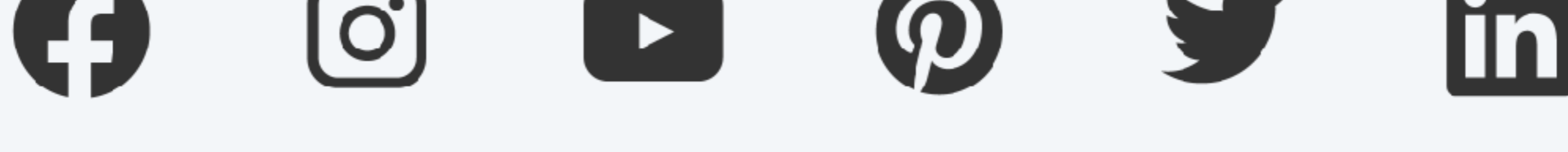


2022 Social Media Image Size Guide

There's no denying the power of visuals on social media. However, it's a challenge to keep up with the ever-changing image size guidelines.

That's why we've created this social media image size guide for you to rock your social media marketing this year!



Facebook

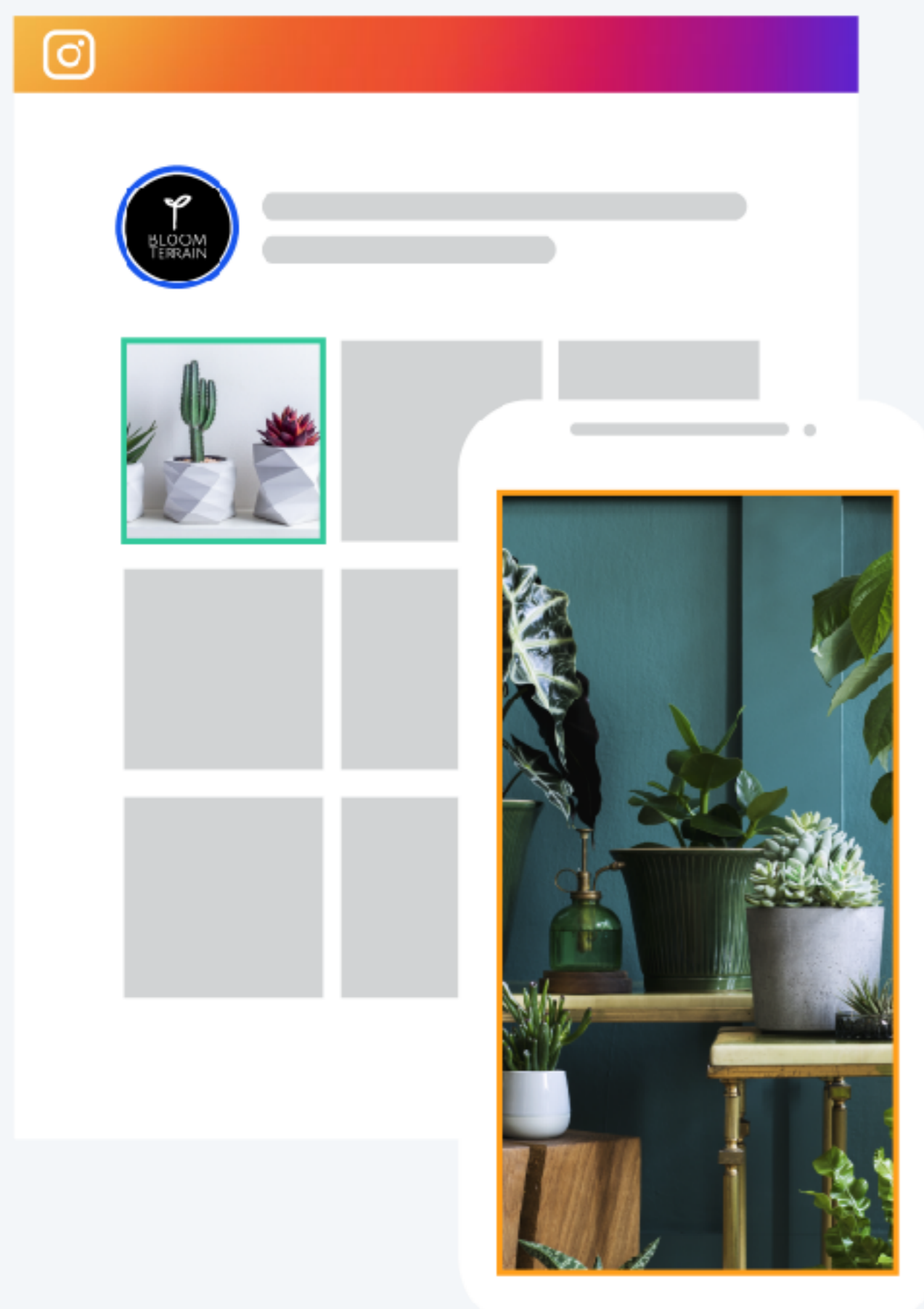
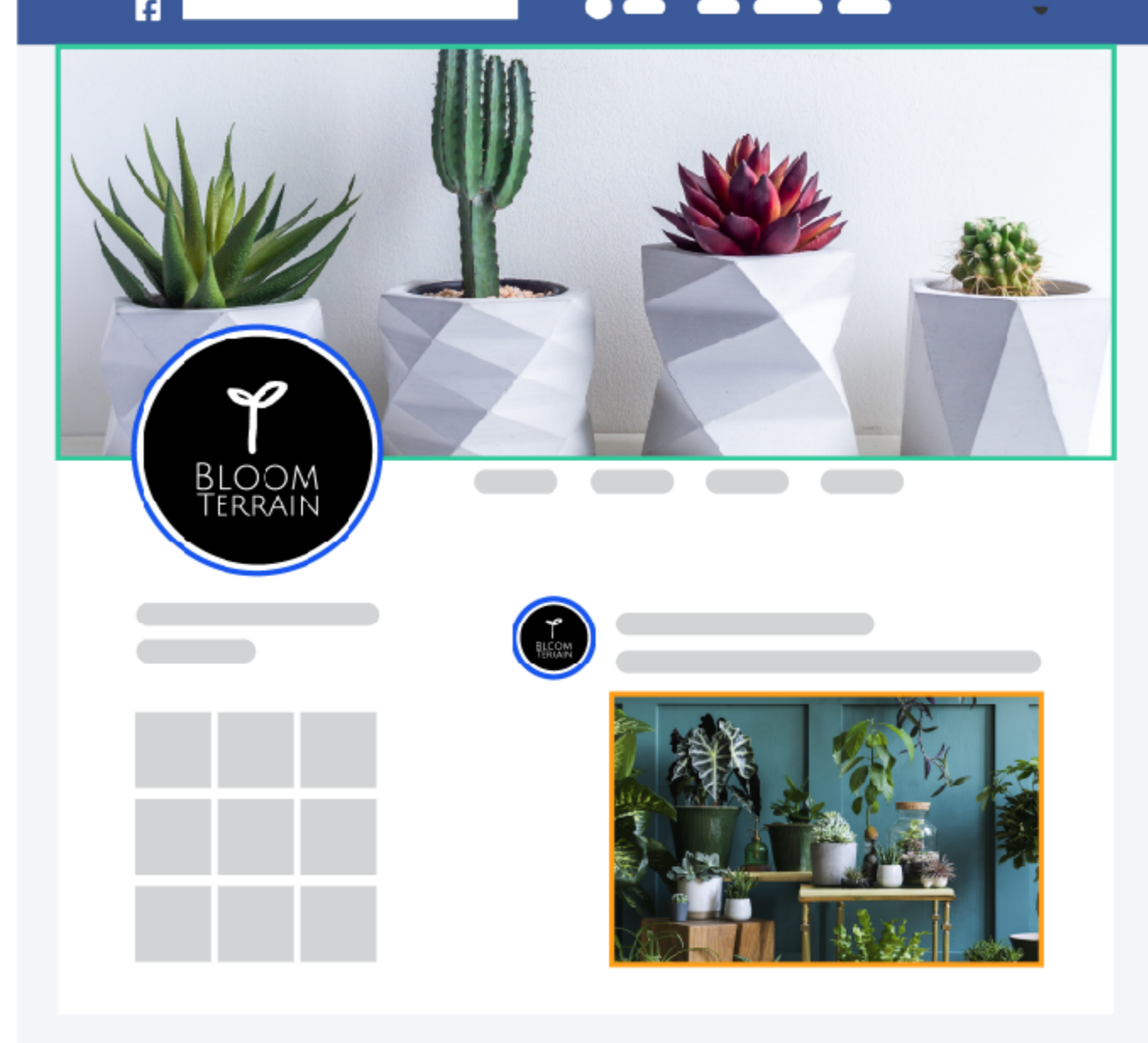
Your profile photo represents you or your brand. It must be at least 170 x 170 pixels.

