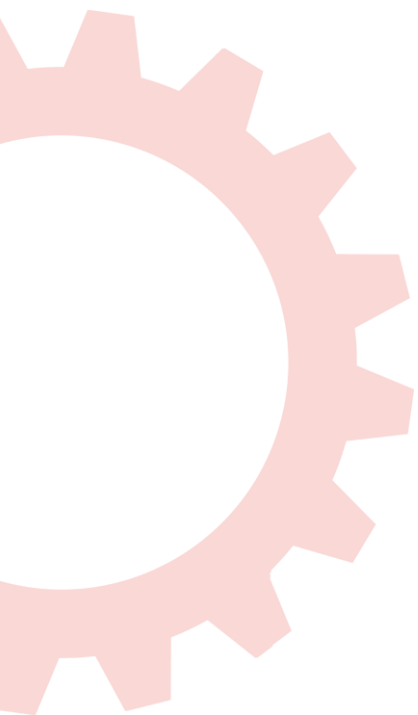


Image requirements for Social Media

Grass Roots Media



Guide to social media image sizes

You asked and we've delivered. The biggest question our audience has around imagery is what the image requirements are for social media. In this downloadable we have collated all the possible image sizes you need to know for the social media platforms that New Zealanders predominantly use.

Whether it's promoting your brand, loading videos or even posting a meme, it's important that you are doing it in an effective way.

In this document all image sizes are represented in pixels (px). We have also included the maximum image size in MB for each platform, as a few have limits.

Download and print this free resource and stick it to your office wall so you never need to worry about searching for image sizes again*.

*Caveat: Social media platforms often change their image requirements so it pays to check at least once a year that these are still correct. Usually they'll update you on a change but failing that you've always got us!

Facebook	Dimensions
<i>Maximum image size is 30MB</i>	
Profile Photo	180 x 180
Cover Photo	820 x 312
Shared Image (Timeline)	1200 x 630
Shared Link (Timeline)	1200 x 628
Event Image	1920 x 1080
Facebook Video	1280 x 720
Facebook Ad	1200 x 628 (minimum 600px)

Instagram	Dimensions	Aspect Ratio *
<i>Recommended file size is less than 50MB</i>		
Profile Picture	110 x 110	-
Photo Size (Instagram App)	1080 x 1080 (square), 1080 x 1350 (4:5)	Between 1.91:1 and 4:5
Instagram Stories	1080 x 1920	9:16

**the ratio of the width to the height of an image or screen.*

Pinterest	Dimensions
<i>Maximum image size is 32MB</i>	
Profile Picture	165 x 165
Pins (main page)	236
Pins (on board)	236
Pins (expanded)	600 Width
Pin Board (large thumbnail)	222 x 150
Pin Board (smaller thumbnail)	55 x 55

Twitter	Dimensions
<i>Maximum image size is 30MB</i>	
Profile Photo	400 x 400
Header Photo	1500 x 500
In-Stream Photo	506 x 253

LinkedIn	Dimensions
<i>Maximum image size is 8MB</i>	
Personal Profile Image	400 x 400
Personal Background Image	1584 x 396
Company Logo Image	300 x 300
Square Logo	60 x 60
Company Cover Image	1536 x 768
Banner Image	646 x 220