

THE DIGITAL MENTORS GUIDE TO SOCIAL MEDIA IMAGE SIZES FOR 2022



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Create the right size
graphics for your
social media posts
and profiles.

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Alan is a qualified Digital Marketing Consultant and a highly experienced Trainer, Mentor and Coach, having worked in association with various government initiatives, providing advice and expertise to Start-ups, Entrepreneurs, New Business ventures and organisations and in turn helping them to launch their business with an online presence.

Alan is the head of Digital at Kompass Media. His focus for delivering excellent results & key strategies for our clients is his main objective. Understanding Market trends in collaboration with our clients is the key to his success.

SOCIAL MEDIA TALKS PODCASTS

Alan is the host and Creative Director of the weekly Social Media Talks Podcast.

Now in it's second year with over 60 episodes released and over 20,000 downloads worldwide.

Alan has interviewed some of the World's Leading Social Media Influencer's on a wide range of Digital & Social Media Topics.

Alan now draws on the experience and learning he has received through the podcasts and delivers actionable valuable advice and training to help entrepreneurs and Business Leaders.



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WHY IMAGE SIZE IS IMPORTANT ON SOCIAL MEDIA

Do you struggle with the right size graphics for your Social Media Posts, Blog Posts and all of your other digital assets?

The biggest stumbling block for most people is they want to use a particular image that is in their head to project the right message for their Digital Marketing content. There are a number of challenges when it comes to sourcing the right image.

Firstly, where can I find the image and secondly, it does not fit on the social post. It is either too big or too small!

Do you have this problem? If the answer is, yes, don't panic we can help you here. We have compiled a list of the correct sizes you need for your social posts.

We cover the recommended dimensions for the following Social Networks:

- Facebook
- Instagram
- Twitter
- LinkedIn
- YouTube
- Blog Posts



“Simplicity is the ultimate form
of Sophistication”

Leonardo Da Vinci



FACEBOOK PERSONAL PAGE

To give a professional Look to your personal page, you will gain a added advantage with the correct sized banners, Profile and Post Image Sizes.

Below we have outline the current correct sizes for images on your Personal Profile Page on Facebook

