorta `moderator`   Jun 22, 2015

@Rayne1 We'll be sure to make the changes where needed. Thanks for the tip!

1 👤 LIKE   REPLY

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mark_az   Jun 16, 2015

This is a great summation of sizes. Thank you!

Am I the only that isn't seeing a way to add a copy to my own G Drive? The menu bar and tools ribbon is missing.

LIKE   REPLY

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jasonVH247   Jun 12, 2015

thanks mate.. helps me alot ..

1 👤 LIKE   REPLY

A D   Jun 12, 2015

This is so helpful, and I come back to it often. Looking now for sizes for

images used in Linked In publishing / posts. Any suggestions?

LIKE   REPLY

Darryl Villacorta moderator   Jun 12, 2015

@A D Happy to look into this for you. We'll dive into this and make updates where needed. Try using the dimensions 442 x 248!

LIKE   REPLY

Alvin P   May 22, 2015

Very helpful! Great resource.

1 LIKE   REPLY

Shelley   May 14, 2015

Can you add SnapChat please?

LIKE   REPLY

marnigee   May 8, 2015

Confused about Instagram size: it sounds like the recommended size in this post is 640 x 640, but your Social Sprout Cheat Sheet Google doc says 510 x 510: https://docs.google.com/spreadsheets/d/1lpTYTTMJLcSXcPDtW9zSb PBHQyRdrLfKERohGIIkE_Q/htmlview?usp=drive_web&sle=true#. Which one is the recommended size?

LIKE   REPLY

Kevin King   May 11, 2015

@marnigee You're right. The Google doc has been updated to reflect dimensions in the blog post. Sorry about the confusion!

LIKE   REPLY

marnigee   May 12, 2015

@Kevin King Thanks so much for the quick response-- much appreciated!

LIKE   REPLY

BrianneBracken   Apr 15, 2015

Would love to get Twitter Multipic dimensions as well. For 2, 3, and 4 photos.

LIKE   REPLY

Darryl Villacorta moderator   Apr 16, 2015

@BrianneBracken We'll be sure to look into adding it, Brianne. Thanks for the suggestion!

LIKE   REPLY

nikok   Apr 19, 2015

@BrianneBracken Simply half the values shown ,so for two photos it would be 250x375

LIKE   REPLY

TravisPflanz   Apr 12, 2015

Nice list. I would like to see additional images/guidelines for how images display across multiple device sizes and with various social media advertising platforms.

For example, a Twitter ad requires a minimum image size of 800 x 320, but then automatically crops the image.

A guide of the visible areas of images used would be a fantastic addition, to help everyone best use a single image for each platform.

LIKE   REPLY

Darryl Villacorta moderator   Apr 14, 2015

@TravisPflanz We'll be sure to take your suggestions into consideration, Travis. Thanks for insight!

LIKE   REPLY

Jarod B   Apr 8, 2015

Great resource. Will keep this bookmarked.

1   LIKE   REPLY

Duane   Mar 20, 2015

Nice resource. Can you please update the new Google My Business "Business Photos" page? I can't seem to have any success adding a business logo. In their error message, they say at least one side has to be 250px, and I do have one side. Do they not accept horizontal logos? Only square? Can't figure out how to have a photo accepted in that section. Any updates would be good.

LIKE   REPLY

LiveFyre9001   Mar 5, 2015

Is the facebook shared image size definitely correct? Everywhere else I'm finding it listed at 1200x1200 but I'm wondering whether it's changed recently.

LIKE   REPLY

Kevin King   Mar 6, 2015

@LiveFyre9001 For the shared image, we've pulled directly from Facebook's resources (https://developers.facebook.com/docs/plugins/checklist#images) . That being said, people may be seeing better results with 1200x1200 (and FB may be outdated). We use as many of the official resources that we can find for this guide, but you should always test to see what works best for you.

Hope this helps!

LIKE   REPLY

Susan Probert   Mar 3, 2015

There are no image sizes for posting a company update on LinkedIn. I only realised today that although LinkedIn doesn't crop them on the desktop version the mobile version crops the images. Do you have the best size for this?

LIKE   REPLY

Kevin King   Mar 4, 2015

@Susan Probert For a company update the file type should be JPG, GIF, or PNG and max size of 100MB. "Your uploaded image will be automatically resized to fit the 180 x 110 pixel thumbnail space."

You can find more info here;
https://help.linkedin.com/app/answers/detail/a_id/8259/~/posting-a-company-update

We're working on adding this to our guide soon. Thanks for the feedback!

LIKE   REPLY

Visnja Zeljeznjak   8 days ago

@Susan Probert I've had success with 960x440 px - I've tested this today and Linkedin mobile app did NOT CROP the image in my image post.

LIKE   REPLY

Mike Mohammed   Mar 3, 2015

Thanks for this - the Google Doc is an incredibly convenient resource!

LIKE   REPLY

Darryl Villacorta `moderator`   Mar 3, 2015

@Mike Mohammed Thanks, Mike! It definitely comes in handy during content creation day. Cheers!

LIKE   REPLY

jaysen freelance   Feb 11, 2015

Great social post – and resource!

