

Social Media Image Sizes 2026: One Image, Every Platform, Perfectly Sized

You made a great image, posted it, and in the feed it came out cropped, blurry or with the edges cut off. Most businesses run into this once and then shrug it off with "it looks fine, more or less". Yet the cause is almost always the same: the image is not the size the platform expects.

In this guide we collected the current image sizes for thirteen platforms, along with which format to pick and when. Bookmark it; a quick look before your next post is all you need.

The short version

- **Vertical wins.** The 4:5 and 9:16 ratios fill more of a phone screen and tend to get more attention than square images on most platforms.
- **1080 px wide** is a solid starting point for almost any feed post.
- **Full-screen content** (stories, reels, TikTok, WhatsApp Status): use 1080 × 1920 px.
- **Link previews:** 1200 × 630 px works on most platforms.
- **Profile photos:** at least 400 × 400 px keeps them sharp on every device.

The basics: aspect ratio and pixels

Aspect ratio is the width of an image relative to its height. The three you will meet most often:

- **1:1** – Square (the classic Instagram post)
- **4:5 and 9:16** – Vertical (feed posts, and stories/reels/TikTok)
- **16:9** – Horizontal (YouTube covers and thumbnails)

Pixels set the resolution. A 1080 × 1080 image is far sharper than a 200 × 200 one. Enlarging a small image hurts quality, while shrinking a large one costs almost nothing, so always start from the highest-quality source you have.

File type is simple too: **JPG** for photos, **PNG** for logos, graphics and designs with text. Many platforms now accept WEBP as well, but if in doubt stick with JPG and PNG.

Quick reference table

PLATFORM	PROFILE	COVER	POST	STORY VERTICAL
 Instagram	320 × 320	–	1080 × 1350 (portrait) 1080 × 1080 (square)	1080 × 1920
 Google Business Profile	720 × 720 (logo)	1024 × 576	1200 × 900 (4:3)	–
 TikTok	200 × 200	–	1080 × 1920	1080 × 1920
 Facebook & Messenger	320 × 320	851 × 315	1080 × 1350 (portrait) 1080 × 1080 (square) 1200 × 630 (landscape)	1080 × 1920
 WhatsApp Status	–	–	–	1080 × 1920
 LinkedIn	400 × 400	1584 × 396 (personal) 1128 × 191 (company)	1080 × 1350 (portrait) 1080 × 1080 (square) 1080 × 360 (landscape)	–
 X (Twitter)	400 × 400	1500 × 500	1080 × 1350 (portrait) 1080 × 1080 (square) 1600 × 900 (landscape)	–
 Telegram	640 × 640	–	1024 × 1280	–
 YouTube	800 × 800	2560 × 1440	Thumbnail: 1280 × 720	–

PLATFORM	PROFILE	COVER	POST	STORY VERTICAL
 Pinterest	165 × 165	800 × 450	1000 × 1500 (2:3)	–
 Threads	320 × 320	–	Free-form	–
 Mastodon	400 × 400	1500 × 500	Max 1920 × 1080 (16:9)	–
 Bluesky	400 × 400	1500 × 500	Free-form	–

Sizes are in pixels (width × height). Click a platform name to jump to its section.

Instagram

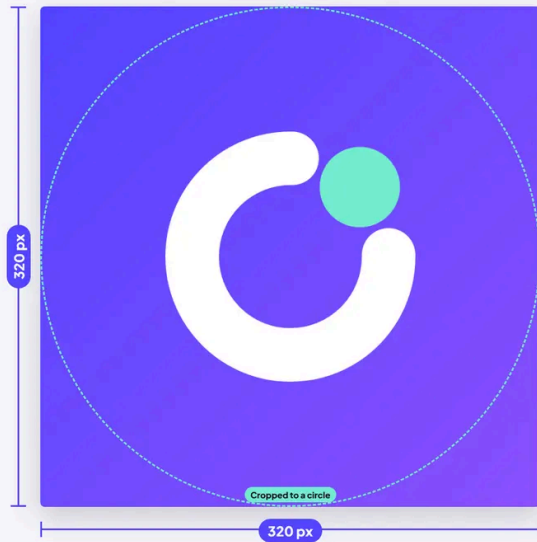
It is the platform where businesses post the most images, so it deserves the most care.

- **Profile photo:** 320 × 320 px. It is displayed at 110 × 110 and cropped to a circle; keep important elements in the centre.
- **Post:** portrait 1080 × 1350 (4:5) or 1080 × 1440 (3:4); square 1080 × 1080; landscape 1080 × 566.
- **Story:** 1080 × 1920. Keep about 310 px at the top and bottom free of text and logos, because the profile info and buttons sit there.
- **Reels cover:** 1080 × 1920. Keep text and logos 480 px in from the top and bottom.

Heads-up – the tall grid: since January 2025, Instagram shows a 3:4 vertical preview in the profile grid. Even square or landscape images are cropped vertically there. If you care about how your profile looks like a shop window, 1080 × 1350 or 1080 × 1440 is the safest choice.

Instagram Profile photo

Recommended size: 320 x 320 px



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Profile photo · 320 × 320 px

Instagram Portrait post (4:5)

Recommended size: 1080 x 1350 px



 Social media size guide by ozvelo.com

Portrait post (4:5) · 1080 × 1350 px

Instagram Portrait post (3:4)

Recommended size: 1080 x 1440 px

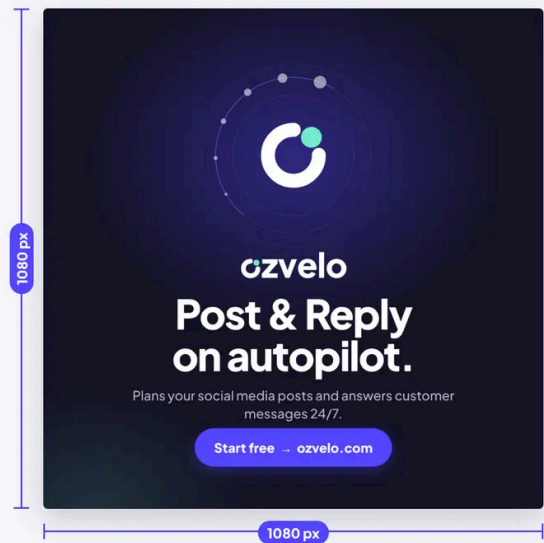


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Portrait post (3:4) · 1080 × 1440 px

