

Social Media Sizes

Social media platforms like Facebook, Instagram, LinkedIn, and Pinterest have different size and orientation requirement for posting images, videos, and other content on their site. To captivate the best option in setting perfect previews or thumbnails, you can follow the guidelines listed below for the accurate sizing of your photos.



Social Media Sizes Standard

Profile Photo

The standard size for a profile photo or display image is 400 x 400 px. As they are often what is seen right away, even if they are tucked on a certain corner of the platform or page, you should still make sure it has a high resolution for when viewers need to check your logo or the image you used as the profile photo of your business.

Landscape

The landscape orientation works best with a 1200 x 630 px in size so you won't be cropping or cutting out important sections or sceneries contained within the image. Although if you

have an image you want to post as a landscape but can't reach the recommended size, you can cheat your way through by adding black borders above and below the image.

Portrait

As for the portrait orientation, the standard sizing involves 630 x 1200 px. Such a layout also allows you to use a chart or collages in combining two or more images in one particular post. But of course, a singular sheet is used best to flaunt the content or text within the post.

Social Media Sizes for Digital – Social Media

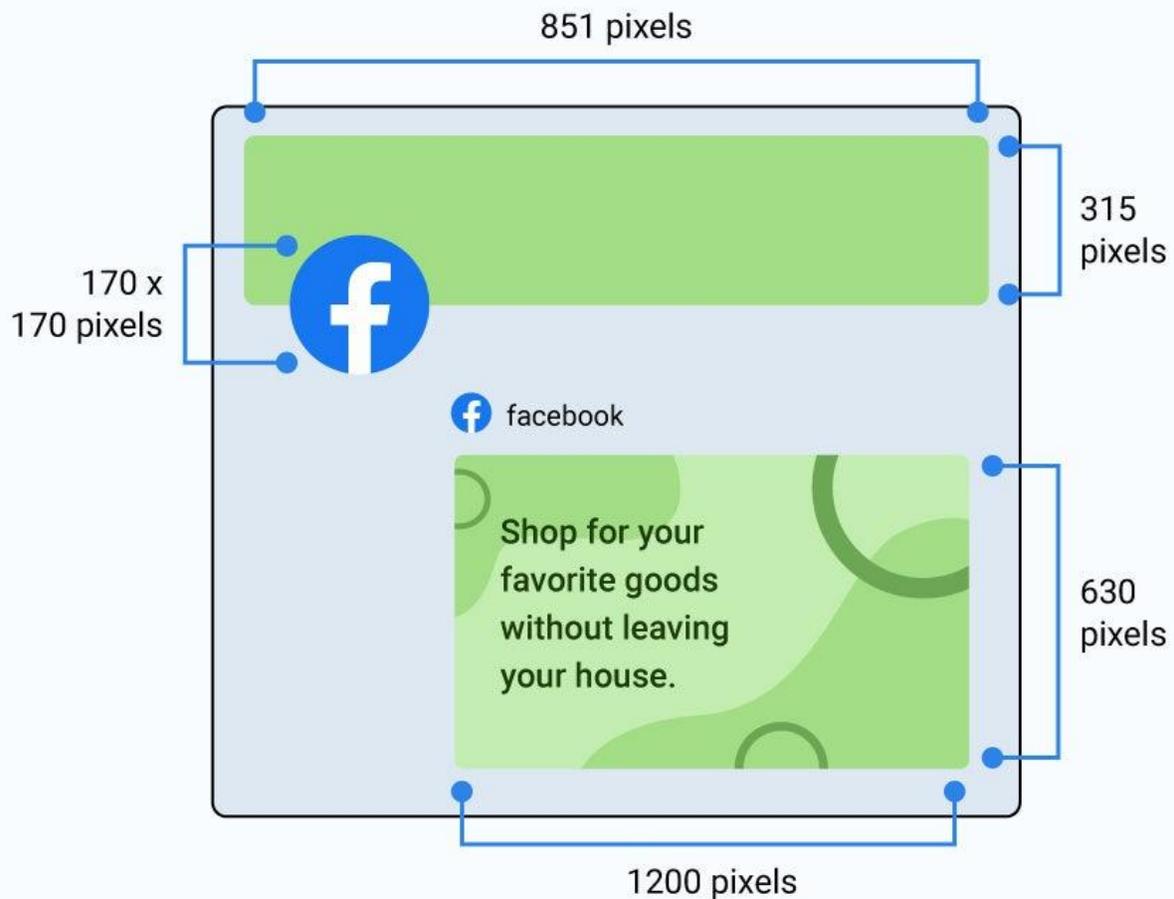
Facebook Social Media Size

When posting on Facebook, it is important that you keep in mind how respective users are able to catch a glimpse of your post or how they are able to come across your profile, especially as a business page. It is recommended that you use 170 x 170 pixels for profile photos, 851 x 315 pixels for cover photos, 1200 x 630 pixels for posts and timeline photos, and 1080 x 1920 pixels for stories. It is best you use a JPG or PNG file format to avoid size compression.