1 🖼 LIKE   REPLY

doodles   Jan 29, 2015

Pinterest seems to be incorrect. The profile pic is circular. Pinterest site says to make it 200x200. Whereas this site has it as a rounded rectangle at 160x160. Now I'm wondering about all the rest of the specs in this guide :-/

LIKE   REPLY

doodles   Jan 29, 2015

Sorry, meant that it's listed above as 165x165 rectangle.

LIKE   REPLY

Darryl Villacorta `moderator`   Jan 31, 2015

@doodles Thanks for the insight. Image sizes are always changing and we're working to make more updates as we go. Thanks again for the heads-up!

LIKE   REPLY

Shlomo Tommer   Jan 28, 2015

Thanks for an invaluable resource and tool of the art.

LIKE   REPLY

wappy   Jan 11, 2015

One trick for making the images you take with your smartphone easier to use on Instagram is to change the size of your photo within the camera app. Before you take a picture, select the square orientation.

By taking square photos, you won't have to worry about cropping out any aspect of your image for Instagram.

LIKE   REPLY

graphicsewa   Jan 8, 2015

Thanks for sharing this wonderful guide .. ! Thumbs Up !

2   LIKE   REPLY

JessK   Jan 7, 2015

This is missing video upload guidelines for Facebook and Twitter. Please help!

LIKE   REPLY

Darryl Villacorta moderator   Jan 7, 2015

@JessK Hey, Jess! We're working on adding more guidelines which will include video. Stay tuned!

1   LIKE   REPLY

TedJustTweeted   Jan 9, 2015

@Darryl Villacorta Hello Darryl! Does Sprout offer this as one large infographic? I'd be interested in sharing this internally.

LIKE   REPLY

Darryl Villacorta moderator   Jan 10, 2015

@TedJustTweeted Well hello there, Ted! We don't have it as an infographic at the moment but we can definitely nudge our design team with the suggestion. We'll be sure to let everyone know if that changes. Thanks for chiming in!

1   LIKE   REPLY

mark67   Dec 28, 2014

Perfect, size of the Instagram, I was looking for. I've been looking for this guideline. Keep up the good work!

1   LIKE   REPLY

SallyOh1   Dec 16, 2014

When you say "shared link" for the Facebook guidelines, is that the size I should make my post photo (since that is the one that shows up when I share a post on my FB page)? Thank you! This is very helpful!!!

LIKE   REPLY

Darryl Villacorta `moderator`   Dec 17, 2014

@SallyOh1 Hi, Sally! The "shared link" photo size is the image that will accompany any web link you're sharing with your readers. The only difference between a shared link versus an uploaded photo is that with a shared link, meta data (website preview info) will show up on the bottom of the photo that will be displayed to signify that the post you're sharing is a link. I hope this helps!

1 LIKE   REPLY

SallyOh1   Dec 18, 2014

@Darryl Villacorta @SallyOh1 Yes, thank you!

1 LIKE   REPLY

LindaMarieHolm   Dec 4, 2014

Perfect, that's the information I was looking for. Image dimensions work well. Now I have Christmas Cards in all up-to-date social media image sizes for Facebook, Twitter, Google, Tumblr and Pinterest.

http://1-gasvergleich.de/cards-energy-girl/

Thank you very much Kevin.

10 FREE CHRISTMAS CARDS
MERRY CHRISTMAS

LIKE   REPLY

Jason G   Nov 26, 2014

The "Always Up To Date" Google doc, is not up to date. In the last week I noticed that the YouTube channel art and Pinterest expanded image dimensions are incorrect. This Doc would be so helpful if it was reliable.

LIKE   REPLY

Alexandra S   Nov 20, 2014

I love this page. It's very helpful to share with our design team when we need new images created. However, I noticed that some of the LinkedIn image standards are incorrect. The size for a career page cover photo should be 970px by 240px minimum. We recently launched our career page, and we thought we were set until we found that our career cover photo didn't quite match up.

LIKE   REPLY

TomScottShine   Nov 14, 2014

Hi, I think LinkedIn have a new banner which is 1400x425 and isn't featured here. Thanks.

LIKE   REPLY

MelissaKlotz   Nov 14, 2014

A Facebook shared image uploaded to a Page at 1200x900 gets cropped, so perhaps this isn't the correct dimension anymore? Anyone else having this problem?

LIKE   REPLY

Kevin King   Nov 14, 2014

@MelissaKlotz It looks like Facebook has updated that size to be at least 1200x630 pixels for high res devices. That's taken from their best practices guide;

https://developers.facebook.com/docs/sharing/best-practices

Try that! We're updating our guide accordingly.

LIKE   REPLY

Conner_G   Nov 13, 2014

Holy shit this is awesome. Thanks Sprout crew.

2   LIKE   REPLY

Stevenlighten   Oct 31, 2014

The shared image dimensions work well, thank you, HOWEVER, they do not work with Youtube links. I use the 1200x627 dimensions, but is reverts back to the crap little square thumb little link. Do you know of a dimension that works with Youtube links? Thank you!

LIKE   REPLY

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