Instagram Square post

Recommended size: 1080 x 1080 px

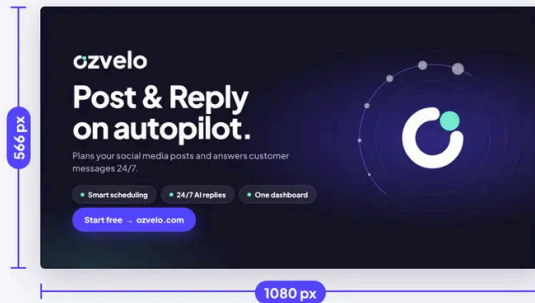


 Social media size guide by ozvelo.com

Square post · 1080 × 1080 px

Instagram Landscape post

Recommended size: 1080 x 566 px

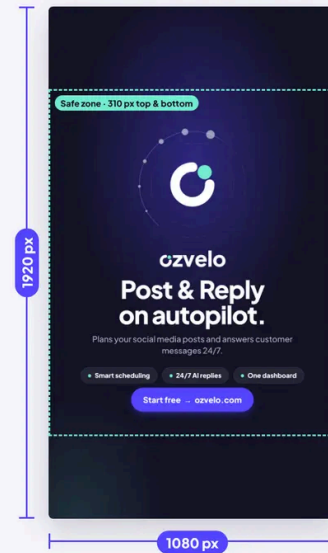


 Social media size guide by ozvelo.com

Landscape post · 1080 x 566 px

Instagram Story

Recommended size: 1080 x 1920 px

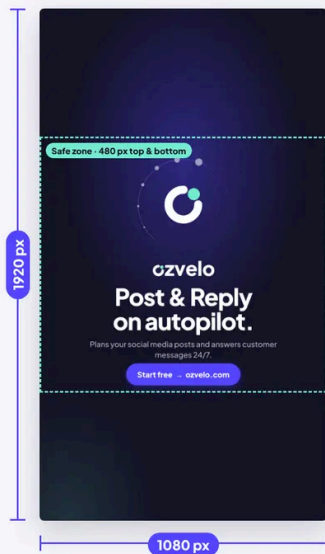


 Social media size guide by ozvelo.com

Story · 1080 x 1920 px

Instagram Reels cover

Recommended size: 1080 x 1920 px



 Social media size guide by ozvelo.com

Reels cover · 1080 x 1920 px



Google Business Profile

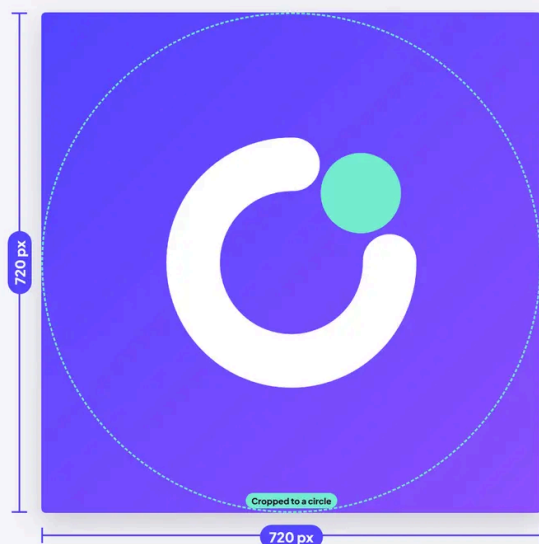
This is where local searchers see you first. Image quality directly affects how many people click through to your profile.

- **Logo:** 720 × 720 px.
- **Cover photo:** 1024 × 576 (16:9). The minimum is 480 × 270 and the maximum 2120 × 1192 px.
- **Post image:** 1200 × 900 (4:3), at least 400 × 300.
- **File:** JPG or PNG, between 10 KB and 5 MB.

Google prefers real photos of your venue and products over heavily filtered images or ones covered in text. In posts, put the text in the caption rather than inside the image.

Google Business Profile Logo

Recommended size: 720 × 720 px



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Logo · 720 × 720 px

Google Business Profile Cover photo

Recommended size: 1024 × 576 px

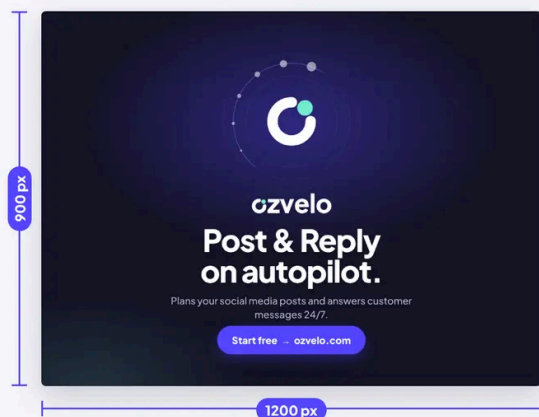


 Social media size guide by ozvelo.com

Cover photo · 1024 × 576 px

Google Business Profile Post

Recommended size: 1200 × 900 px



 Social media size guide by ozvelo.com

Post · 1200 × 900 px

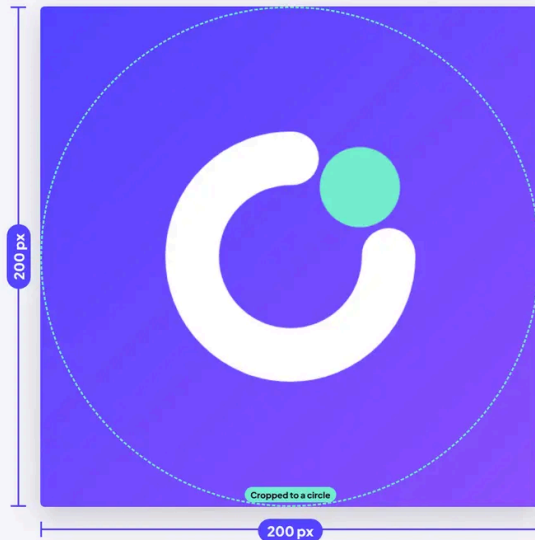


TikTok is mostly video, but photo carousels are growing fast; you can use up to 35 photos in one post. It is a good place for tutorials, product showcases and behind-the-scenes content.