Facebook

Social Media Size

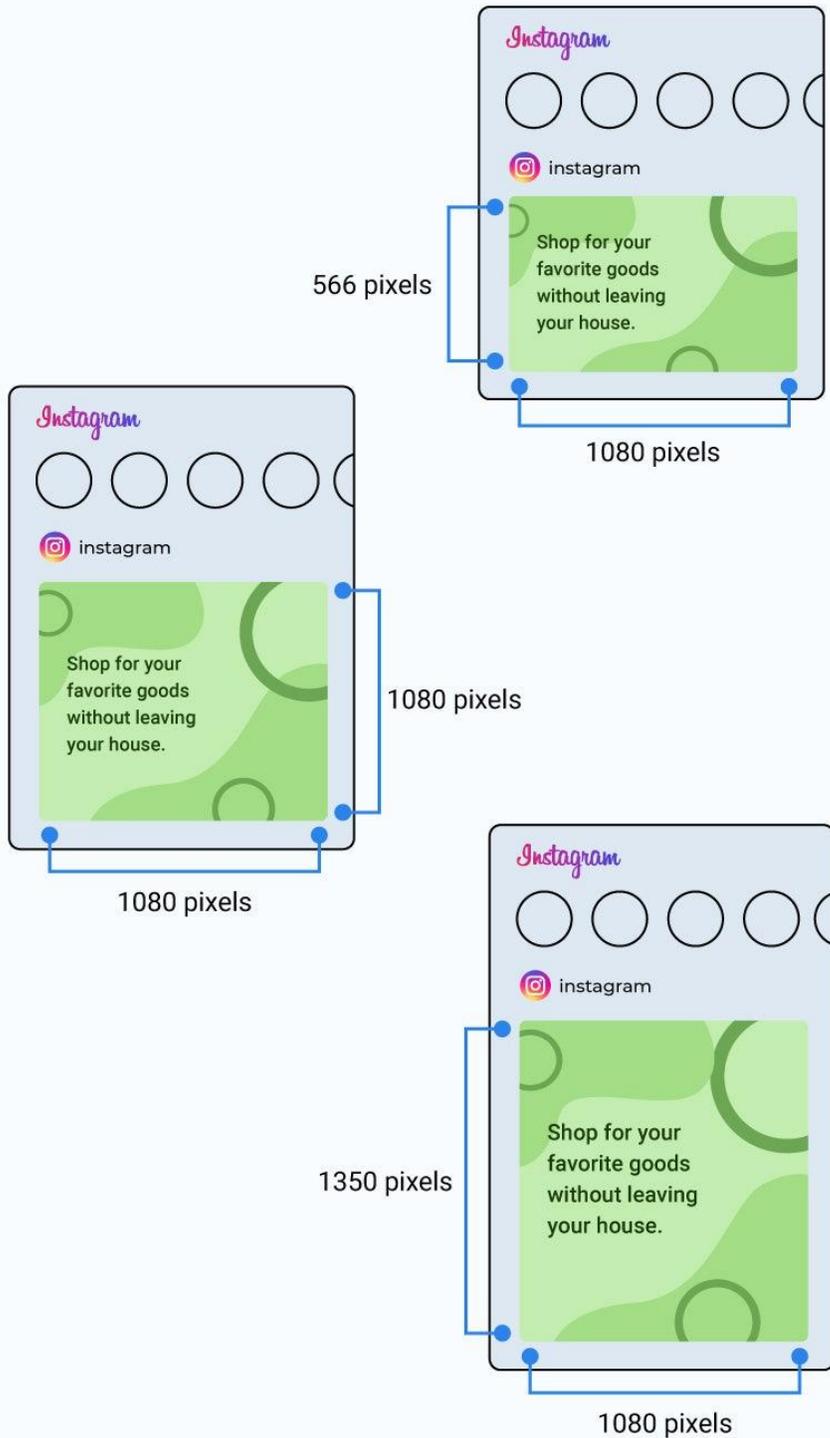
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Instagram Social Media Size

