

# **Image and Video sizes for Social Media.**

## **Facebook**

### **News Feed**

IMAGE

1200 x 1200

You can also use 1080px by 1350px if you want it bigger in the feed.

VIDEO

1200 x 1200

You can also use 1080px by 1350px if you want it bigger in the feed.

### **Stories**

IMAGE

1080 x 1920

VIDEO

1080 x 1920

### **Profile Picture**

IMAGE

720 x 720

Min. 180 x 180 pixels

### **Cover Photo**

IMAGE

820 x 312

Phones display cover photos in: 640 x 360 pixels

VIDEO

820 x 312

Duration: Min. 20 seconds, Max. 90 seconds

### **Event Photo**

IMAGE

1336 x 700

Facebook is currently rolling out a new design. The old event photo size is 1000x524.

### **Group Photo**

IMAGE

640 x 334

The image will be cut slightly in the top and bottom on desktop.

### **Open Graph (og:image)**

IMAGE

1200 x 630

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## **Instagram**

### **Feed**

IMAGE

1200 x 1200

You can also use 1080px by 1350px if you want it bigger in the feed - but it will be cropped on your profile page. Min. 640 x 640 pixels.

VIDEO

1200 x 1200

You can also use 1080px by 1350px if you want it bigger in the feed - but it will be cropped on your profile page. Min. 640 x 640 pixels.

### **Stories**

IMAGE

1080 x 1920

Max. Duration: 7 seconds

VIDEO

1080 x 1920

Max. Duration: 15 seconds

### **Profile Picture**

IMAGE

720 x 720

Min. 160 x 160 pixels

### **Reels**

VIDEO

1080 x 1920

Reels show up as 4:5 in the feed when people are scrolling so keep this in mind when you're creating them.

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## **LinkedIn**

### **Feed**

IMAGE

1200 x 1200

Min. 640 x 640 pixels

VIDEO

1200 x 1200

Min. 640 x 640 pixels

### **Profile Picture**

IMAGE

640 x 640

Cover Photo (Business)

IMAGE

1128 x 191

Cover Photo (Personal)

IMAGE

792 x 198

Will be cropped slightly in top and bottom on mobile

### **Stories**

IMAGE

1080 x 1920

VIDEO

1080 x 1920

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## **Twitter**

### **Feed**

IMAGE

1040 x 584

Min. 520 x 292 pixels

VIDEO

1044 x 588

Min. 522 x 294 pixels

### **Profile Picture**

IMAGE  
720 x 720

### **Cover Photo**

IMAGE  
1200 x 400  
Min. 600 x 200

### **Open Graph (og:image)**

IMAGE  
1200 x 630  
Open Graph Image (og:image). Images must be less than 5MB in size. JPG, PNG, WEBP and GIF formats are supported.

### **Fleets**

IMAGE  
1080 x 1920  
JPG, PNG are supported.

VIDEO  
1080 x 1920  
MP4 is supported. Max. length 2 minutes and 20 seconds (512MB).

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## **Snapchat**

### **Stories**

IMAGE  
1080 x 1920

VIDEO  
1080 x 1920

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## **YouTube**

### **Profile Picture**

IMAGE  
800 x 800  
Must be at least 98 x 98 pixels and 4MB or less. Use a PNG or GIF (no animations) file.

### **Cover Photo**

IMAGE  
2048 x 1152  
6MB or less

### **Video Thumbnail**

IMAGE  
1280 x 720

### **Video Watermark**

IMAGE  
150 x 150  
Use a PNG, GIF (no animations), BMP, or JPEG file that's 1MB or less.

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## **Pinterest**

### **Profile Picture**

IMAGE  
720 x 720

### **Square pin**

IMAGE  
600 x 600

### **Short pin**

IMAGE  
600 x 900

### **Medium pin**

IMAGE  
600 x 1260

### **Long pin**

IMAGE  
600 x 1560

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# Twitch

## Profile Avatar

IMAGE  
720 x 720

## Cover Photo

IMAGE  
1200 x 480

## Video Player Banner

IMAGE  
1920 x 1080

## Info Panels

IMAGE  
320 x 200

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# Whatsapp

## Profile Picture

IMAGE  
192 x 192

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# AppStore

iPhone 5.5"

IMAGE  
1242 x 2208  
iPhone X, iPhone XS, iPhone 8 and below

iPhone 6.5"

IMAGE  
1242 x 2688  
iPhone XS Max

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# TikTok

## Feed

IMAGE  
1080 x 1920

VIDEO  
1080 x 1920  
Max. length 60 seconds

### **Profile Picture**

IMAGE  
720 x 720  
Profile photos will not be visible on your profile once a profile video is set. Photos must be at least 20x20 pixels to upload.

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## **ProductHunt**

### **Thumbnail**

IMAGE  
240 x 240  
JPG, PNG, GIF. Max size: 2MB

### **Gallery**

IMAGE  
1270 x 760  
Max. 4 images can be uploaded.

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## **Vk**

### **Profile Picture**

IMAGE  
720 x 720  
GIF, PNG or JPG

### **Cover Photo**

IMAGE  
1590 x 530  
GIF, PNG or JPG

### **Feed**

IMAGE  
1200 x 1200  
GIF, PNG or JPG

### **Open Graph (og:image)**

IMAGE

1074 x 480

Open Graph Image (og:image).

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# **PlayStore**

### **High-res Icon**

IMAGE

512 x 512

32-bit PNG (with alpha). Maximum file size: 1 mb

### **Feature Graphic**

IMAGE

1024 x 500

JPEG or 24-bit PNG (no alpha). Don't include any copy or important visual information near the borders of the asset - specifically near the bottom third of the frame. If adding text, use large font sizes. Your graphic may be displayed alone without the app icon.

### **Screenshots 5"**

IMAGE

1080 x 1920

Pixel 3 and similar. JPEG or 24-bit PNG (no alpha).

### **Screenshots 6"**

IMAGE

1440 x 2880

Pixel 3 XL and similar. JPEG or 24-bit PNG (no alpha).