

Social Media Image Sizes & Formats Cheat Sheet (2025)

Pinterest

- Profile Image: 165 x 165 px
- Pin Image: Standard: 1000 x 1500 px (2:3 aspect ratio), Video Pins: 1000 x 1500 px
- Board Cover: 222 x 150 px
- Note: Pinterest's visual-centric platform requires high-quality images for effective engagement.

Snapchat

- Geofilter: 1080 x 1920 px
- Snap Ads: 1080 x 1920 px
- Story Ads: 1080 x 1920 px
- Note: Snapchat's vertical video format is optimized for mobile viewing.

Mastodon

- Profile Image: 400 x 400 px
- Banner Image: 1500 x 500 px
- Note: Mastodon is a decentralized social network gaining popularity among privacy-conscious users.

Facebook

- Profile picture: square, at least 300 x 300 pixels
- Cover picture: 820 x 312 pixels (desktop), 640 x 360 pixels (mobile: 16:9)
- Split image: 1200 x 630 pixels (16:9 landscape), 1200 x 1500 pixels (4:5 portrait), 1200 x 1200 px (square)
- Event images: 1920 x 1080 pixels (16:9)
- Story: 1080 x 1920 pixels (9:16)
- Videos: Square: 1080 x 1080, Portrait: 1080 x 1350 (4:5), Landscape: 1280 x 720, Full portrait: 720 x 1280

Instagram

- Profile image: 320 x 320 pixels
- Feed image: 1080 x 1080 px (1:1), 1080 x 1350 px (4:5 portrait)

- Story: 1080 x 1920 px
- Videos: Stories and Reels: 1080 x 1920 px (9:16)

Threads (by Meta)

- Profile Image: 320 x 320 px
- Post Image: 1080 x 1080 px
- File Size Limit: Up to 8 MB
- Note: Threads is Meta's text-based platform, similar to X (formerly Twitter), and has gained significant traction in 2025.

X (Twitter)

- Profile image: 400 x 400 pixels
- Header image: 1500 x 500 pixels
- In-stream photo: 1600 x 900 pixels
- Videos: Stories/Reels aspect ratio 9:16, resolution 1080 x 1920 px

LinkedIn

- Profile picture: 300 x 300 pixels
- Cover picture: 1584 x 396 pixels
- Shared image: 1200 x 627 pixels

Xing

- Profile picture: 1024 x 1024 pixels
- Cover image: 1280 x 624 pixels

Google Business Profile

- Profile picture: 1024 x 1024 pixels
- Cover picture: 1024 x 576 pixels
- Post image: 720 x 720 pixels
- Videos: Maximum file size 75 MB, Resolution: at least 720p, duration max 30 sec, MP4 format

YouTube

- Channel Icon: 800 x 800 px
- Channel Banner: 2048 x 1152 px
- Video Thumbnail: 1280 x 720 px
- Video Watermark: 150 x 150 px

- File Size Limit: 6 MB for images
- Note: While YouTube is primarily a video platform, thumbnails and banners are crucial for channel branding.