

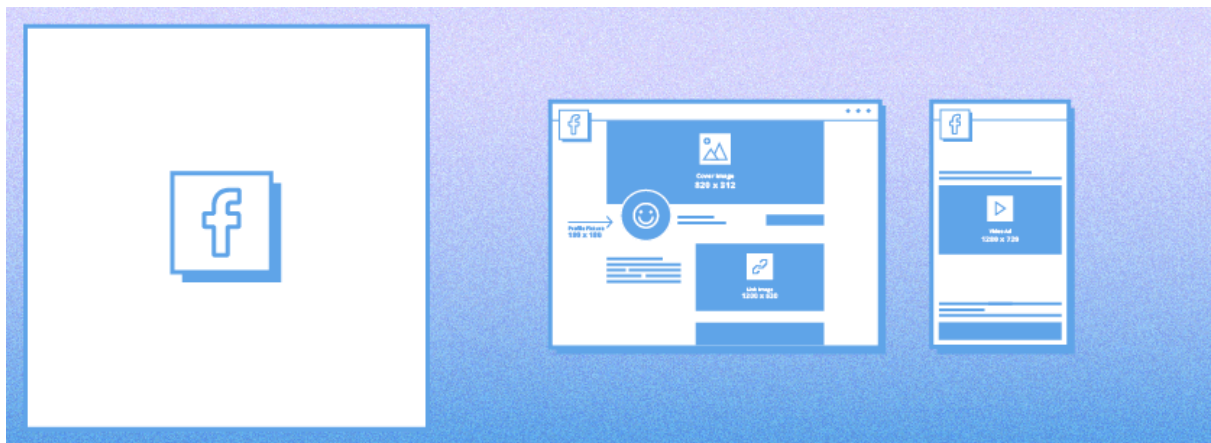
# Social Media Design Guide

Find all the right dimensions in this comprehensive guide to recommended image and video sizes on Facebook, Instagram, LinkedIn, Twitter, YouTube, Pinterest, TikTok and Snapchat.

## FACEBOOK

Still the world's most popular network, Facebook has been becoming more and more visual in character, as well as increasingly geared for mobile.

It's still a 'social' social network at heart, so professional users are advised to avoid going too commercial or product-driven with imagery. Instead, aim to convey the human side of your brand – and, as with all the networks here, use the best resolution possible and shoot for the optimal Facebook post dimensions.



### Recommended Facebook image sizes for 2022:

- Facebook profile picture size: 180 x 180
- Facebook cover photo size: 820 x 312
- Facebook link image size: 1200 x 630
- Facebook image post size: 1200 x 630
- Facebook event image size: 1920 x 1005
- Facebook group cover image size: 1640 x 856
- Facebook video size: 1280 x 720
- Maximum Facebook video length: 240 minutes
- Facebook image ad size: 1200 x 628

- **Facebook video ad** size: 1080 x 1350 (ratio 4:5), at least 1080 x 1080, ratios from 16:9 to 9:16 are also supported
- **Facebook Story ad** size: 1080 x 1920
- **Facebook messenger image ad** size: 1200 x 628
- **Facebook Reels** – 1080×1350 (ration 4:5)

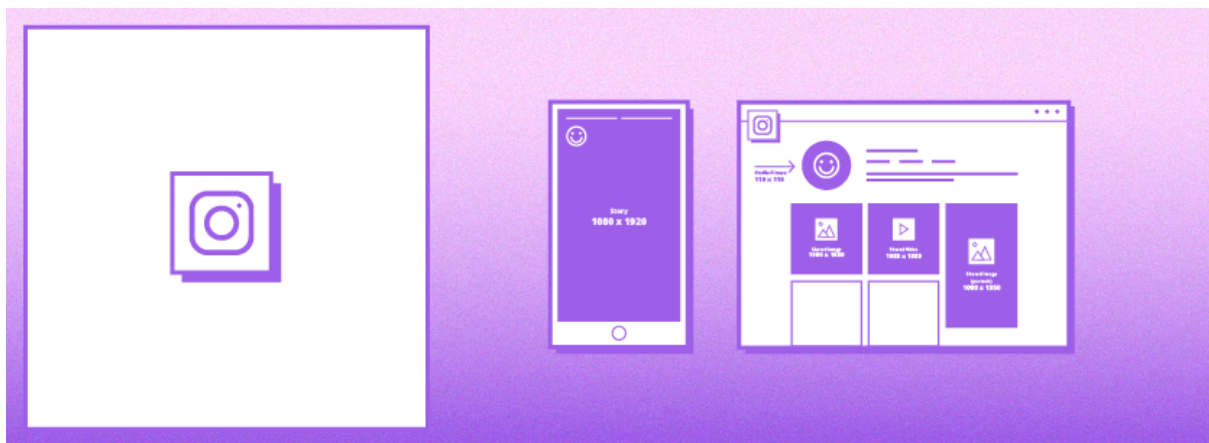
**Pro tip:**

The attention span of the audience is extremely short on social media, so try to keep Facebook videos as short as possible. While the maximum video length is 240 minutes, Facebook recommends keeping them as short as 15 seconds.