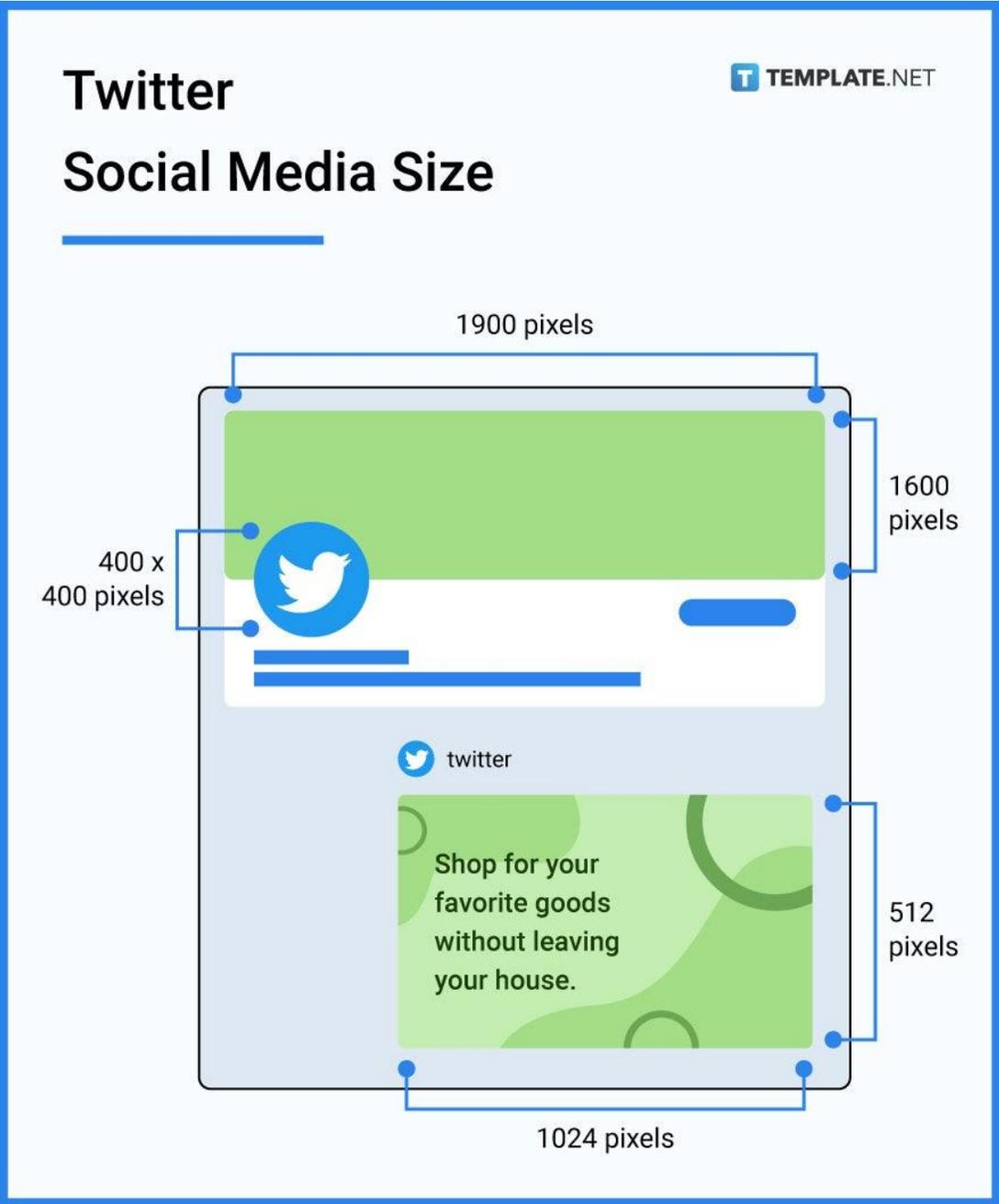
Instagram has since expanded to include other kinds of orientation on their posts, no longer limiting to square dimensions. This equates to feeds having a diversity of sizes such as 1080 x 566 pixels for landscape, 1080 x 1350 pixels for portrait, and 1080 x 1080 pixels for square. In setting up your page, you can also have 320 x 320 pixels for your profile photo.

