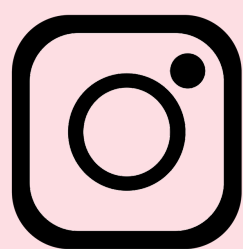


2023

SOCIAL MEDIA CHEAT SHEET

THE SOCIAL WHY

Optimal sizes in pixels



INSTAGRAM IMAGE SIZES

Profile Photo	320 x 320
Story Image	1080 x 1920
Photo Post	1080 x 1080
Instagram Reel	1080 x 1920



Tik Tok

TIK TOK VIDEO SIZES

Video Dimensions	1080 x 1920
Profile Photo	200 x 200
Video Length Max	15 Seconds
Video File Size	287.6 MB (iOS), 72MB (Android)



FACEBOOK IMAGE SIZES

Cover Photo	1200 x 675
Group Cover	1640 x 859
Event Cover	1200 x 675
Profile Picture	170 x 170
Link Image	1200 x 630



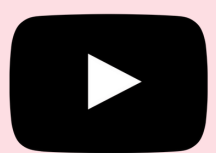
TWITTER IMAGE SIZES

Header	1500 x 500
Profile Image	400 x 400
Tweeted Image	1200 x 675
Twitter Card Link	1200 x 628



PINTEREST IMAGE SIZES

Profile Photo	165 x 165
Pins	1000 x 1500
Board Cover	600 x 600



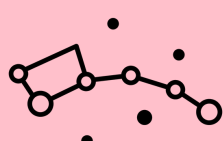
YOUTUBE IMAGE SIZES

Channel Art	2560 x 1440
Video Thumbnail	1280 x 720
Channel Icon	800 x 800



LINKEDIN IMAGE SIZES

Profile Banner	1584 x 396
Profile Photo	400 x 400
Updating Blog Post	1200 x 628
Company Cover	1128 x 376
Company Logo	400 x 400



THE SOCIAL WHY