## INSTAGRAM

A visual network from its inception, Instagram is where marketers can indulge their inner photographer and filmmaker. Instagram Stories and Reels are catching most of the attention lately, but you can still easily win eyeballs with static imagery — one tip here is to employ filters.

Take the best of the three orientations for Instagram posts (square, landscape, and portrait). Choose the right one for your brand and compose your photos or videos accordingly. And let your creative juices flow into Stories and Reels by having in mind the right dimensions for those formats.



**Recommended Instagram image sizes for 2022:**

- **Instagram profile picture** size: 110×110
- **Instagram photo** sizes: 1080 x 1080 (square), 1080 x 566 (landscape), 1080 x 1350 (portrait)
- **Instagram Stories** size: 1080 x 1920

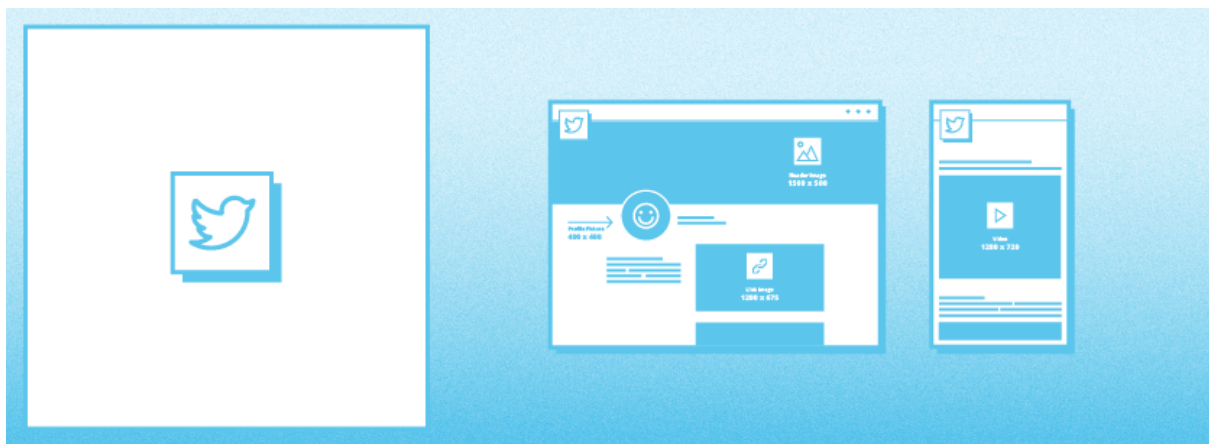
- **Recommended Instagram video** sizes: 1080 x 1080 (square) 1080 x 566 (landscape), 1080 x 1350 (portrait)
- **Carousel posts & ads:** 1080 x 1080 (square) recommended, 1080 x 566 (landscape) and 1080 x 1350 (portrait) are also supported, can be video or static image
- **Instagram photo thumbnails:** 161 x 161
- **Instagram ads** size: 1080 x 566 (landscape), 1080 x 1080 (square)
- **Instagram IGTV** video size: 1080 x 1920
- **IGTV Cover Photo** Size: 420 x 654
- **Instagram Reels and Live:** 1080 x 1920

### Pro tip:

I recommend using square and vertical formats when posting on Facebook and Instagram (both organic and paid). Why? Because this maximizes the space you take up in the feeds as most people use their phones to browse through these channels.

## TWITTER

Gone are the days when your pithy observations were enough to get you noticed on Twitter. Here you need striking images to stand out in a fast-moving newsfeed. Easy-to-read but information-packed infographics are one visual tactic brands can use to increase engagement.



### Recommended Twitter image sizes for 2022:

- **Twitter profile picture** size: 400 x 400
- **Twitter header** size: 1500 x 500
- **Twitter post image** size: 1200 x 675
- **Minimum Twitter card image** size: 120 x 120

- **Twitter video** size: 720 x 720 pixels (square), 1280 x 720 pixels (landscape), 720 x 1280 pixels (portrait)
- **Maximum Twitter video length:** 140 seconds
- **Twitter image size for ads:** 800 x 418 (Website card), 800 x 800 (App card image), 800 x 800 (Carousels), 800 x 418 (Direct Message card), 800 x 418 (Conversation card)
- **Twitter ad** size (video): 720 x 720 (square), 1280 x 720 (landscape), 720 x 1280 (portrait) Length: 12 seconds or less (recommended), 2 minutes and 20 seconds (maximum)

## LINKEDIN

While brand fidelity and clarity still remain the most important elements on LinkedIn, a beautifully turned-out LinkedIn profile is an invaluable asset and calling card for your brand.

Aim for polished, maximum-resolution photos. If recruitment is one of your goals, use your image and video real estate to show off your company's best side.



