

SOCIAL MEDIA SIZE GUIDE

2017

Social media is, and continues to be, the MVP of marketing. While it's not the only marketing strategy your business needs, it is one of the most vital. Here's why:



72.1 BILLION PEOPLE ARE ON SOCIAL MEDIA
We Are Social

NEARLY 2/3 of American adults are active on social media
- Pew Research



Social media users have increased by **176 million** from 2014 to 2015
- Social Media Today

Facebook has **1.4 billion** and gains **1/2 MILLION** new users every day
- Social Media Today



72% of American adults use Facebook
- Pew Research

500 million Tweets are sent out each day
- We Are Social

Whether you use Facebook or Twitter, Instagram or Pinterest, you must focus on the VISUALS. That can be a bit tricky with each social platform requiring different dimensions for images.

SINCE WE'RE SUCH GENEROUS PEOPLE, WE'VE INCLUDED THE TOP SOCIAL MEDIA SITES AND THEIR DIMENSION REQUIREMENTS RIGHT HERE.

facebook



cover photo:

851 x 315 pixels;
11.35 x 4.2 inches



profile photo:

180 x 180 pixels;
2.4 x 2.4 inches



link image:

1200 x 627 pixels;
16 x 8.36 inches



shared image:

1200 x 900 pixels;
16 x 12 inches

twitter



cover photo:

1500 x 500 pixels;
20 x 6.67 inches



profile photo:

400 x 400 pixels;
5.33 x 5.33 inches



shared image:

506 x 506 pixels;
6.75 x 6.75 inches

linkedin



profile background image

1000 x 425 pixels;
4000 x 4000 pixels;
13.33 x 5.67 inches
53.33 x 53.33 inches



profile photo:

400 x 400 pixels;
5.33 x 5.33 inches



company logo:

100 x 60 pixels;
1.33 x 0.8 inches



company banner image:

1400 x 425 pixels;
18.67 x 5.67 inches



company career cover photo:

700 x 400 pixels;
9.33 x 5.33 inches

google



cover photo:

1080 x 608 pixels;
14.4 x 8.11 inches



profile photo:

250 x 250 pixels;
3.33 x 3.3 inches



shared image:

497 x 373 pixels;
6.63 x 4.97 inches

pinterest



profile photo:

165 x 165 pixels;
2.2 x 2.2 inches



pins in the feed:

236 pixels x scaled height
3.15 inches x scaled height



clicked pins:

600 x 735 pixels x scaled height;
8 x 9.8 inches x scaled height



board thumbnail:

222 x 150 pixels;
2.96 x 2 inches

instagram



profile photo:

110 x 110 pixels;
1.47 x 1.47 inches



squared image feed:

510 x 510 pixels;
6.8 x 6.8 inches



landscape image feed:

600 x 450 pixels;
8 x 6 inches



portrait image pin feed:

1080 x 1350 pixels;
14.4 x 18 inches

youtube



profile photo:

800 x 800 pixels;
10.67 x 10.67 inches



channel cover photo:

2560 x 1440 pixels;
34.13 x 19.2 inches



custom video thumbnail:

1280 x 760 pixels;
17.07 x 10.13 inches