- **Profile photo:** the minimum is 20 × 20 px, but we recommend 200 × 200 or larger.
- **Post and story:** 1080 × 1920 (9:16). 4:5 images display well too.

TikTok Profile photo

Recommended size: 200 × 200 px



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Profile photo · 200 × 200 px

TikTok Post

Recommended size: 1080 × 1920 px

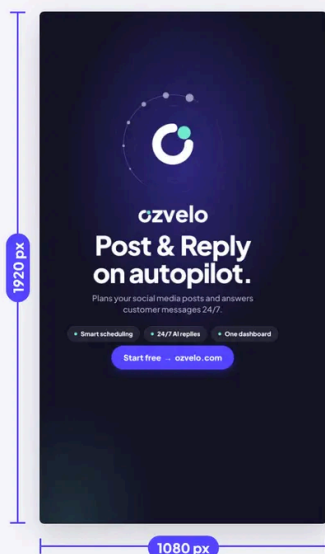


 Social media size guide by ozvelo.com

Post · 1080 × 1920 px

TikTok Story

Recommended size: 1080 × 1920 px



 Social media size guide by ozvelo.com

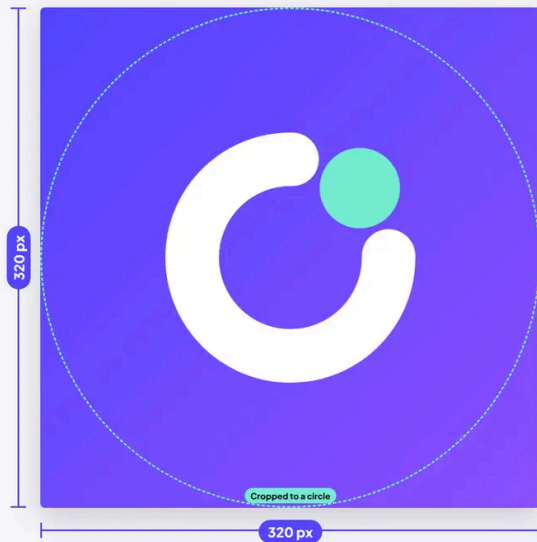
Facebook & Messenger

Images shared in Messenger follow the same logic as Facebook, so the sizes below apply to both.

- **Profile photo:** 320 × 320, cropped to a circle.
- **Profile and page cover:** 851 × 315. On mobile it is shown at 640 × 360. The profile photo covers the bottom-left corner, so keep important elements away from it.
- **Group cover:** 1640 × 856. **Event cover:** 1920 × 1005.
- **Post:** portrait 1080 × 1350, square 1080 × 1080, landscape 1200 × 630.
- **Story:** 1080 × 1920; leave room for the profile name and controls at the top.
- **Link preview:** 1200 × 630, up to 8 MB. Facebook takes this image from your site's `og:image` tag.

Facebook & Messenger Profile photo

Recommended size: 320 × 320 px



 Social media size guide by ozvelo.com

Profile photo · 320 × 320 px

Facebook & Messenger Cover photo

Recommended size: 851 × 315 px



 Social media size guide by ozvelo.com

Cover photo · 851 × 315 px

Facebook & Messenger Portrait post (4:5)