Instagram Social Media Size



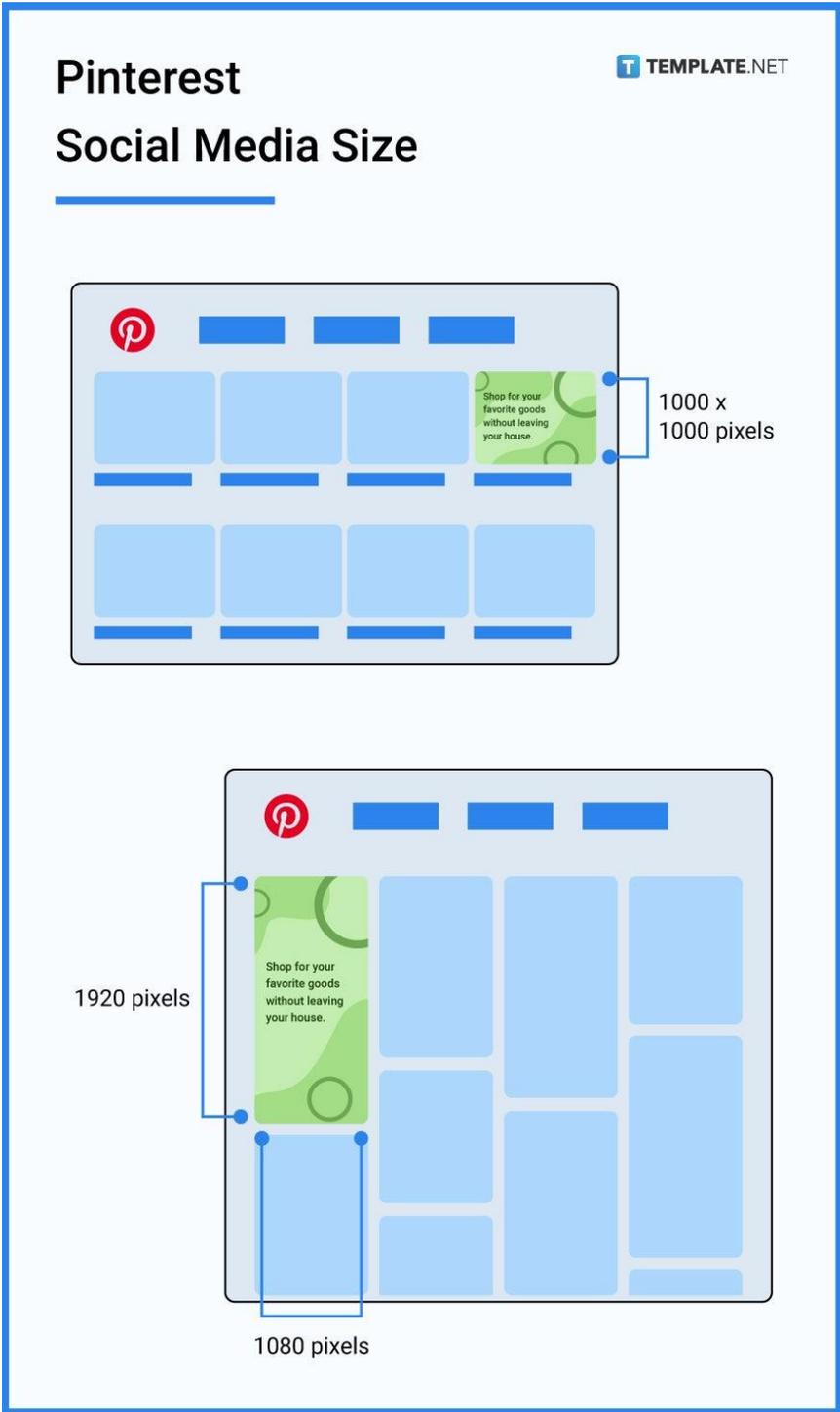
Twitter Social Media Size

Twitter has a different specific sizing to their posts, especially when using mobile devices, using the highest dpi would help to establish in the industry your high-quality photos or graphics which would be more appreciated by other users. Profile photos have 400 x 400 pixels, header photos have 1900 x 1600 pixels, and in-stream photos are 1024 x 512 pixels. Using these recommended sizes would help to frame preview images better and influence viewers to engage.