820 x 312
Personal Profile Cover Image

170 x 170
Profile Photo

1200 x 630
Link Image Size

1200 x 630
Landscape Image Size

1080 x 1080
Portrait Image Size

Facebook
Personal Profiles Sizes



FACEBOOK

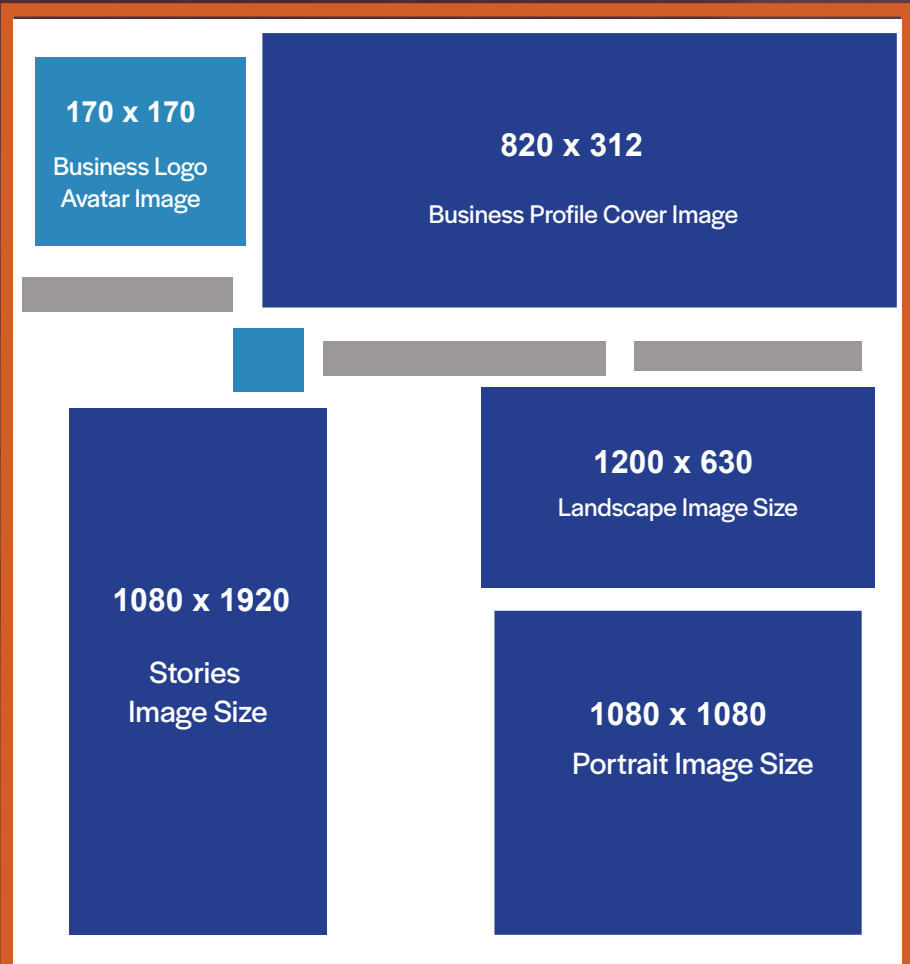
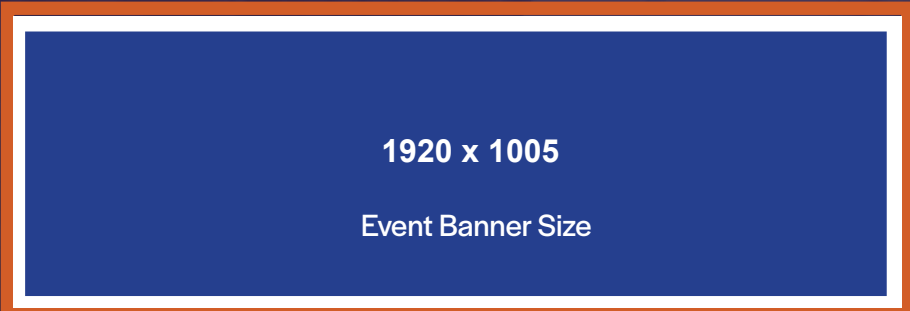
GROUP , EVENT AND BUSINESS PAGES



There are a number of different asset with the Facebook Portfolio

- Business Profile
- Group Profiles
- Events Profile
- Stories Sizes
- Video Size Format

You can find the correct size for your cover images and posts on the different profiles



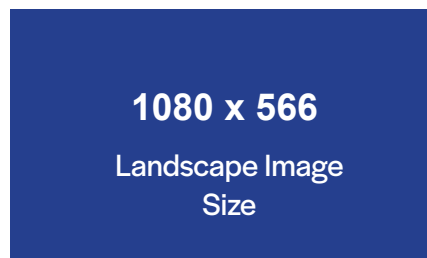
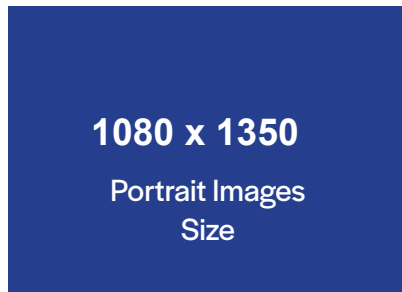
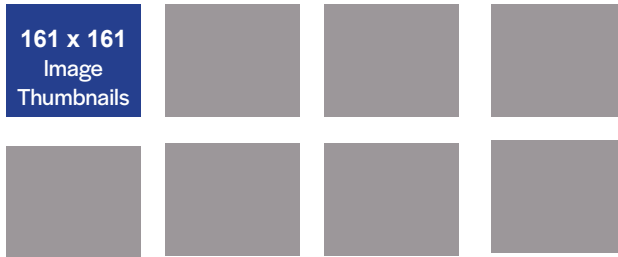


INSTAGRAM

PROFILES AND POST SIZES

Instagram is one of the most popular Visual Networks and offer a wide range of opportunities to post quality images in the shape of Posts, Stories and Reels.