Recommended size: 1080 x 1350 px

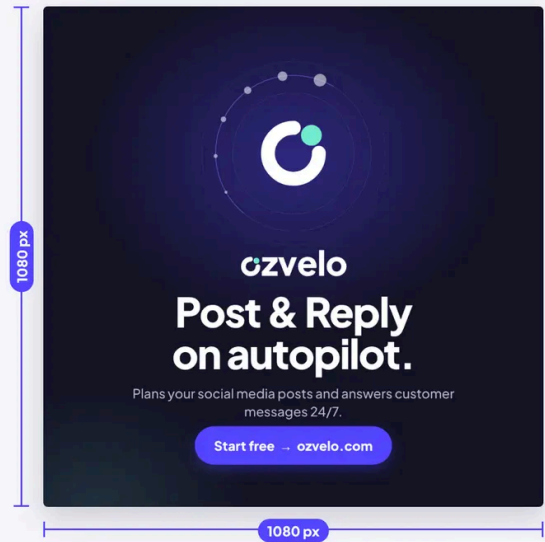


 Social media size guide by ozvelo.com

Portrait post (4:5) · 1080 x 1350 px

Facebook & Messenger Square post

Recommended size: 1080 x 1080 px

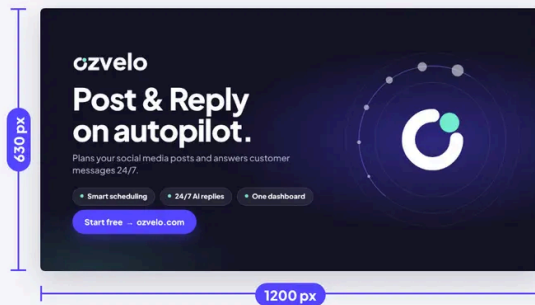


 Social media size guide by ozvelo.com

Square post · 1080 x 1080 px

Facebook & Messenger Landscape post

Recommended size: 1200 x 630 px

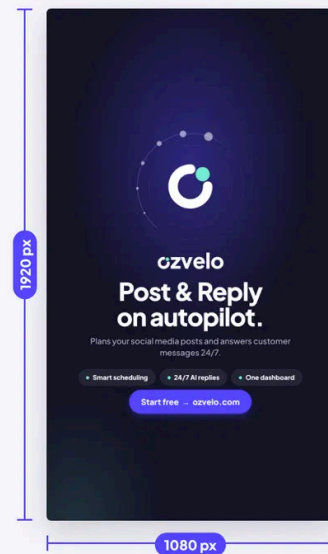


 Social media size guide by ozvelo.com

Landscape post · 1200 x 630 px

Facebook & Messenger Story

Recommended size: 1080 x 1920 px

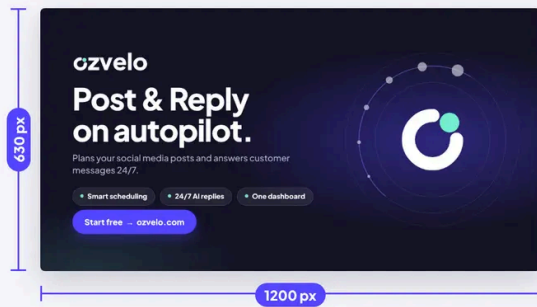


 Social media size guide by ozvelo.com

Story · 1080 x 1920 px

Facebook & Messenger Link preview

Recommended size: 1200 x 630 px



 Social media size guide by ozvelo.com

Link preview · 1200 × 630 px



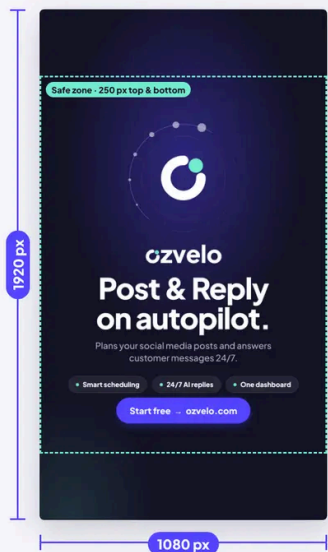
WhatsApp Status

The easiest way to stay visible in the channel where you talk to customers one-to-one. Status posts disappear after 24 hours and work like stories.

- **Status image:** 1080 × 1920 (9:16), full screen.
- **Safe area:** keep text and logos about 250 px in from the top and bottom; the contact name and reply area sit there.

WhatsApp Status

Recommended size: 1080 x 1920 px



 Social media size guide by ozvelo.com

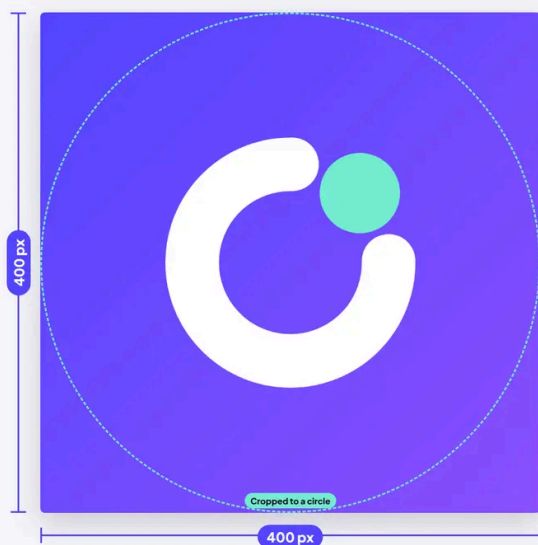
Status · 1080 × 1920 px

- **Profile photo:** 400 × 400. A circle on personal profiles, a square on company pages.
- **Personal profile cover:** 1584 × 396 (4:1).
- **Company page cover:** 1128 × 191. The logo covers the left side, so keep key elements in the centre.
- **Post:** the ratio should be between 3:1 and 4:5. Make the width at least 1080: square 1080 × 1080, portrait 1080 × 1350, landscape 1080 × 360.
- **Link preview:** 1200 × 627.

LinkedIn automatically centres and crops images outside the limits. If you keep your text centred, most sizes look fine.

LinkedIn Profile photo

Recommended size: 400 × 400 px



Profile photo · 400 × 400 px

LinkedIn Personal profile cover

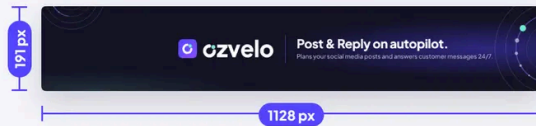
Recommended size: 1584 × 396 px



Personal profile cover · 1584 × 396 px

LinkedIn Company page cover

Recommended size: 1128 x 191 px



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Company page cover · 1128 x 191 px

LinkedIn Portrait post (4:5)

