



Social Media Image Sizes

Cheat Sheet

Each social media platform require their own dimensions. This sheet will be a good reference when preparing your images.

Facebook

- Header: 820 x 312 pixels
- Profile: 400 x 400 pixels
- Image: 1200 x 630 pixels

Twitter

- Header: 1,500 x 500 pixels
- Profile: 400 x 400 pixels
- Image: 1024 x 512 pixels

Instagram

- Profile: 400 x 400 pixels
- Image: 1080 x 1080 pixels

LinkedIn

- Header: 1584 x 396
- Profile: 400 x 400 pixels
- Hero image: 1128 x 376 pixels
- Image: 646 x 220 pixels

YouTube

- Header: 2,560 x 1,440 pixels
- Profile: 400 x 400 pixels
- Video thumbnail: 1280 x 720 pixels

Image formats

- JPEG, PNG and GIFF are the web file formats
 - JPEG: When preparing an image of your logo, a jpeg will save a white background behind it.
 - PNG: Saves your logo with a transparent background.

It's good to have both on file, especially when inserting your logo on an image, you want a transparent background.

- GIFF: Can save animations. An animated GIFF can be used on social media, for example a slide show of text or images.