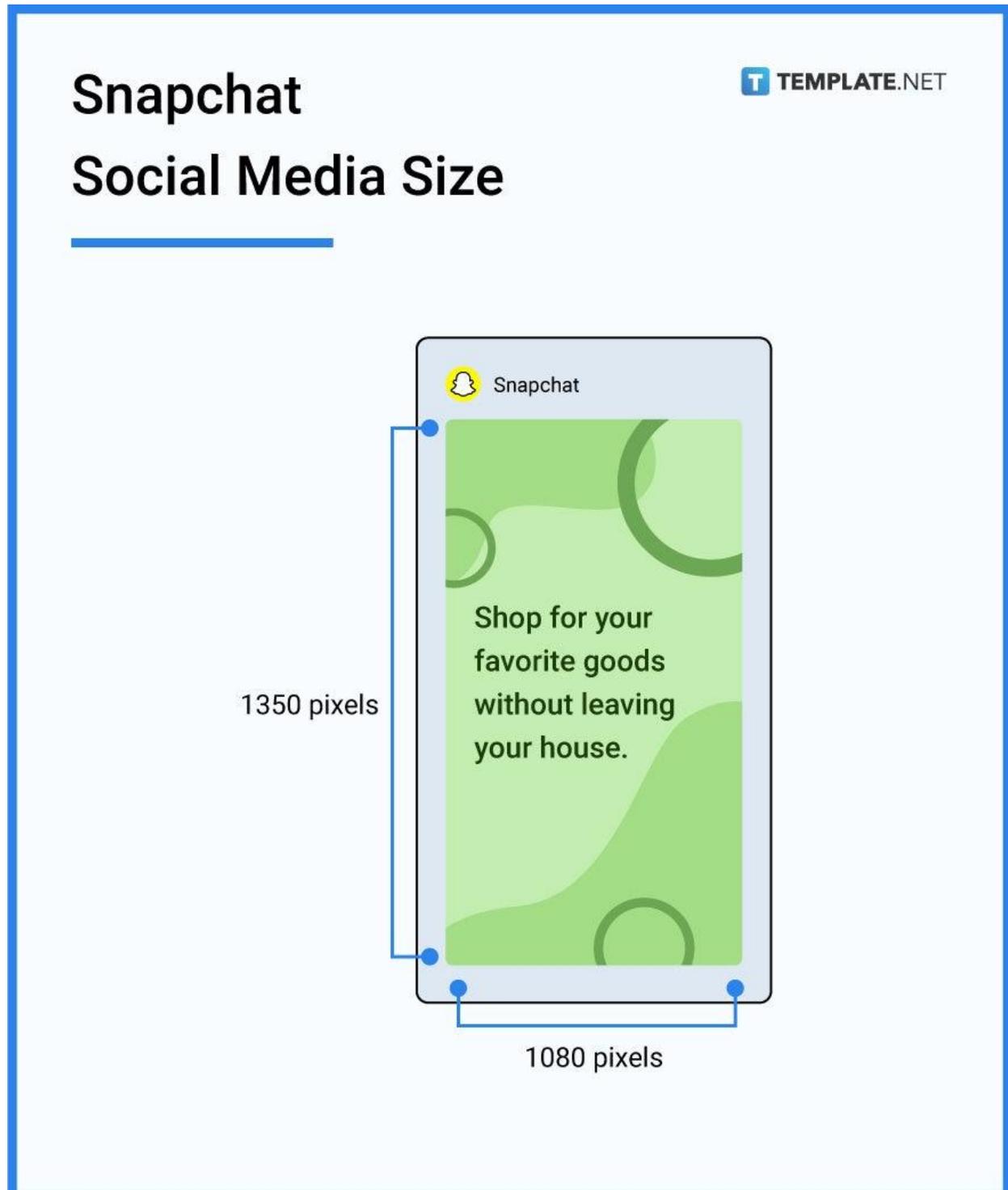
Pinterest Social Media Size

The web page view of Pinterest is a wall of photos of varying types and sizes. Pins, icons, and collections pins are recommended to have an equal width and length or 1×1 size of 1000 x 1000 pixels, story pins, and fleets share the size of 1080 x 1920 pixels. Especially since Pinterest is mostly images, then you would need to prioritize the optima of its quality.