Recommended size: 1080 x 1350 px

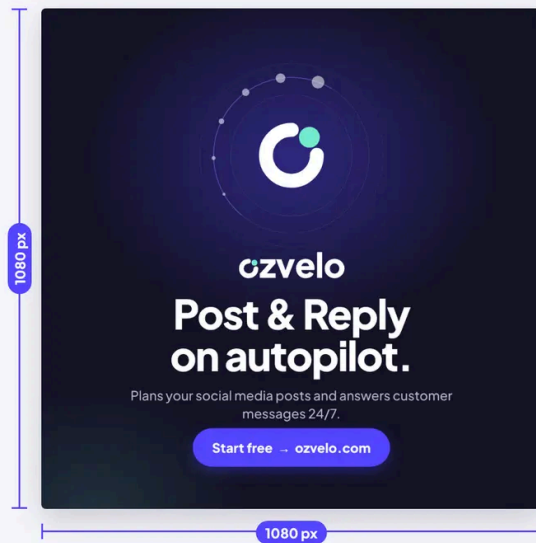


 Social media size guide by ozvelo.com

Portrait post (4:5) · 1080 x 1350 px

LinkedIn Square post

Recommended size: 1080 x 1080 px



 Social media size guide by ozvelo.com

Square post · 1080 x 1080 px

LinkedIn Landscape post

Recommended size: 1080 x 360 px

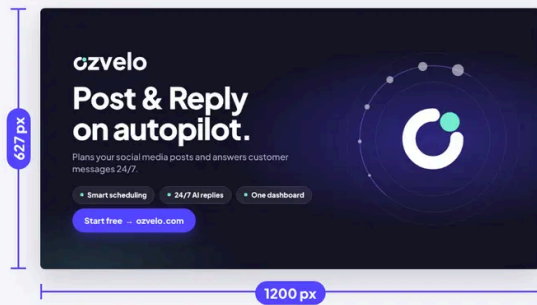


 Social media size guide by ozvelo.com

Landscape post · 1080 x 360 px

LinkedIn Link preview

Recommended size: 1200 × 627 px



 Social media size guide by ozvelo.com

Link preview · 1200 × 627 px

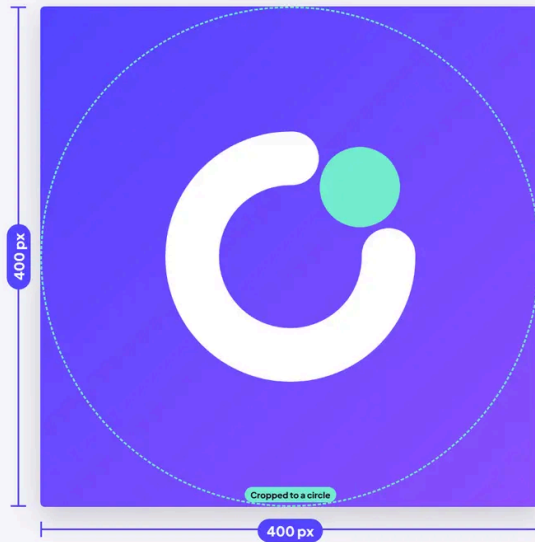
X (Twitter)

- **Profile photo:** 400 × 400, up to 2 MB. A circle on most accounts; a square on verified organisations with the gold check.
- **Header image:** 1500 × 500. Images that are too narrow are stretched and turn blurry.
- **Post:** square 1080 × 1080, portrait 1080 × 1350, landscape 1600 × 900. The minimum width is 600 px, but a large image looks much better when someone taps to expand it.
- **Link card:** 1200 × 630 (official recommendation 1200 × 631). The image comes from the Twitter Card tags in your site's code.

You can add up to four images to one post, even in different sizes; if you mix landscape and portrait, X arranges them in the timeline automatically.

X (Twitter) Profile photo

Recommended size: 400 × 400 px



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Profile photo · 400 × 400 px

X (Twitter) Header image

Recommended size: 1500 × 500 px



 Social media size guide by ozvelo.com

Header image · 1500 × 500 px

X (Twitter) Portrait post (4:5)

Recommended size: 1080 × 1350 px

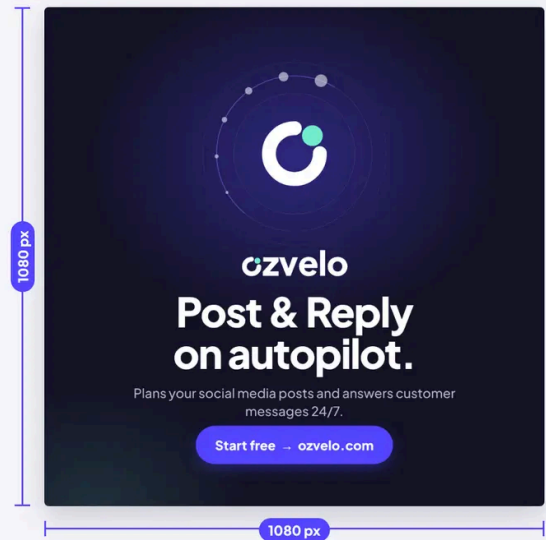


 Social media size guide by ozvelo.com

Portrait post (4:5) · 1080 × 1350 px

X (Twitter) Square post

Recommended size: 1080 × 1080 px

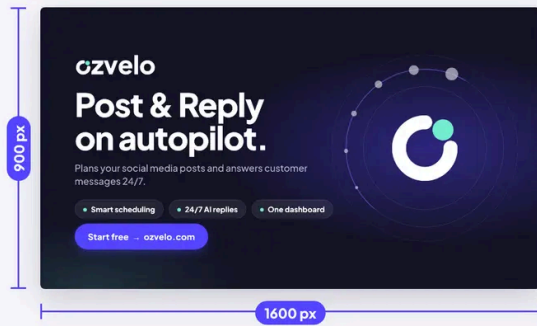


 Social media size guide by ozvelo.com

Square post · 1080 × 1080 px

X (Twitter) Landscape post

Recommended size: 1600 x 900 px

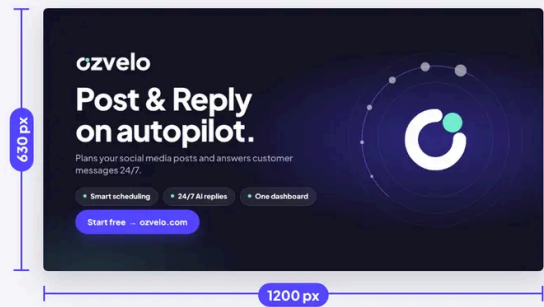


 Social media size guide by ozvelo.com

Landscape post · 1600 × 900 px

X (Twitter) Link card

Recommended size: 1200 x 630 px



 Social media size guide by ozvelo.com

Link card · 1200 × 630 px



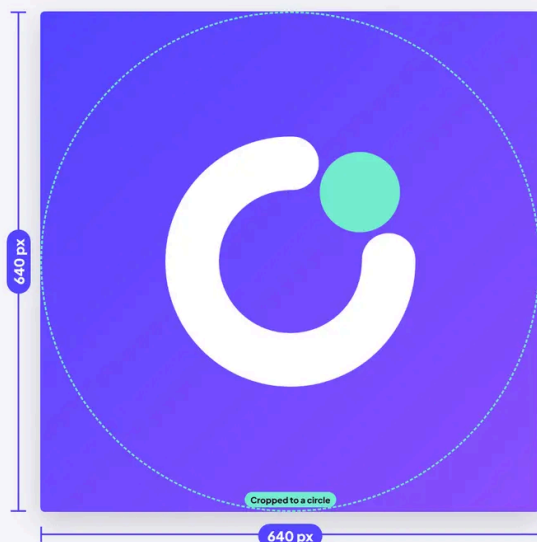
Telegram

Telegram channels have no official size rule; images are shown in their original proportions. Still, we recommend the portrait 1024 × 1280 size so they look sharp.

- **Channel photo:** square, around 640 × 640; it is cropped to a circle.
- **Post:** 1024 × 1280 (4:5). Square or portrait images take up more room on mobile. Extremely tall images may be compressed; for text-heavy designs, sending the file as a document keeps it crisp.
- **Link preview:** the standard 1200 × 630 `og: image` is used.

