

Social Media Visuals Size Guide

One of the biggest crimes you can commit when sharing visuals on social media is using the wrong size. Images with the wrong aspect ratio or low resolutions will be stretched, cropped, and crunched out of proportion - all of which reflects poorly on your brand. Every platform has its own specifications so we've assembled a social media image size guide to help you.

Facebook

Shared Image: 1,200 x 630 px



Shared Link: 1200 x 628 px



Event Image: 1920 x 1005 px



Instagram

Shared Image: 1080 x 1080 px



Stories: 1080 x 1920 px



Profile Picture: 110 x 110 px



Pinterest

Pins: Minimum width 600 px

Recommended aspect ratios:

2:3

1:3.5