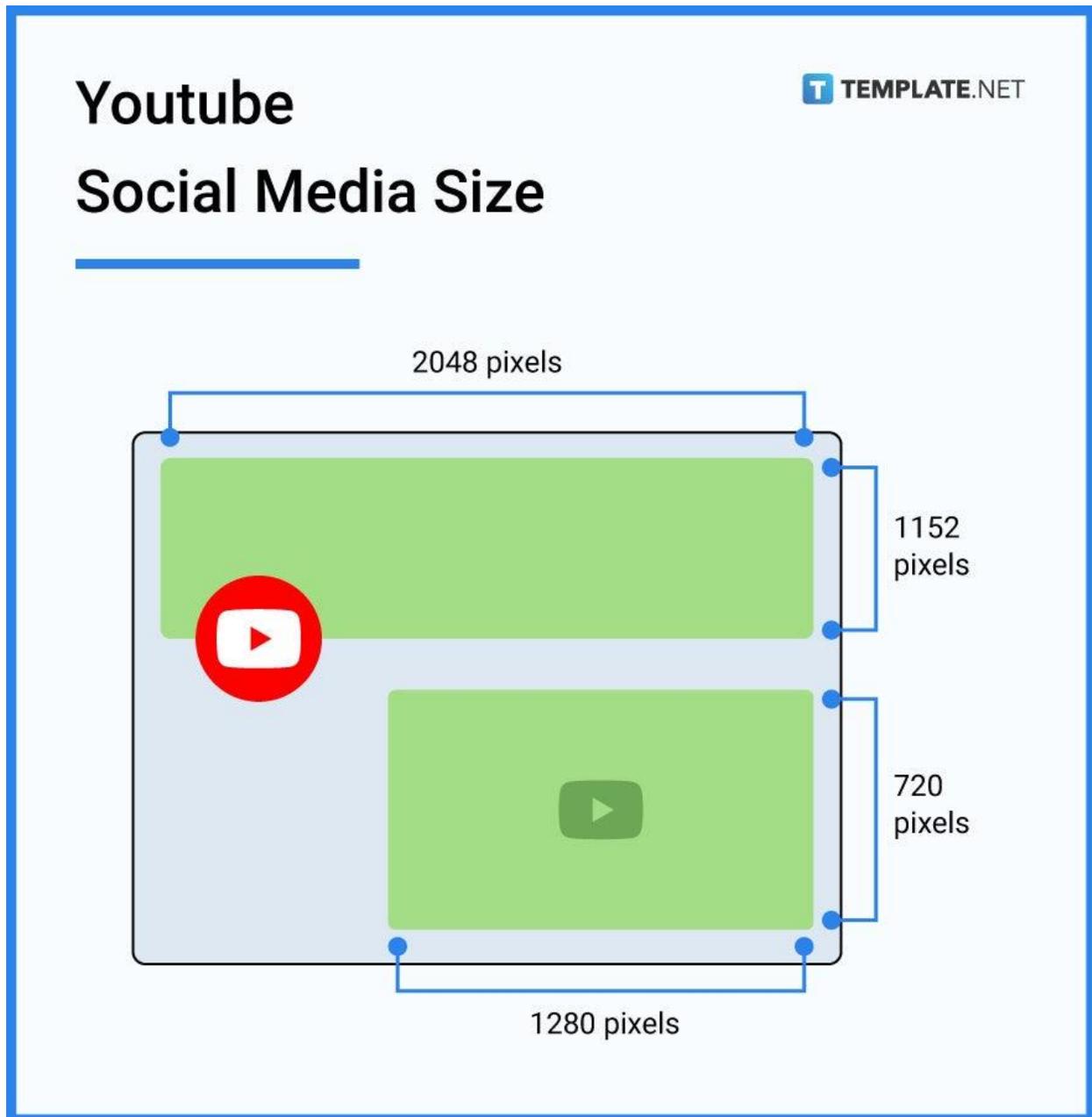
Snapchat Social Media Size

In comparison, Snapchat is just like Instagram stories as they are often posted in portrait orientation, often in video format. Advertisements are recommended to have 11.25 x 20 inches and geofilters are 3.175 x 3.175 cm minimum but should have a 9:16 ratio.



