

# Your Guide to Social Media Image Sizing

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**NYC Photo Group**

**347.338.0538**

**[www.NYCPhotoGroup.com](http://www.NYCPhotoGroup.com)**

**Product Photography for Amazon and eCommerce**



# YOUTUBE

## Profile Photo



**800x800px**

Upload a square image

## Banner

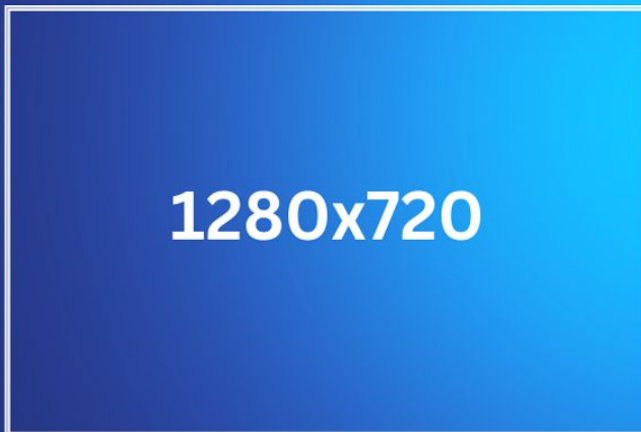


**2560x1440px**

1235\*338px

Smart Phone size

## Thumbnail



**1280x720**

JPG /PNG

16x9

max.2mb

## Watermark



**150x150px**

Square  
max.1mb

## Ads

Display Ad:

**300x250px**

Display Ad Long

**300x60px**

Overlay Ad

**480x70px**

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# INSTAGRAM

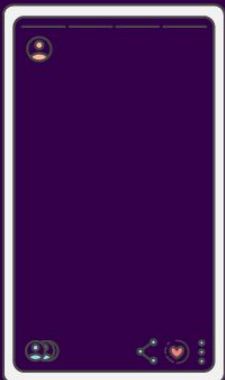
## Profile Photo



**320x320px**

Upload a square image

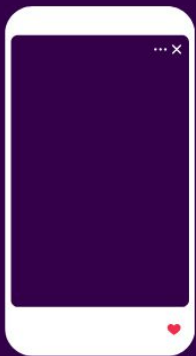
## Stories



**1080x1920px**

9:16  
to 15 sec

## Reels



**1080x1920px**

9:16  
to 60 sec  
max.20mb

## Carousels

Square

**1080x1080px**

Portrait

**1080x1350px**

Landscape

**1080x566px**

IGTV 



**1080x1920px**

9:16  
to 15 sec to 10 min  
max.3.6 GB  
Cover 420x654px



# LINKEDIN

## Profile Photo & Company Logo



**400x400px**

Upload a square image

## Profile Cover Photo



**1584x396px**

4:1 . max 8MB

**Blog Post: 1200x627px**

**Stories: 1080x1920px**

## Ads

Company Logo Size for ads  
/Spotlight

**100x100px**

Spotlight ads custom  
background images:

**300x250px**

Sponsored content image

**1200x627px**

## Company Page

Page Cover:

**1128x191px**

Life tab main

**1128x376px**

Life tab custom modules

**502x282px**

Life tab company photos

**900x600px**

Square Logo

**60x60px**

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# TWITTER

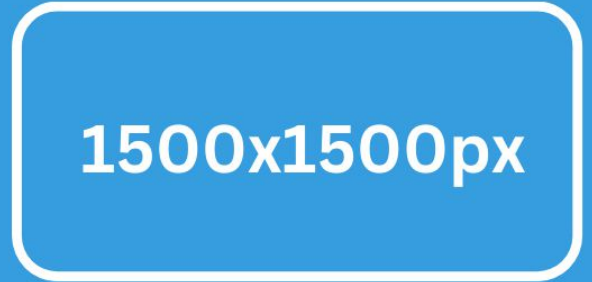
## Profile Photo



**400x400px**

Upload a square image

## Header Photo



**1500x1500px**

## In-Stream Photos



**1600x900px**

## Card image size



**120x120px**

## Ads

Lead Generation Cards

**800x200px**

Website Cards

**800x320px**

## Fleets



**1080x1920px**

JPG/PNG  
MP4,max. 2m



# FACEBOOK

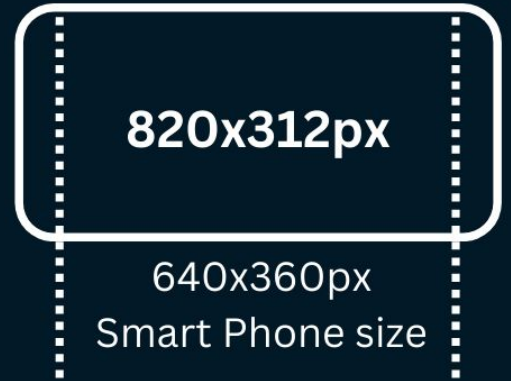
## Profile Photo



**180x180px**

Upload a square image

## Profile Cover

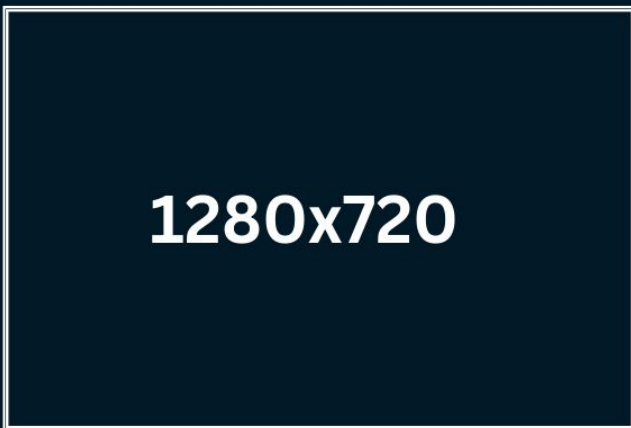


**820x312px**

640x360px

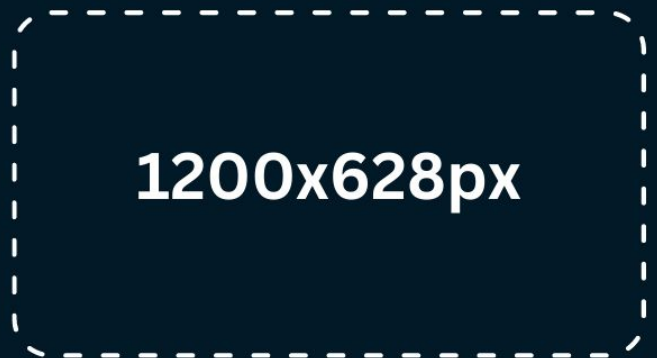
Smart Phone size

## Post



**1280x720**

## Group & Event Cover



**1200x628px**

## Stories



**1080x1920px**

Leave 14% of the top and bottom without text. (That's 250 pixels)

## Ads



**1080x1920px**



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