Facebook cover photos appear on your page at 820 x 312 pixels. Beware – anything smaller will be stretched!

Images that are shared in a post have a recommended size of 1200 x 630 pixels or 1080 x 1080 pixels.

SHOW YOUR BRAND

Use your company logo for your profile picture and use a photo that speaks toward who you are as a brand for your cover photo!



Instagram

Instagram profile images appear on your home page at 110 x 110 pixels.

Image thumbnails appear on your profile as 161 x 161 pixels. Individual image uploads can be square or rectangular. Square photos are sized at 1080 x 1080 pixels and rectangular should use a 4:5 ratio.

Interested in using Instagram Stories? If so, be sure to use the recommended resolution of 1080 x 1920 pixels or an aspect ratio of 9:16.

SHORT CONTENT IS IN

With more than 300 million daily users, Instagram Stories and Reels are a good place to focus this year!

Pinterest

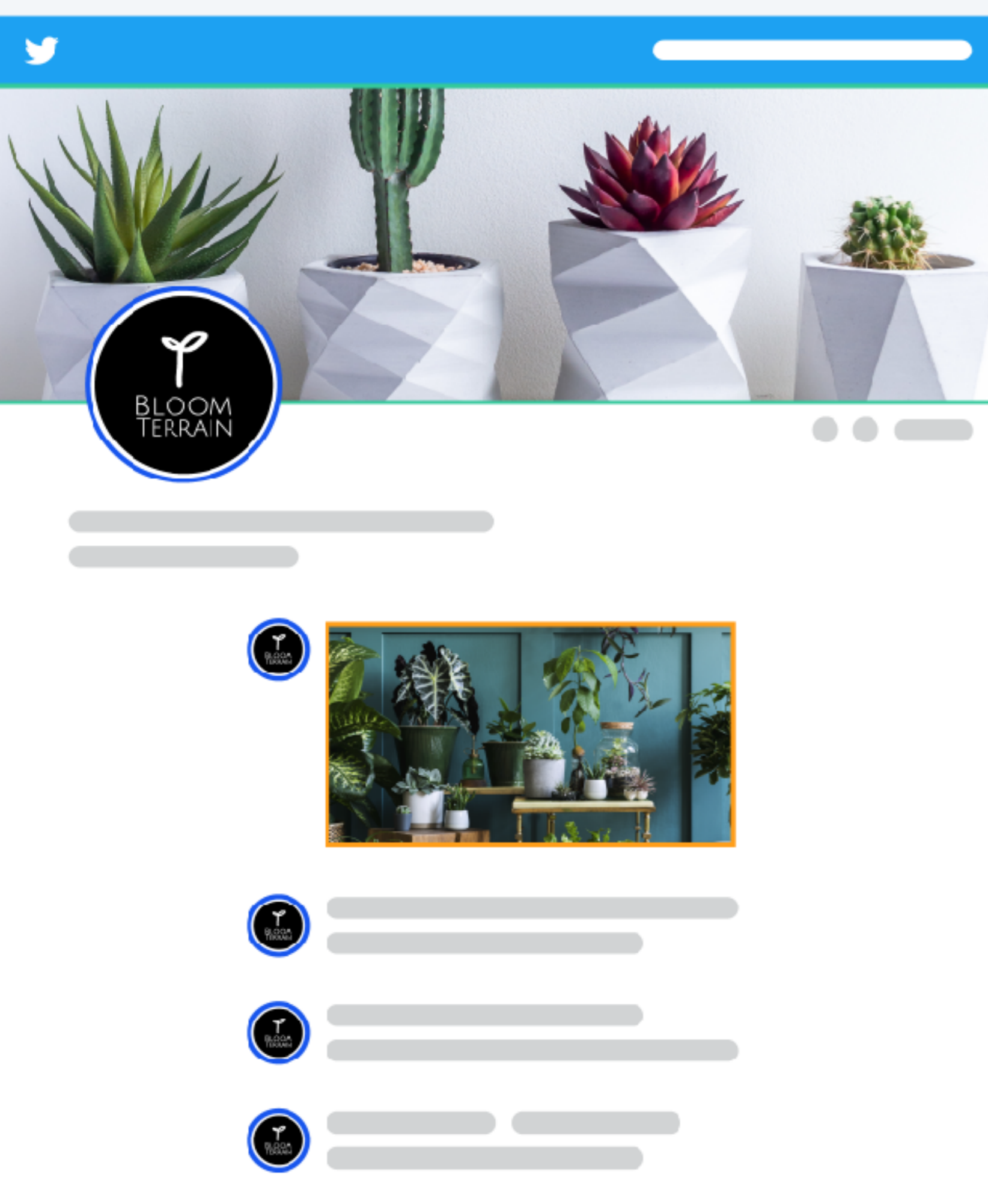
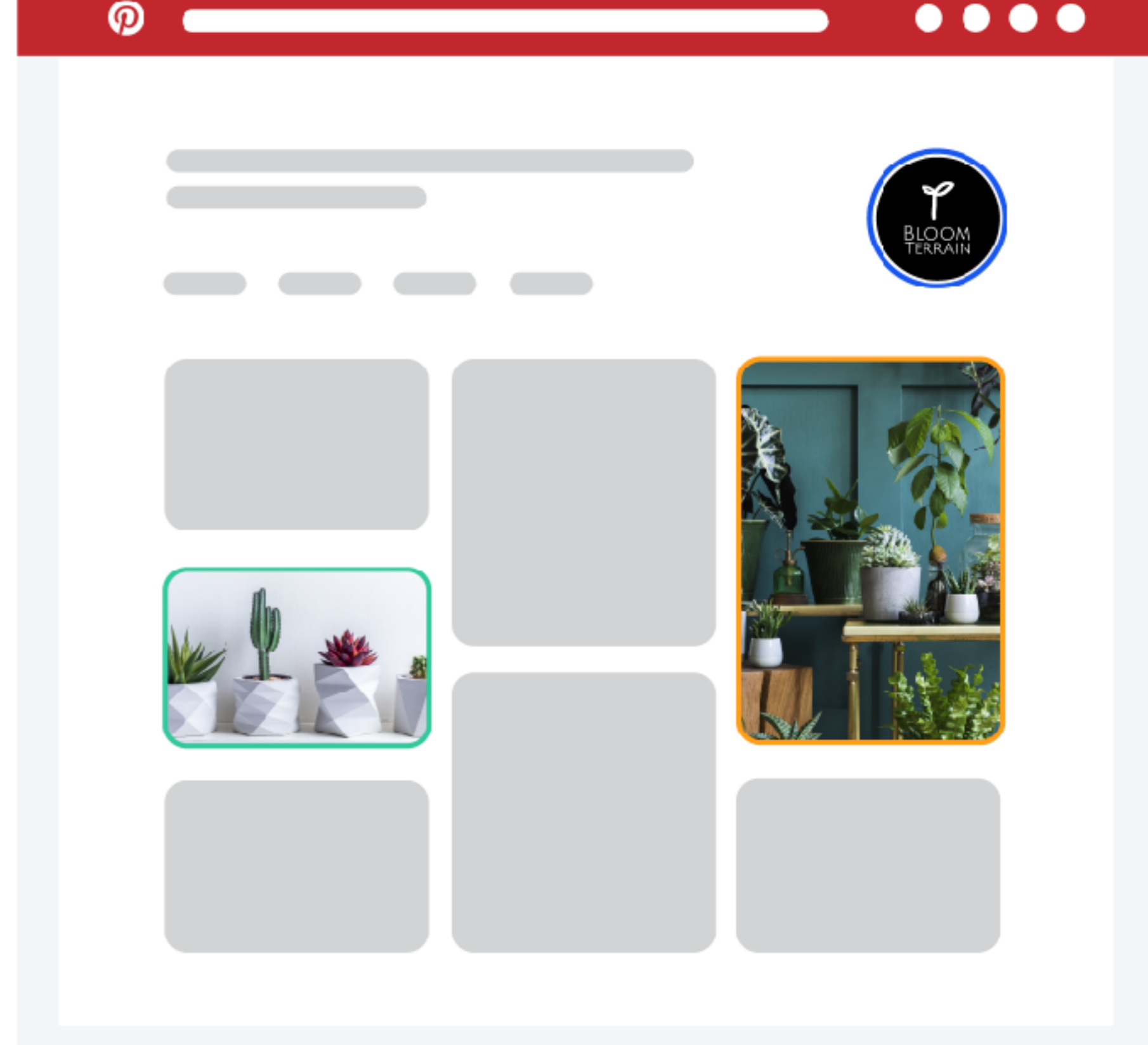
Pinterest profile images appear at 165 x 165 pixels on the homepage.