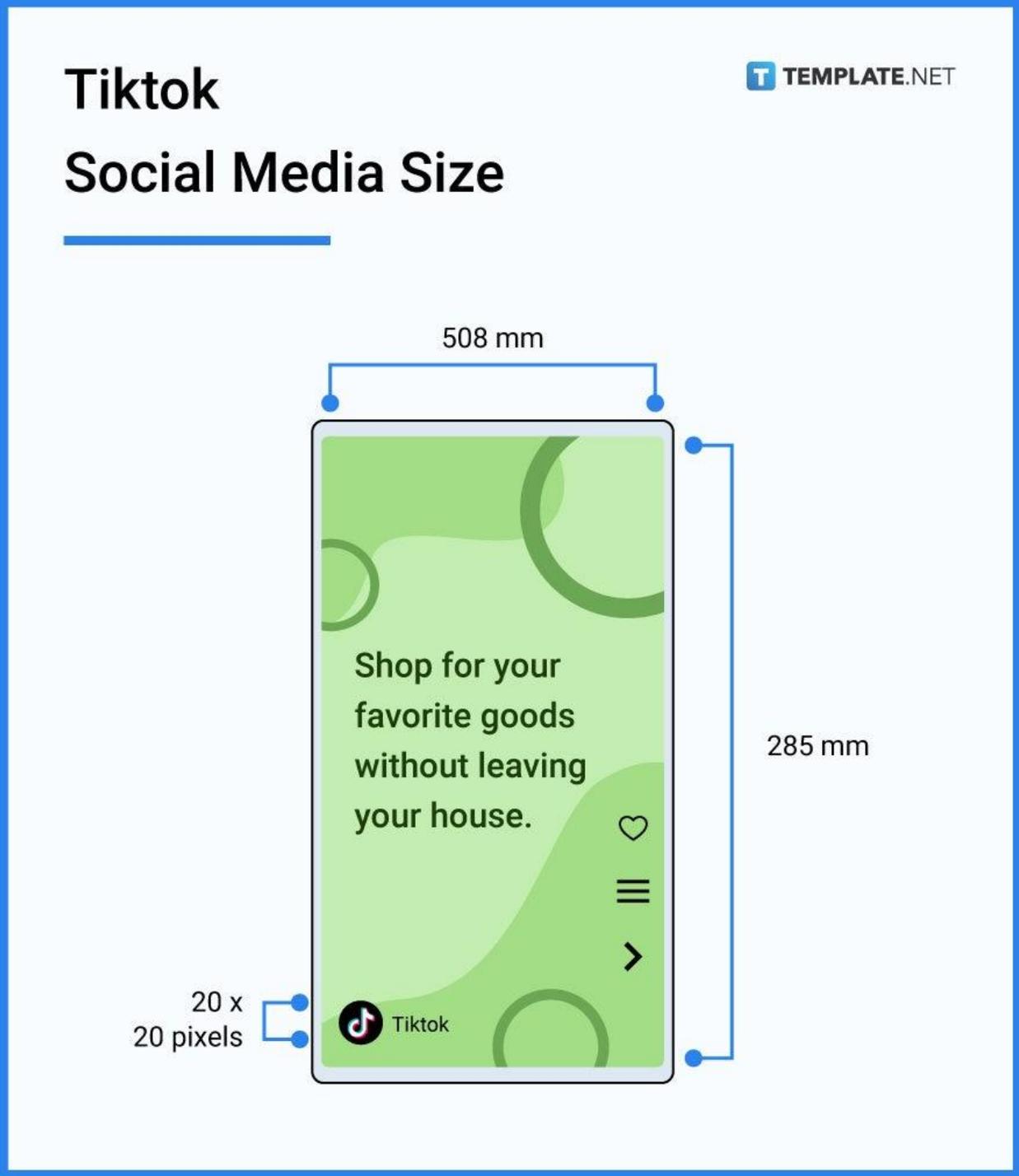
Youtube Social Media Size

Youtube banners are displayed for everyone to see which would need to be presented of utmost high quality. They are recommended to have a size of 2048 x 1152 pixels while videos and thumbnails have 1280 x 720 pixels. This site provides you with templates on Youtube banners so you can check on their sizing.



Tiktok Social Media Size

Tiktok is also often posted as a video, similar to Snapchat but with music or audio. Profile photos have 20 x 20 pixels in size, and videos have 285.75 x 508 mm. The ideal ratio for Tiktok is 1:1 or 9:16. Keep in mind that when you record a video with low quality, it would show when you post the Tiktok to the public.



