

How to

Social Media Image Size Cheat Sheet



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Social media image sizes constantly seem to change. You have the perfect profile picture for your account, and then suddenly, it's changed and looks pixelated. **Your social media pages must have high-quality images to maintain a professional look of your business online.**

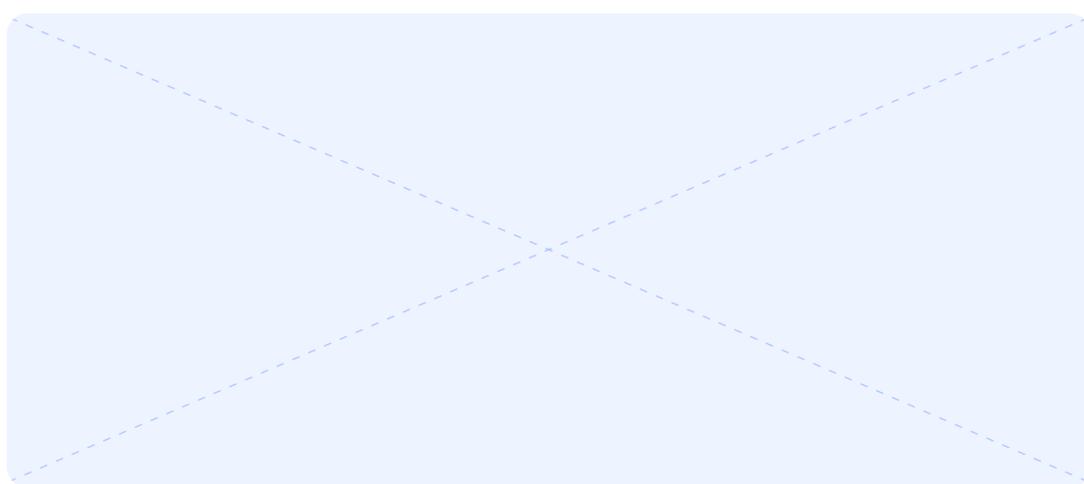
Luckily this handy cheat sheet provides the most recent social media image dimensions as of 2022 for your social media channels.

Facebook

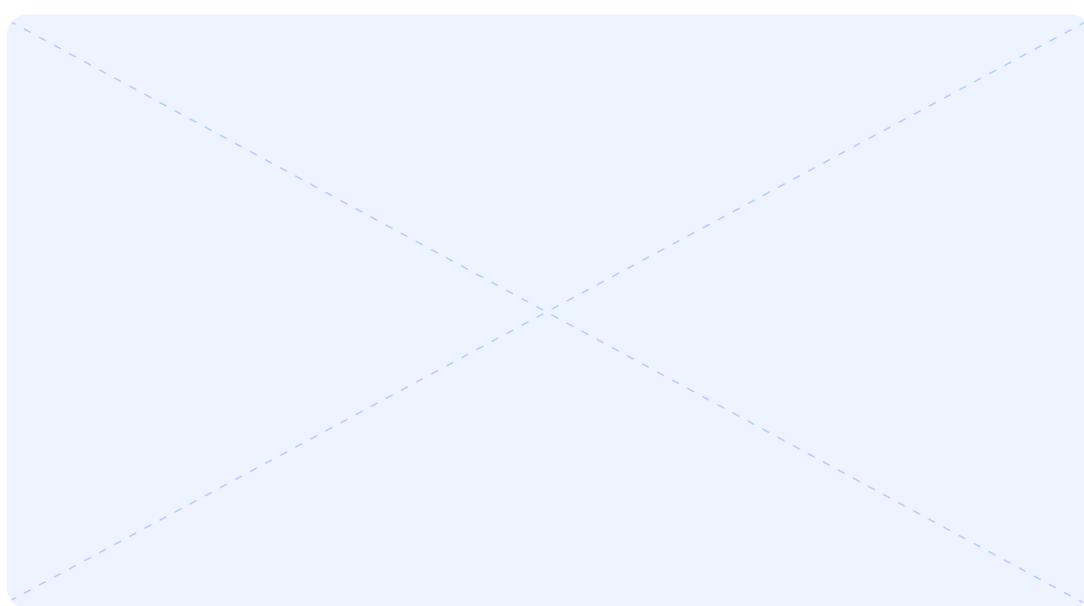
You want to present your business professionally, so your Facebook profile picture should be your logo, but don't forget to set up a good cover photo, too - use one of your product photos that represent your company.



