

Optimal Sizes for Social Media Images



Social Media Images — A Hootsuite Cheat Sheet

Use this cheat sheet to quickly find the optimal sizes for sharing images on each of the major social networks. To keep the cheat sheet as short as possible, we don't include sizes for profile images and backgrounds.

Social Network	Image Sizes	File Types
Instagram	<ul style="list-style-type: none">• In-stream photo: Upload a photo with a width of at least 1080 pixels with an aspect ratio between 1.91:1 and 4:5• To avoid cropping: 320 x 1080 px. Aspect ratio between 1.91:1 and 4:5• Thumbnails: 161 x 161 px	.jpg
Twitter	<ul style="list-style-type: none">• Optimal size: 1024 x 512 px• Profile image: 400 x 400 px• Header images: 1500 x 500 px	.jpg, .gif
Facebook	<ul style="list-style-type: none">• Optimal size: 1200 x 630 px• Shared link (Timeline): 1200 x 627 px• Shared link (News Feed): 1200 x 627 px	.jpg (with an sRGB color profile), .gif
Path	<ul style="list-style-type: none">• Overall: Minimum width of 600 pixels• Boards: 222 x 150 px (large thumbnail) 55 x 55 px (small thumbnail)• Pins: 32 x 32 px (profile picture) 236 x scaled height (pin image preview) 236 x scaled height (pin on board) 600 x infinite (enlarged pin)	.jpg
Google+	<ul style="list-style-type: none">• Shared image optimal size: 426 px Width• Shared link (thumbnail): 150 x 150 px	.jpg
LinkedIn	<ul style="list-style-type: none">• LinkedIn status update OR blog post image size: 698 x 400 px	.jpg
Tumblr	<ul style="list-style-type: none">• Image posts (in dash): 1280 x 1920 px• Image posts (in feed): 500 x 750 px• GIFs: 540 px wide	.jpg, .gif
WordPress	<ul style="list-style-type: none">• Header image in posts: 1080 x 1080 px• Images in posts: 800 x 600 px	.jpg

5 things marketers need to know about image copyright

1. Copyright is an automatic right.

A creator doesn't need to register their work or include a "circle c" in the watermark or say "all rights reserved." If you create something and publish it, your work is protected by copyright law. For example, every original video on YouTube automatically falls under copyright.

2. Giving clear credit doesn't protect you.

Using an image without explicit permission—especially on a commercial website—is copyright infringement. It's a myth that linking to an image or crediting the artist protects you from being sued. It's also a myth that altering the image (such as only using part of a stock image) protects you from copyright infringement.

3. Buy the rights. Or use trusted sites.

Protect yourself by purchasing the appropriate commercial rights. Or use one of the royalty-free sites online. [Here's a list of 20 sites](#) to find images that you can freely use in commercial work.

4. Fair Use gives you rights.

Fair Use in copyright allows you to comment upon, criticize, or parody a copyrighted work. This can be done without permission from the copyright owner. Fair Use involves research, private study, education, parody, satire, criticism, review or news reporting.

5. Non commercial websites also need permission.

Even if you run a personal blog, you'll still need to secure copyright rights for any images you find. It's a myth that copyright only applies to revenue-generating activities such as a corporate blog or YouTube commercial.

Facebook Ad Image Specs

Clicks to Websites	1200 x 628 px
Website Conversions	1200 x 628 px
Page Post Engagement	1200 x 900 px
Page Likes	1200 x 444 px
App Installs	1200 x 628 px
App Engagement	1200 x 628 px
Local Awareness	1200 x 628 px
Event Responses	1200 x 444 px
Offer Claims	1200 x 648 px
Video Views	1200 x 675 px

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