



# OPTIMAL SOCIAL MEDIA SIZE GUIDE

## FACEBOOK

Cover photo: 820 x 462  
Link image: 1200 x 630  
Image post: 1200 x 630  
Video size: 1280 x 720



## INSTAGRAM

Square photo: 1080 x 1080  
Landscape photo: 1080 x 566  
Portrait photo: 2018 x 1350  
Instagram Stories: 1080 x 1920

Square video: 600 x 600  
Landscape video: 600 x 315  
Portrait video: 600 x 750  
IGTV: 1080 x 1920

## LINKEDIN

Background photo: 1584 x 396  
Post image (desktop): 1200 x 1200  
Post image (mobile): 1200 x 628  
Link post image: 1200 x 628  
Video: 256 x 144 (min) to 4096 x 2304 (max)

All measurements are pixels (px). Use [Canva.com](https://www.canva.com) (free account--we love it!) or Adobe Photoshop to crop images.