Pins on the main page or on a board appear at 236 pixels with a scaled height. Once expanded, Pins have a minimum width of 600 pixels with a scaled height.

It is recommended to use an image aspect ratio of 2:3 for Pins.

KEEP IT RELEVANT

When creating Pinterest boards, be sure to choose a thumbnail photo that is both enticing to your audience and also relevant to that particular board.



Twitter

Your profile picture has a recommended size of a 400 x 400 pixel square, although it will appear as a circle on Twitter.

Your header photo should be 1500 x 500 pixels. Make sure to pick an image that represents you or your business!

When sharing a link, images appear at 1200 x 675 pixels. Tweets sharing a single image should use a standard 4:3 or 16:9 ratio.

CROPPING WOES NO MORE

Images used to appear collapsed before a user clicked on them but, in May 2021, Twitter adjusted this feature to allow "bigger and better images."

YouTube

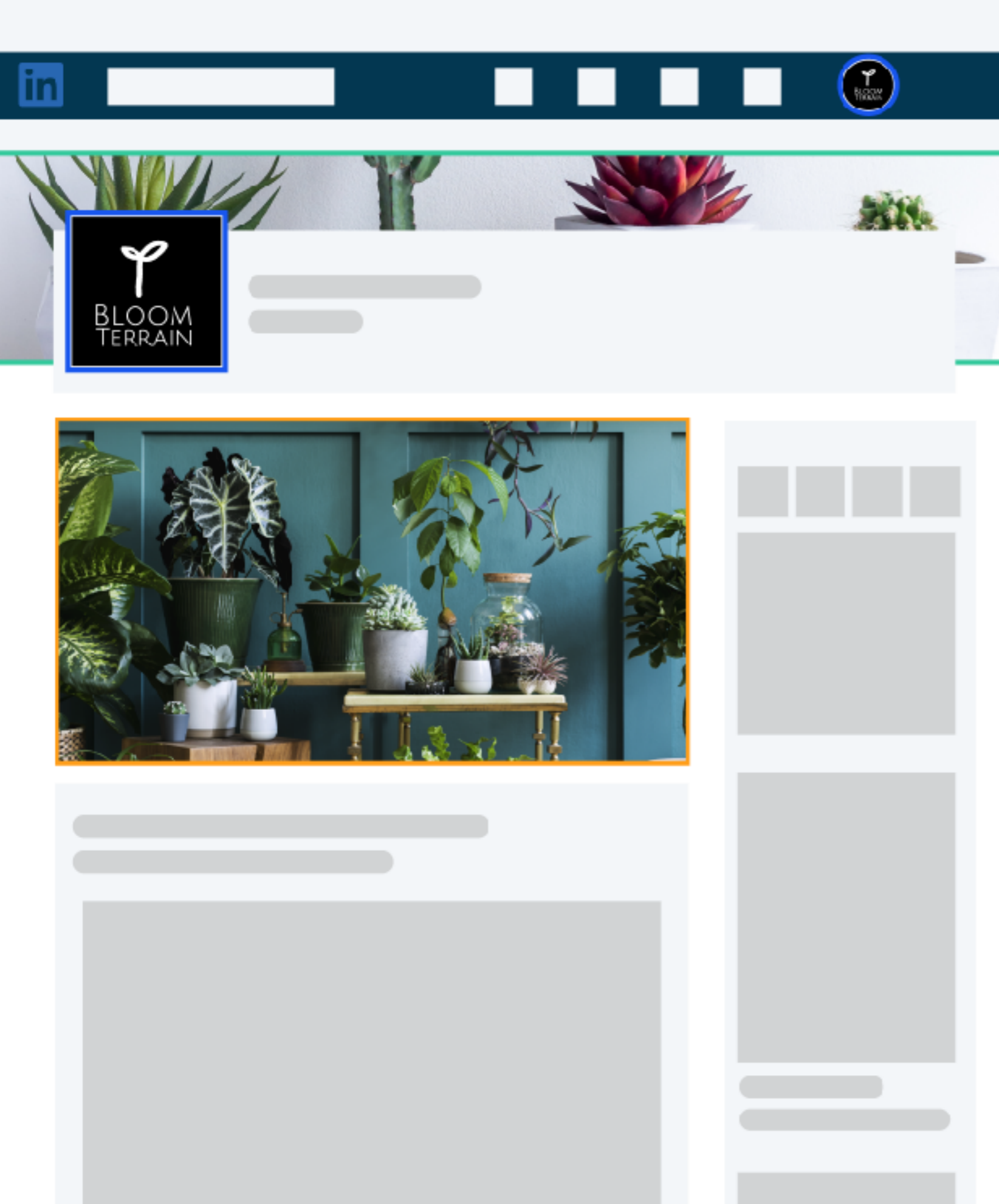
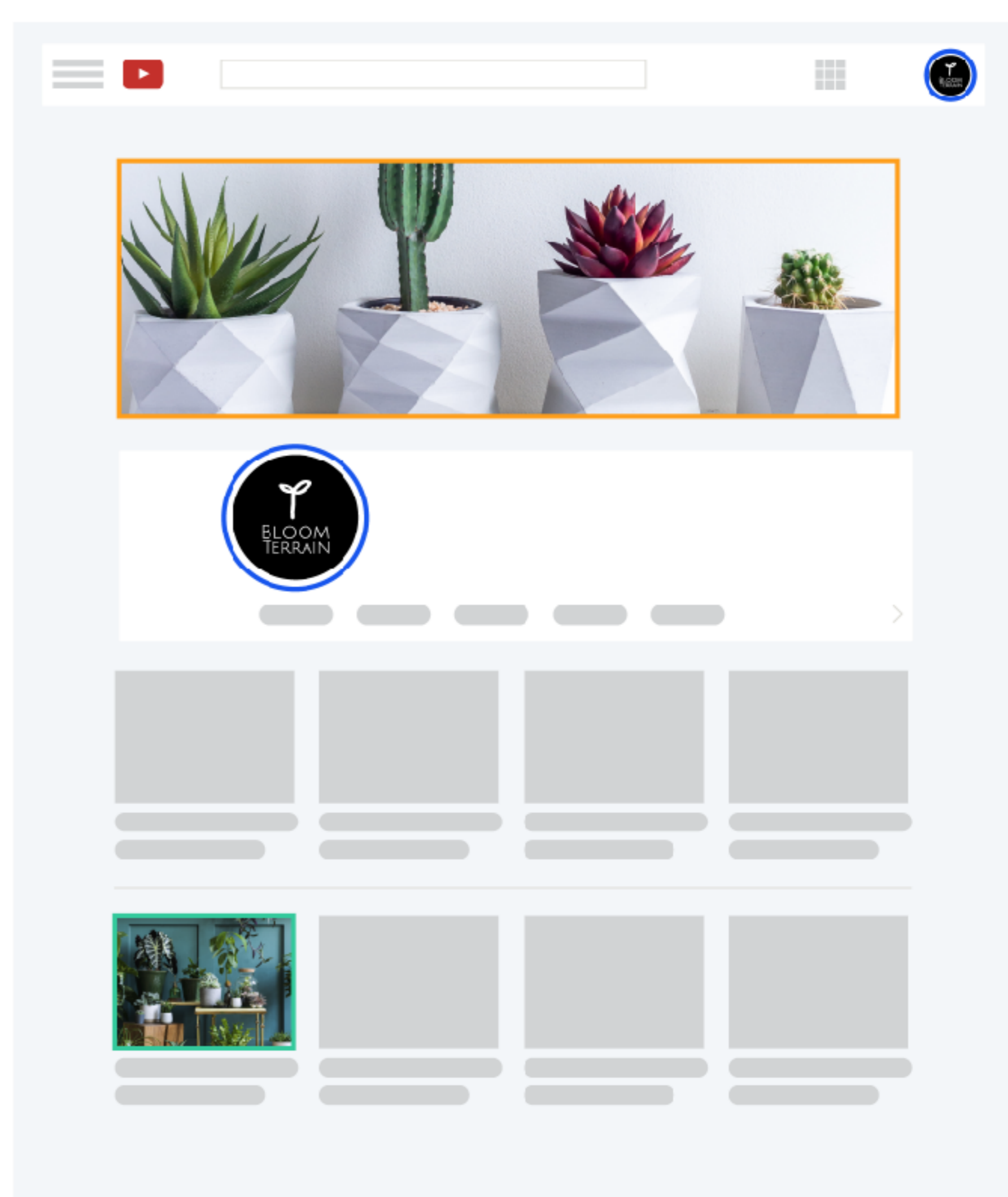
Your YouTube channel profile image should be 800 x 800 pixels. Be sure to use your company logo so people can easily identify your brand.