### Recommended LinkedIn image sizes for 2022:

#### Company pages:

- **LinkedIn company logo** size: 300 x 300
- **LinkedIn cover photo** size: 1128 x 191
- **LinkedIn Sponsored Content image** size: 1200 x 627
- **LinkedIn Business Banner image:** 646 x 220
- **LinkedIn image sizes for blog post link images:** 1200 x 627

## Personal pages:

- **LinkedIn profile picture** size: 400 x 400
- **LinkedIn background photo** size: 1584 x 396
- **LinkedIn post image** size: 1200 x 1200 (square) 1080 x 1350 (portrait)
- **LinkedIn link post** size: 1200 x 627
- **LinkedIn video size**: 256 x 144 (minimum) to 4096 x 2304 (maximum)
- **Maximum LinkedIn video length**: 10 minutes

## YOUTUBE

Marketers need to meet the video requirements to perform well on YouTube. While the resolution and length of the video are quite important, you also need to pay heed to tiny details like the size of your profile picture, channel cover picture, and so on to capture the attention of the audience from the time they land on your YouTube page.



## Recommended Youtube image sizes for 2022:

- **YouTube profile photo** size: 800 x 800
- **YouTube Channel cover picture**: 2560 x 1440 (desktop) and 1546 x 423 (smartphones)
- **YouTube thumbnail** size: 1280 x 720
- **YouTube Standard video**: Minimum dimension is 426 x 240. Max dimension is 3840 x 2160, aspect ratio 16:9

# PINTEREST

Pinterest is all about visuals. Around 444 million people use Pinterest every month to discover trends and find inspiration. When it comes to Pinterest images, you need to think verticals as this format is designed to fit tall images rather than wide ones.



## Recommended Pinterest image sizes for 2022:

- **Pinterest Profile picture:** 165 x 165
- **Pinterest Board Display image:** 222 x 150
- **Pinterest Standard Pin size:** Vertical images 1000 x 1500
- **Pinterest Video specs:** square (1:1) or vertical (2:3, 9:16) Length: Maximum 30 minutes
- **Pinterest Promoted carousels:** image aspect ratio: 1:1 or 2:3, 1000×1000 or 1000×1500
- **Pinterest Story Pins image size:** 1080 x 1920



# TIKTOK

TikTok is the latest video-sharing app that people are going after. Not just people, brands have jumped on the bandwagon too to engage and reach new audiences. Here is what brands need to be aware of when it comes to dimension basics on the app.



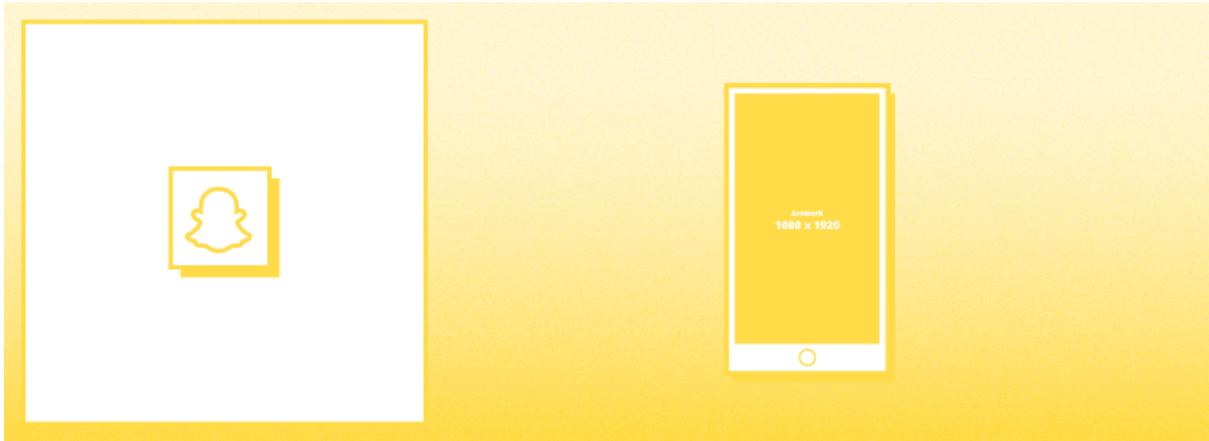
## Recommended Tik Tok image sizes for 2022:

- **TikTok Video:** 1080 x 1920, maximum 3min.
- **TikTok Profile photo:** 200 x 200
- **TikTok in-feed ad video aspect ratio:** 9:16, 1:1, or 16:9.

# SNAPCHAT

Snapchat started almost 10 years ago and enabled people and brands to tell stories via fun filters and enticing content that disappears in 24 hours. Snapchat is also the network that introduced the well-known Story format that was later on adopted by most of the big social networks.

By October 2021, there were 306 million daily active users on Snapchat. Find the right dimensions for your brand to engage with this community right below.



### Recommended Snapchat image sizes for 2022:

- **Shared images:** 1080 x 1920
- **Geofilters:** 1080 x 1920
- **Stories:** 1080 x 1920; max file size 34 MB; duration: 10 seconds or less

## That's a wrap!

Thanks for reading this guide and if you need help you can always contact me via email or my social medias.

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