DIMENSIONS FOR SOCIAL MEDIA

THE COVEN

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Use the following resource as a guide to make sure you're using the correct images sizes when posting to social media. Every platform uses its own dimensions so you shouldn't be using a 'one size fits all' approach when it comes to creating and posting your content across channels. Most users also assume that the 'higher quality the photo, the better' but this also isn't necessarily the case when working digitally. Every online platform (including your website FYI) requires low-resolution imagery so they can load more quickly. That's why if you post super high quality, large pictures to social media, they often turn out pixelated. Clear imagery is paramount to a strong and professional-looking brand. Over the following pages find all the dimensions you will need for creating graphics for social media in 2020.

pp = pixels (the unit we measure the size in for display screens)

Profile Picture: 400 x 400 pp

Cover: 1500 x 500 pp

Tweet Image: 440 x 220 pp

facebook

Profile Picture: 180 x 180 pp

Cover Image: 851 x 315 pp

Post: 1200 x 630 pp

Link Image: 1200 x 627 pp

Link Carousel: 300 x 300 pp

Instagram

Profile Picture: 110 x 110 pp

Square Post: 1080 x 1080 pp

Landscape Post: 1080 x 566 pp

Portrait Post: 1080 x 1350 pp

Stories: 1080 x 1920 pp

IGTV Video: 1080 x 1920 pp

TikTok

Profile Picture: 200 x 200 pp

Video: 1080 x 1920 pp

Pinterest

Profile Pin: 165 x 105 pp

Pin: 600 x 900 pp

Board Covers: 200 x 200 pp

Linked in

Page Logo: 300 x 300 pp

Page Cover: 1536 x 768 pp

Life Main Image: 1128 x 376 pp

Life Company Photos: 900 x 600 pp

Life Custom Module: 502 x 282 pp

YouTube

Profile Picture: 800 x 800 pp

Cover Image: 2560 x 1440 pp

Video Thumbnail: 1280 x 720 pp