




Social media image sizes 2022

powered by sociality.io

network	image type	size (pixels)
	Profile photo	320 × 320
	Feed photos • Landscape	1080 × 566
	Feed photos • Portrait	1080 × 1350
	Feed photos • Square	1080 × 1080
	Thumbnails	161 × 161
	Stories	1080 × 1920
	Carousels • Landscape	1080 × 566
	Carousels • Portrait	1080 × 1350
	Carousels • Square	1080 × 1080
	Reels	1080 × 1920
	Ads • Landscape	1080 × 566
	Ads • Portrait	1080 × 1350
	Ads • Square	1080 × 1080
Stories ads	1080 × 1920	
	Profile photo	400 × 400
	Header photo	1500 × 500
	In-stream photos	1600 × 900
	Card image	120 × 120
	Ads • Single and multi-image tweets	600 × 355
	Ads • Website card	800 × 418
	Ads • App card	800 × 418
	Ads • Carousels	800 × 418
	Ads • Direct message card	800 × 418
	Ads • Conversation card	800 × 418
	Profile photo	170 × 170
	Cover photo	851 × 315
	Posts and timeline photos	1200 × 630
	Event cover photo	1200 × 628
	Panorama/360 photos	30,000 pixels in any dimension
	Stories	1080 × 1920
	Ads • Feed ads	1080 × 1080
	Ads • Right column ads	1080 × 1080
	Ads • Instant articles	1080 × 1080
	Ads • Marketplace ads	1080 × 1080
	Ads • Search	1080 × 1080
	Ads • Sponsored messages	1080 × 1080
	Ads • Messenger inbox ads	1080 × 1080
	Ads • Messenger stories ads	1080 × 1080
	Profile photo	7680 × 4320
	Profile cover photo	1584 × 396
	Sharing a link in an update	1200 × 627
	Ads • Company logo	100 × 100
	Ads • Spotlight ads logo	100 × 100
	Ads • Spotlight ads background image	300 × 250
	Ads • Sponsored content image	1200 × 627
	Ads • Sponsored content carousel image	1080 × 1080
	Profile photo	20 × 20
	Videos	1080 × 1920
	In-feed ad videos	1080 × 1920
	Profile photo	165 × 165
	Profile cover photo	800 × 450
	Pins • 2:3	1000 × 1500
	Pins • Square	1000 × 1000
	Story pins	1080 × 1920
	Collections pins • 2:3	1000 × 1500
	Collections pins • Square	1000 × 1000
	Ads and carousels • 2:3	1000 × 1500
	Ads and carousels • Square	1000 × 1000
	Shared images and ads	1080 × 1920
	Geofilters	1080 × 1920
	Stories	1080 × 1920
	Profile photo	800 × 800
	Banners	2048 × 1152
	Videos	1280 × 720
	Thumbnails	1280 × 720