

Social Media Image Sizes and Safe Zones for 2026

Version 2026.07.12 · Checked 2026-07-10 · <https://webtoolsplanet.com/cheat-sheets/social-media-image-sizes>

Instagram image sizes

Asset	Recommended size	Ratio	Evidence	Guidance
feed post (square)	1080 x 1080 px	1:1	estimate	full-canvas
feed post (portrait)	1080 x 1350 px	4:5	estimate	keep-clear
Story	1080 x 1920 px	9:16	estimate	overlay-mask
Reel cover	1080 x 1920 px	9:16	estimate	keep-clear
profile picture	320 x 320 px	1:1	estimate	circle-mask

Facebook image sizes

Asset	Recommended size	Ratio	Evidence	Guidance
Page cover photo	851 x 315 px	2.70:1	official	keep-clear
feed post (landscape)	1200 x 630 px	1.91:1	estimate	full-canvas
group cover photo	1640 x 856 px	1.91:1	official	keep-clear
event cover image	1920 x 1005 px	1.91:1	estimate	keep-clear

LinkedIn image sizes

Asset	Recommended size	Ratio	Evidence	Guidance
personal profile banner	1584 x 396 px	4:1	official	keep-clear
Company Page cover	4200 x 700 px	6:1	official	keep-clear
feed post (portrait)	1080 x 1350 px	4:5	estimate	full-canvas

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YouTube image sizes

Asset	Recommended size	Ratio	Evidence	Guidance
video thumbnail	3840 x 2160 px	16:9	official	full-canvas
channel banner	2560 x 1440 px	16:9	official	multi-viewport
channel profile picture	800 x 800 px	1:1	estimate	circle-mask

X image sizes

Asset	Recommended size	Ratio	Evidence	Guidance
profile header	1500 x 500 px	3:1	official	keep-clear
post image	1200 x 675 px	16:9	estimate	full-canvas

Pinterest image sizes

Asset	Recommended size	Ratio	Evidence	Guidance
standard Pin	1000 x 1500 px	2:3	official	keep-clear

TikTok image sizes

Asset	Recommended size	Ratio	Evidence	Guidance
profile picture	400 x 400 px	1:1	estimate	circle-mask
video cover	1080 x 1920 px	9:16	estimate	overlay-mask