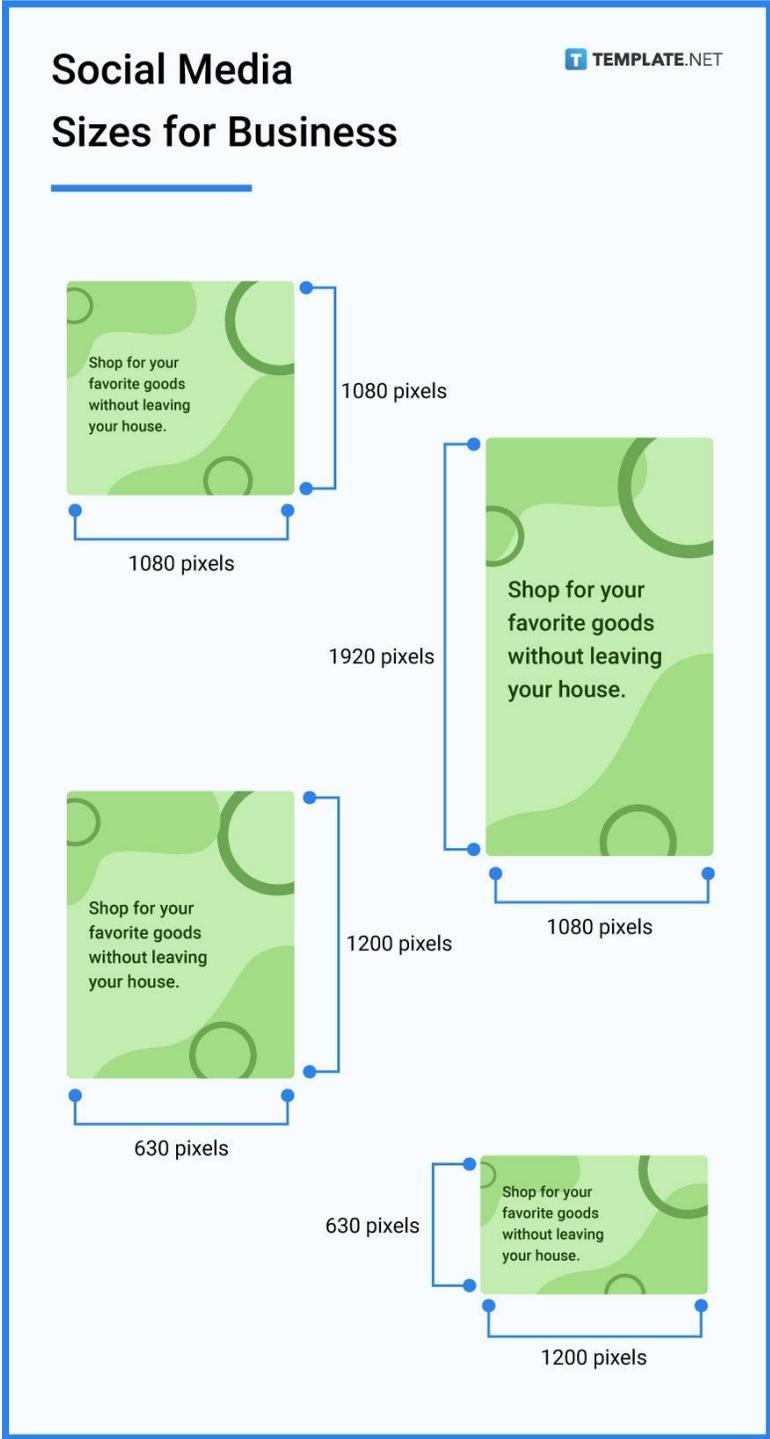
Social Media Sizes for Email

When sending social media images for email, you would need to consider the width or length of your content. Consider the email design to be 600 px and 700 px wide since you should not be compromising the font for the size otherwise, it would appear differently and be misunderstood. Alternatively, you can send your pictures through a PDF file so it does not get ruined.



Social Media Sizes for Business

Social media sizing for business may vary depending on the content or platform you are sharing the content to, such as for LinkedIn. The common sizes are 1080 x 1080 px for a square layout, 1080 x 1920 px for stories, 630 x 1200 px for portrait posts, and 1200 x 630 px for landscape-oriented posts. University pages or ones promoting fitness would have a boost or plus on their analytics to have a captivating image.



Social Media Sizes for Adobe Photoshop

In setting the photo to be edited on Adobe Photoshop, you can use an image or layout of 1080 x 1080 px at a 1:1 aspect ratio or a landscape of 1080 x 566 px, with an aspect ratio of 1.91:1. It is important that you upload a high-resolution image since you will be undergoing an editing process, either light changes or heavy photo manipulation.

Social Media Sizes for Adobe Photoshop

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The image contains two Photoshop interface diagrams. The top diagram shows a square image with dimensions 1080 pixels by 1080 pixels. The bottom diagram shows a landscape image with dimensions 630 pixels by 1200 pixels. Both images contain the text 'Shop for your favorite goods without leaving your house.'

Social Media Sizes for Adobe Illustrator

Similar to Adobe Photoshop, you are recommended to use a base photo of higher resolution or quality to not ruin it when exporting completed graphics. An ideal base template of 1080 x 1080 px or 1080 x 566 px is recommended. Such as when you are creating a flyer, you may market it better if it does not appear quite as pixelated.



FAQs

What size should images be for social media?

1024 x 768 pixels, 1080 x 1080 pixels, and 1280 x 720 pixels are some of the most prevalent social media picture sizes.

What size should social media icons be?

Often the recommended size for icons or profile photos is squared with 400 x 400 px or at least must have a ratio of one is to one (1:1).

What is the size of social media post?

Social media posts commonly have a size of 1080 x 1080 px for square or on Instagram or 630 x 1200 portrait orientation on Facebook.

How to adjust social media button size?

An adjustment of social media button size can be made through the image size options in your respective or preferred editing software, just make sure you have adjusted the width and length to be proportional.

How to make a social media banner size in photoshop?

First and foremost, you would need to check the specific social network requirements as they have certain variations, afterwards, you can then create a blank template and specifically input the size of your banner such as on LinkedIn, it is 1400 x 425 px but on Google+ banners are 946 x 532 px.

What is the best size frame for social media videos?

Aspect ratios are recommended to be 16:9 or 1:1 and as for the recommended resolution, they have to be 1200 x 720 px, 720 x 1280 px, or 720 x 720 px.

What is the size of a social media ad?

Any aspect with a ratio of 2:1 to 1:1 is acceptable, specific examples include 1200 x 600 pixels or 2:1, 1200 x 1200 pixels or 1:1, or alternatively 1200 x 800 pixels with a 3:2 ratio.

What is the standard banner image size for Facebook and Twitter?

The standard cover photo or banner image for Facebook is 815 x 315 px minimum while on Twitter it is 1500 x 1500 px.

How to optimize your social media images?

For all other social networks, the best option is to utilize horizontal photos that are 1280 pixels wide by 720 pixels tall and have a 16:9 aspect ratio.

What is the social media video sizes and ratios?

Landscape and portrait have a minimum width of 1200 pixels and their length would need to adjust according to the aspect ratio, the landscape is 16:9 while the portrait is 9:16.

What are the dimensions of social media images?

In setting an image generator, you should set the dimensions as lower-resolution pictures of 72 pixels per inch (ppi) or dots per inch (dpi) are commonly used by digital media developers.

How to make images ideal pixel size for social media?

It is advised to utilize a kit on image aspect ratio of 2:3 to 1:3.5, with enlarged pictures having a minimum width of 600 pixels and 900 px as the recommended height to preserve the aspect