Sizes for Video Content : Same Sizes as Image Posts, IGTV Reels 1080 x1920





TWITTER

PROFILE AND TWEET SIZES

To create more impact with your Twitter Feed adding a strong banner image and profile photo will increase your visibility and consistency on the platform. Ensure your graphics are the correct size for maximum exposure on the network.

1500 x 500

Banner Cover Image

400 x 400

Twitter Profile
Image Size



1200 x 675

Landscape Image Size



1280 x 720

Video Size
Maximum Video Length: 140 Seconds

1080 x 1080

Portrait Square Images Size

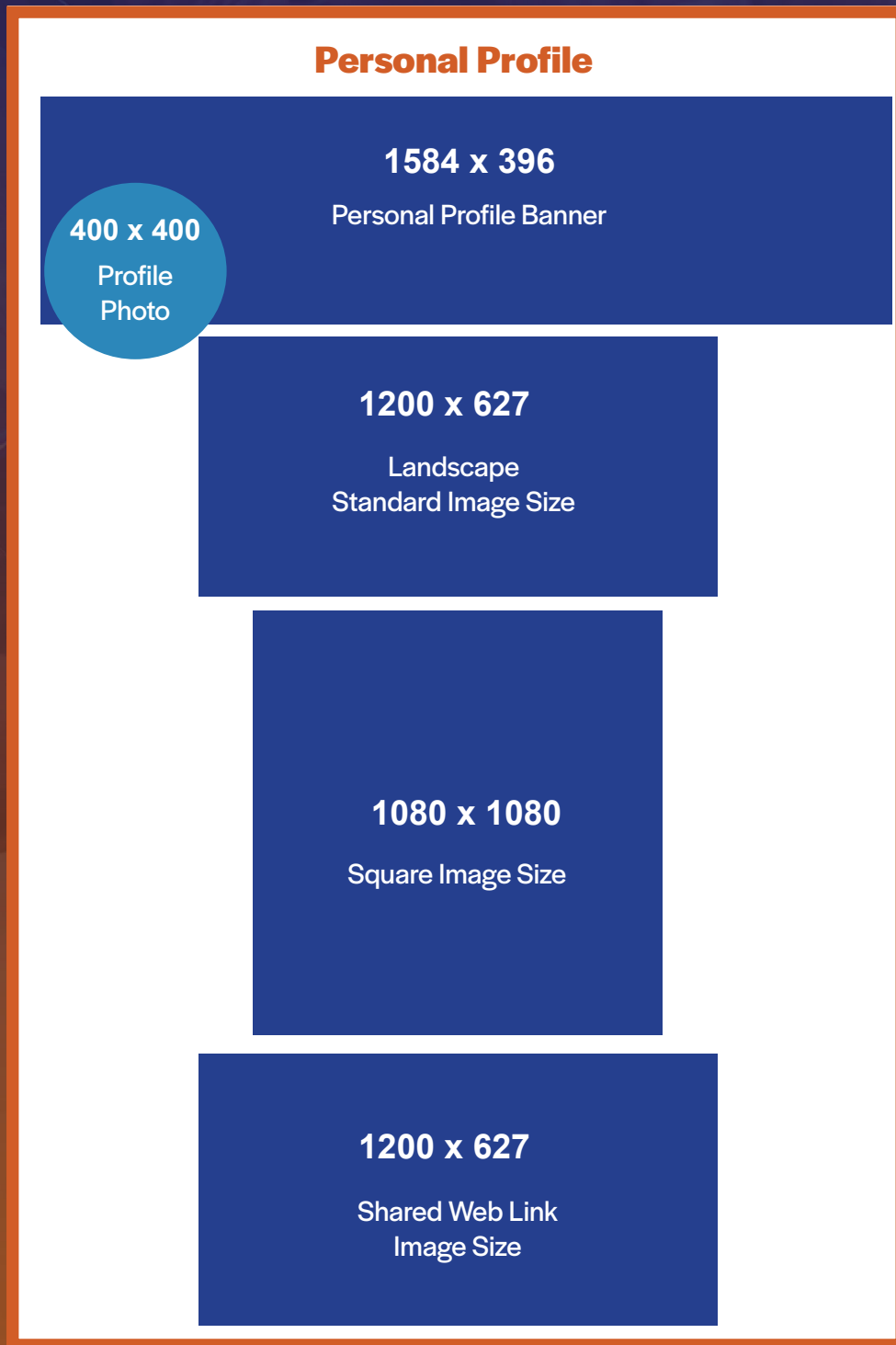
520 x 254

Twitter Image Card Size



LINKEDIN PERSONAL PROFILE

Your Personal Profile should be inviting to people that want to connect with you and build relationships with you. Ensuring you banner image and profile photo reflect the current you and not a photo taken a number of years back with entice people to reach out and connect, this also applies to your content images make sure it create impact and *“Stop the Scroll”* on your profile.





LINKEDIN COMPANY PAGES

Your Company Profile on LinkedIn is a great place to share updates on you company and deliver insights and industry orientated News and interesting articles and information. This can be increased by delivering content imagery that will help people to become more interested in publications

Company Profile

1128 x 191

Banner Cover Image Size

300 x 300

Company
Logo

646 x 220

Company Post Size

1200 x 627

Sponsored Content Image Size

1200 x 627

Blog Post Link Image Size

546 x 220

Shared Link Update



YOUTUBE & TIKTOK IMAGES SIZES

YouTube Channel

2560 x 1440

Channel Banner Image

800 x 800

Profile
Image

1280 x 720

Standard Video
Thumbnail

426 x 240

Minimum Video Size

3840 x 2160

Accept Ratio 16:9

Maximum Video Size

Tik Tok

1080 x 1920

Tik Tok
Video Size

200 x 200

Tik Tok
Profile Size

TikTok
In-Feed Ad Video
