

SOCIAL MEDIA IMAGES

Integrated
Copy

Your 2018 Social Media Optimal Images Cheat Sheet!

by Integrated Copy

1

FACEBOOK

Profile - 180 x 180 pixels (this will show as a circle in the feed so check it with a circular overlay before uploading)
Cover - 820 x 312 pixels
Feed Post - 940 x 788 pixels
Feed Ad - 1200 x 628 pixels
Stories - 1080 x 1920 pixels
Event Cover - 1920 x 1080 pixels



2

INSTAGRAM

Profile - 110 x 110 pixels
Square Post (image or video) - 1080 x 1080 pixels
Oblong Post (portrait or landscape) - 1080 x 1350 pixels
Stories (posts & ads) - 1080 x 1920 pixels



3

TWITTER

Profile - 400 x 400 pixels
Cover - 1500 x 500 pixels
Tweet Image - 1024 x 512 pixels
Twitter Card & Ad - 800 x 320 pixels



4

LINKEDIN

Profile - 400 x 400 pixels
Cover - 1584 x 396 pixels
Company Page Cover - 1536 x 768 pixels
Feed & Sponsored Content Image - 1200 x 627 pixels



5

PINTEREST

Profile - 165 x 165 pixels
Board Covers - 222 x 150 pixels
Pins - 600 x 900 pixels (or image with a 2:3 aspect ratio)
Square - 600 x 600 pixels works well too!



6

YOUTUBE

Video - 1920 x 1080 pixels
Thumbnails - 1280 x 720 pixels
icon - 800 x 800 pixels
Channel Art - 2560 x 1440 pixels



7

SNAPCHAT

If you're planning ahead rather than just snapping from your phone - 1080 x 1920 pixels (stories and privately sent pics)



8

TUMBLR

Profile - 128 x 128 pixels
Header - 3000 x 1055 pixels
Post Image - 540 x 810 pixels