Telegram Channel photo

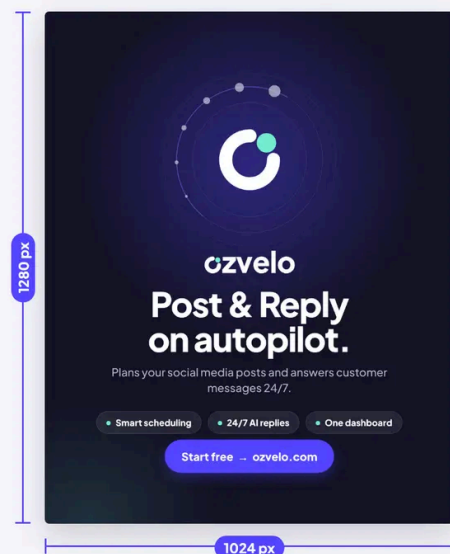
Recommended size: 640 x 640 px



 Social media size guide by ozvelo.com

Telegram Post

Recommended size: 1024 x 1280 px



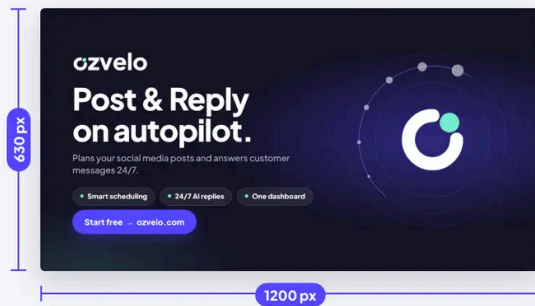
 Social media size guide by ozvelo.com

Channel photo · 640 × 640 px

Post · 1024 × 1280 px

Telegram Link preview

Recommended size: 1200 × 630 px



 Social media size guide by ozvelo.com

Link preview · 1200 × 630 px

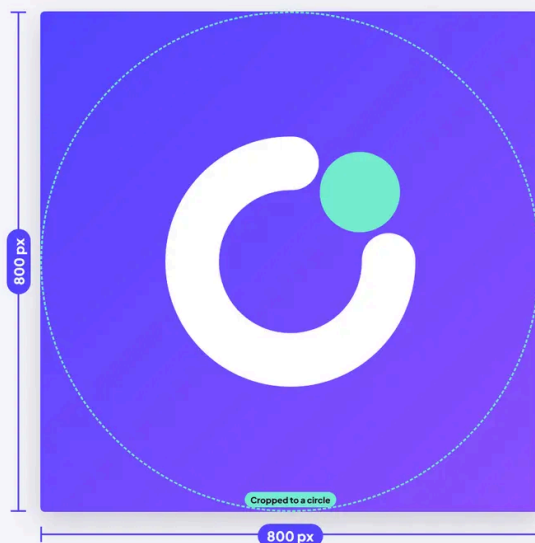


YouTube

- **Profile photo:** 800 × 800, up to 15 MB. It is shown at 98 × 98 px as a circle.
- **Channel banner:** 2560 × 1440 (minimum 2048 × 1152), up to 6 MB. It is cropped differently on desktop, mobile and TV, so place text and logos inside the 1546 × 423 px safe area in the centre.
- **Video thumbnail:** 1280 × 720, up to 2 MB. For podcast thumbnails the limit is 10 MB.

YouTube Profile photo

Recommended size: 800 × 800 px

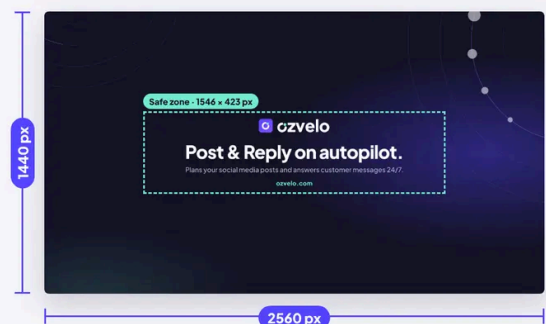


 Social media size guide by ozvelo.com

Profile photo · 800 × 800 px

YouTube Channel banner

Recommended size: 2560 × 1440 px

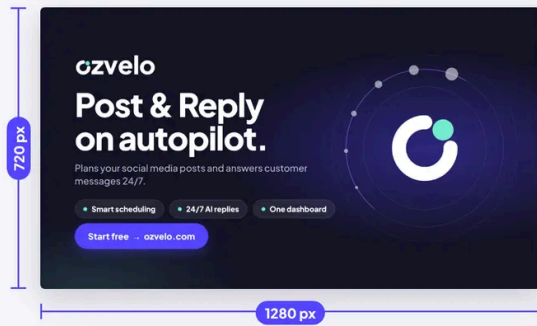


 Social media size guide by ozvelo.com

Channel banner · 2560 × 1440 px

YouTube Video thumbnail

Recommended size: 1280 × 720 px



 Social media size guide by ozvelo.com

Video thumbnail · 1280 × 720 px

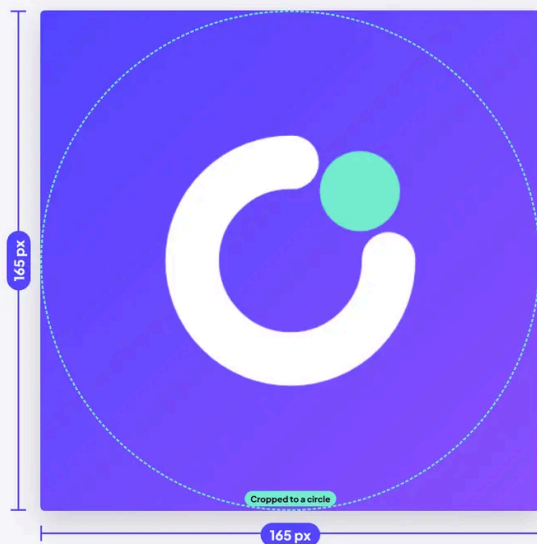
Pinterest

Pinterest favours long, vertical images, and its algorithm limits the distribution of low-resolution or overly tall ones.