Aspect Ratio

9:16

1:1

16:9

SOCIAL MEDIA IMAGE SIZES GLOSSARY



FACEBOOK

- Personal Cover Banner: 820 x 312
- Profile Photo 170 x 170
- Link Image Size: 1200 x 630
- Landscape Image size 1200 x 630
- Portrait Image Size: 1080 x1080
- Event Image Size: 1920 x 1005
- Group Cover Image size: 1640 x 856
- Video size 1280 x 720
- Maximum Video Length: 240 Minutes
- Stories size: 1080 x 1920

INSTAGRAM

- Profile photo size: 110 x 110
- Square Photo Size: 1080 x1080
- Landscape Image Size: 1080 x 566
- Portrait Image Size: 1080 x 1350
- Stories Size: 1080 x 1920
- Recommended Video Sizes, same as images sizes
- IGTV Video Size: 1080 x1920
- IGTV Cover Photo Sizes: 420 x654
- Reels and Live: 1080 x 1920

LINKEDIN PERSONAL PAGE

- Profile Picture Size: 400 x 400
- Banner Profile Image: 1584 x 396
- Square Post image: 1200 x1200
- Portrait Post Image Size: 1080 x 1350
- LinkedIn Link Post Size: 1200 x 627
- LinkedIn Video Size: Minimum - 256 x144
- Maximum - 4096 x 2304
- LinkedIn Video Length: 10 Minutes

LINKEDIN COMPANY PAGE

- Company Logo Size: 300 x 300
- Banner Cover Image: 1128 x 191
- Sponsored Content Image Size: 1200 x 627
- Company Post Size: 642 x 220
- Blog Post Link Image Size: 1200 x 627

TIK TOK

- TikTok Video: 1080 x 1920
- Minimum Length 3 minutes
- Maximum Length 10 minutes
- TikTok Profile Photo: 200 x 200
- TikTok in-feed ad video
- aspect ratio 9:16, 1:1, or 16:9

YOUTUBE

- Profile Photo Size: 800 x 800
- Banner Cover Image: Desktop 2560 x 1440
- Banner Cover : Smartphones 1546 x 423
- Video Thumbnail Size: 1280 x 720
- Standard Video Size:
- Minimum Dimension 426 x 240
- Max Dimension 3840 x 2160 aspect ratio 16:9



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Helping You Navigate The Digital Landscape

Digital Marketing Training
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Contact Alan for more information

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