Profile Picture
200x200px



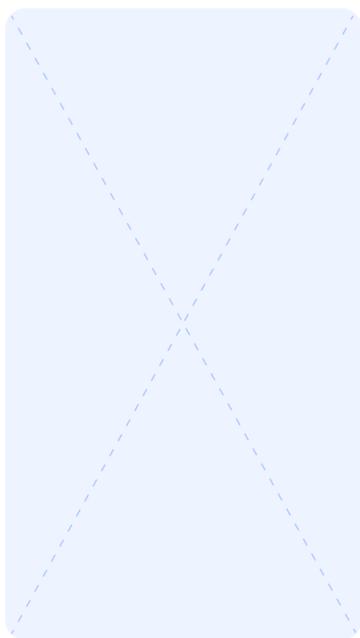
Cover Photo
820 x 360 px



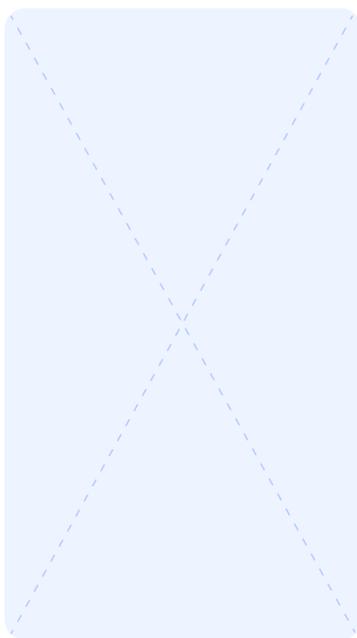
Shared Image
1200 x 630 px

Instagram

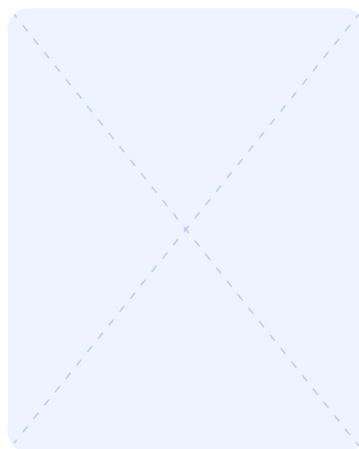
Your profile photo should be associated with your business - as in Facebook, use your logo for your profile picture.



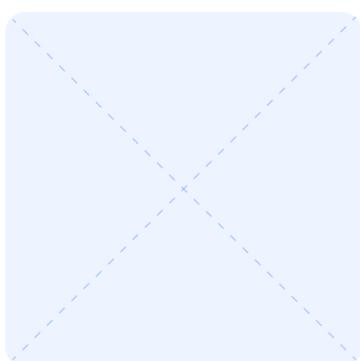
Stories
1080 x 1920 px



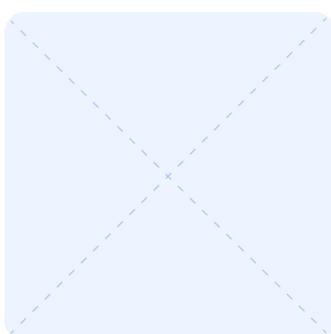
Video
1080 x 1920 px



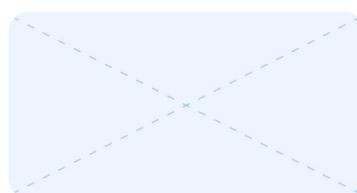
Shared Post - Portrait
1080 x 1350 px



Shared Post - Square
1080 x 1080 px



Profile Picture
320x320px



Shared Post - Landscape
1080 x 566 px

Instagram posts are no longer limited to squares. However, Instagram will still crop your images to a square on your profile page gallery.

By understanding photo dimensions, you will be able to ensure high-grade images that lead to more captivating photos and increases engagement. Don't let the image quality be the obstacle to your success!