- **Pin image:** 1000 × 1500 (2:3). Stay within that ratio.
- **Profile photo:** 165 × 165, cropped to a circle.
- **Cover:** at least 800 × 450, 16:9 landscape.

Pinterest Profile photo

Recommended size: 165 × 165 px



 Social media size guide by ozvelo.com

Profile photo · 165 × 165 px

Pinterest Cover photo

Recommended size: 800 × 450 px

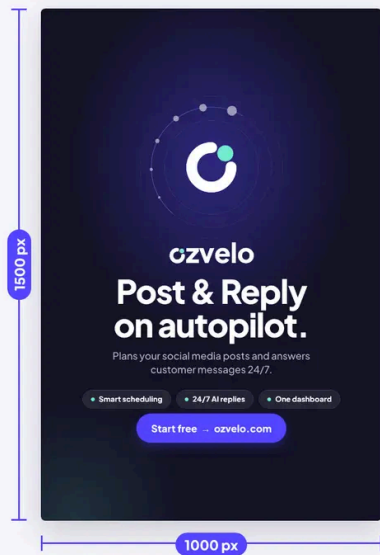


 Social media size guide by ozvelo.com

Cover photo · 800 × 450 px

Pinterest Pin

Recommended size: 1000 x 1500 px



 Social media size guide by ozvelo.com

Pin image · 1000 × 1500 px

Threads

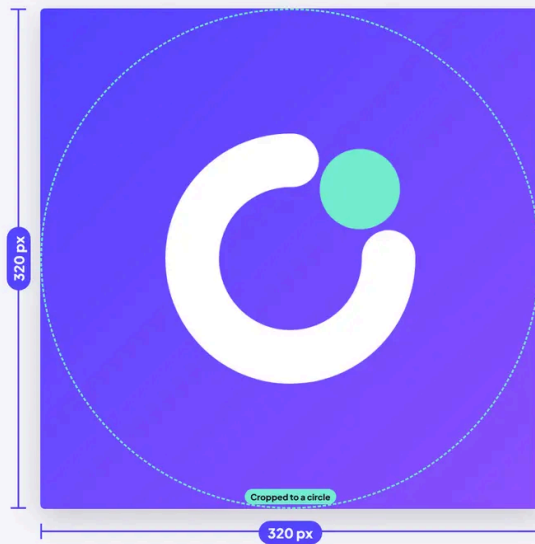
Threads has no strict size rule for images; even when you share several images of different sizes, it shows them uncropped in their original proportions. A post can hold up to 20 photos or videos.

- **Profile photo:** 320 × 320. You can sync it with your Instagram profile photo.
- **Link preview:** there is no official size; 1200 × 600 at a 2:1 ratio works well.

Tip: on mobile you can "pinch" two adjacent images together. Slice a panorama into parts and upload them in one post for a smooth swipe effect.

Threads Profile photo

Recommended size: 320 x 320 px



 Social media size guide by ozvelo.com

Profile photo · 320 × 320 px

Threads Post

Recommended size: 1080 x 1350 px

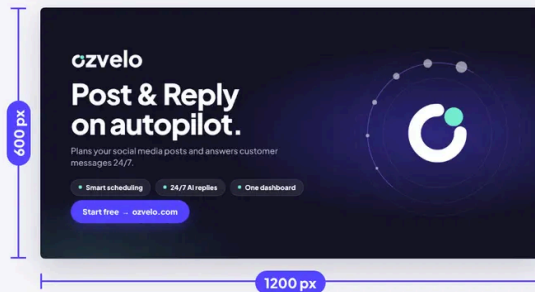


 Social media size guide by ozvelo.com

Post · 1080 × 1350 px

Threads Link preview

Recommended size: 1200 x 600 px



 Social media size guide by ozvelo.com

Link preview · 1200 × 600 px

Mastodon

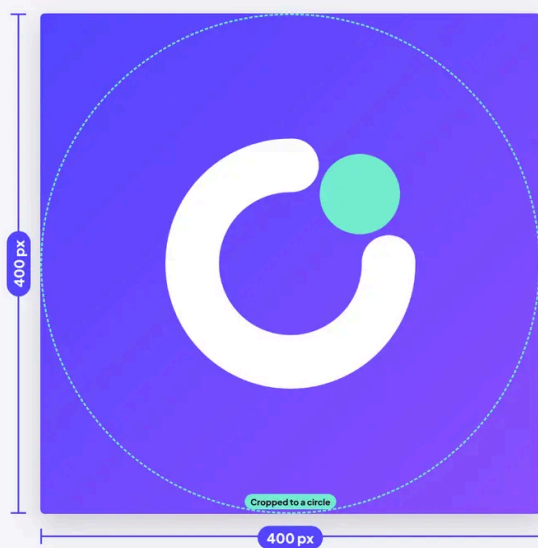
On Mastodon the server (instance) decides the limits; the values below work on most servers.

- **Profile photo:** 400 × 400; shown as a rounded square in most clients.
- **Header image:** 1500 × 500 (3:1).
- **Post image:** up to 1920 × 1080 (16:9). Larger images are downscaled; many servers allow files up to 16 MB, some less.
- **Link card:** 1200 × 630 (about 1.91:1).

Adding alt text to images is part of Mastodon's culture; make it a habit for accessibility.