If you'd like to create custom thumbnails for your YouTube videos, be sure to use images that are 1280 x 720 pixels.

Like many other social networks, YouTube allows you to upload a cover photo for your channel. The minimum image size is 2560 x 1440 pixels with an aspect ratio of 16:9.

PRO TIP

Even though YouTube cover photos require a very large image, only a sliver of this photo is visible on desktop and mobile. Make sure to check your photo and adjust the crop using YouTube's channel art tool before publishing.



LinkedIn

Uploading your company logo image ensures customers and employees can easily identify your company profile. Your company logo image should be 300 x 300 pixels.

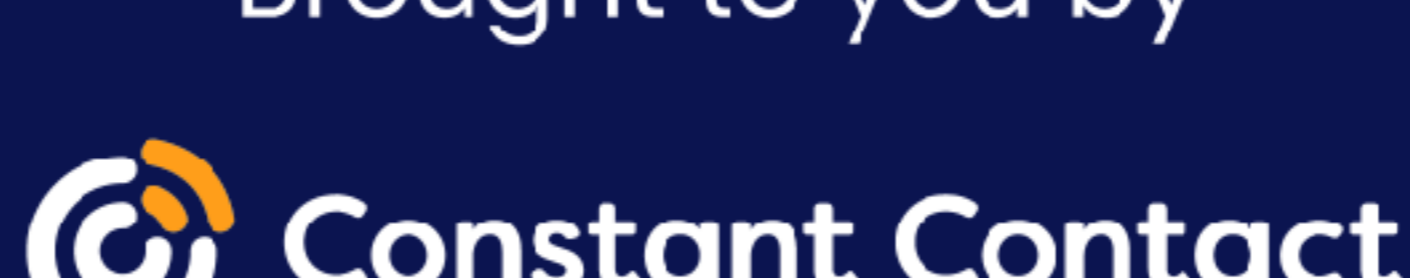
The company business banner image covers the entire top of the page. It is recommended you upload an image around 1128 x 191 pixels.

Images that are shared in a post have a recommended size of 1200 x 1200 pixels.

KEEP IT PROFESSIONAL

LinkedIn is the world's largest professional network. Make sure that your posts are appropriate for the audience and focus on building relationships with industry leaders or sourcing employees rather than driving traffic or customers.

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You can find even more social media marketing tips at:

blogs.constantcontact.com

This guide was last updated in January 2022