Mastodon Profile photo

Recommended size: 400 × 400 px



 Social media size guide by ozvelo.com

Profile photo · 400 × 400 px

Mastodon Header image

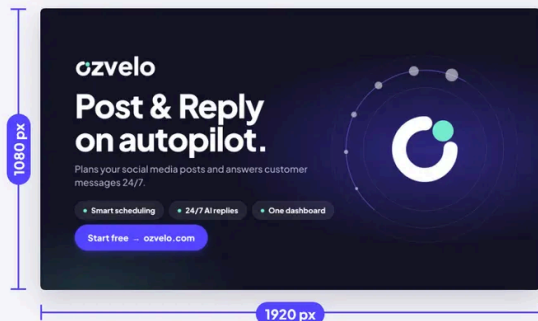
Recommended size: 1500 × 500 px



Header image · 1500 × 500 px

Mastodon Post

Recommended size: 1920 × 1080 px

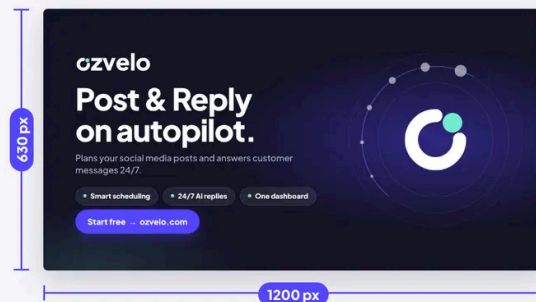


 Social media size guide by ozvelo.com

Post · 1920 × 1080 px

Mastodon Link card

Recommended size: 1200 × 630 px



 Social media size guide by ozvelo.com

Link card · 1200 × 630 px



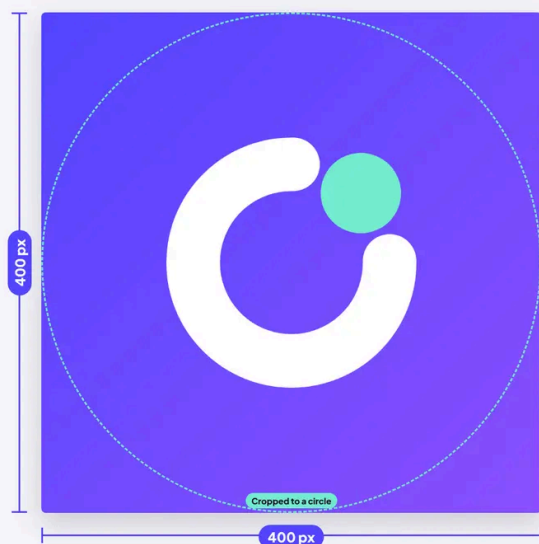
Bluesky does not publish an official size guide; it compresses and resizes uploaded images itself. Common ratios such as 1:1, 4:5 or 16:9 give consistent results.

- **Profile photo:** 400 × 400, a circle.

- **Cover:** 1500 × 500 (3:1 on desktop). It is cropped to 4:1 on mobile, so keep anything important away from the left and right edges.
- **Post:** up to four images, each limited to about 1 MB. Every image can have its own ratio and alt text.
- **Link preview:** 1200 × 627 (1.91:1).

Bluesky Profile photo

Recommended size: 400 × 400 px

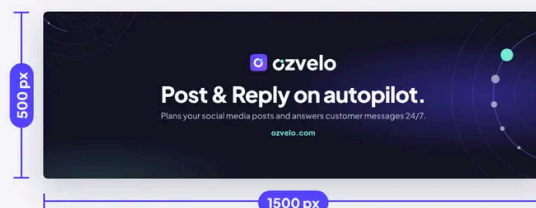


Social media size guide by ozvelo.com

Profile photo · 400 × 400 px

Bluesky Cover photo

Recommended size: 1500 × 500 px

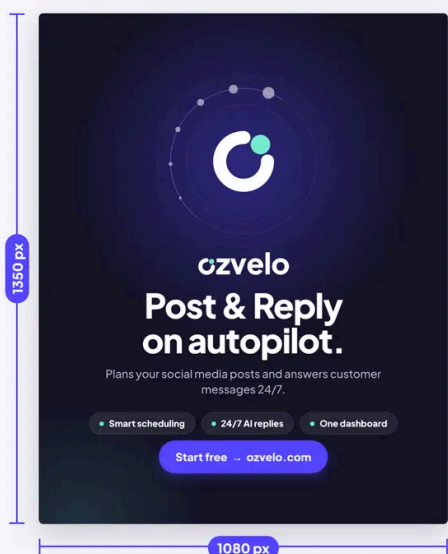


Social media size guide by ozvelo.com

Cover photo · 1500 × 500 px

Bluesky Post

Recommended size: 1080 × 1350 px

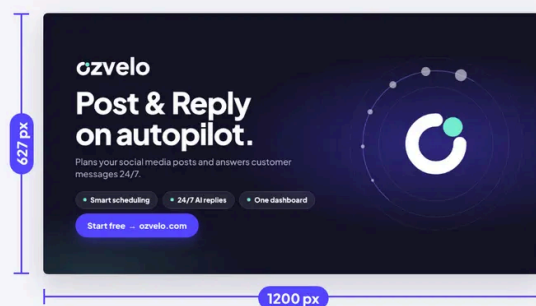


Social media size guide by ozvelo.com

Post · 1080 × 1350 px

Bluesky Link preview

Recommended size: 1200 × 627 px



Social media size guide by ozvelo.com

Link preview · 1200 × 627 px

One image, many platforms: a practical workflow

Designing separately for every platform is not sustainable for most teams. This approach cuts the effort dramatically:

1. **Design the master at 1080 × 1350 (4:5).** It works as-is on Instagram, Facebook, LinkedIn and X.
2. **Keep key elements in the centre.** Interface elements such as profile pictures and buttons often cover the edges.
3. **Make a second, 1080 × 1920 version for stories and vertical video.** The same one works on TikTok and WhatsApp Status.
4. **If you are a local business, add a third, 1200 × 900 version** for Google Business Profile posts.
5. **Set your website's share image.** Add a 1200 × 630 `og:image` for the preview that appears when you share a link.
6. **Preview before you publish.** An image cut off at the edges can undo all your work.

Frequently asked questions

What size should social media images be?

For feed posts, 1080 px wide is a good standard. The height depends on the format: 1080 for square, 1350 for portrait, 1920 for stories and full-screen.

Which file type should I use?

JPG for photos, PNG for logos and designs with text. If you are unsure, follow that rule.

What happens if I upload the wrong size?

The platform will crop, shrink or stretch the image. The result can be an important part cut off or a blurry look.

How often do the sizes change?

Platforms update their sizes from time to time; Instagram's move to the tall grid is the most recent example. It is worth bookmarking this guide and checking back every few months.

Conclusion

The right size will not replace good content, but it makes sure good content looks right. Make vertical your default, keep key elements centred, keep your source files high-resolution and preview before you publish. Those four habits take care of most of the size details across thirteen platforms.

With Ozvelo you can prepare your posts in one place and schedule them to your connected accounts, so you can focus on your content instead of redoing work for every platform.