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Social Media Policy
**Social-Media Image
And Video Dimensions:
Ideal Formats**



With the rise in popularity and availability of mobile devices, social-media communications have moved to a primarily visual (photos and videos) model. Special attention must be paid to the dimensions for images posted to social media.

Each social-media platform sets standards for proper use of visual content. Please find below a set of key image specifications for the leading social-media platform. However, we recommend you check the platform's websites periodically for updates, as well.

Facebook



- **Cover photo** 2324 x 886 px
- **Profile picture** 170 x 170 px
- **Post and timeline photos** 1080x1080 px
- **Event image** 1920 x 1080 px
- **Event photo** 1080 x 1080 px
- **Group cover** 1640 x 922 px
- **Stories** 1080 x 1920 px

Instagram



- **Profile photo** 160 x 160 px
- **Feed photo** 1080 x 1080 px (square photo)
- **Feed photo** 1080 x 566 px (landscape)
- **Feed photo** 1080 x 1350 px (portrait)
- **Stories e Reel** 1080 x 1920 px
- **IGTV images** 420 x 654 px

X (formerly Twitter)



- **Header photo** 1500 x 500 px
- **Profile photo** 400 x 400 px
- **In-stream images** 1080 x 1080 px

LinkedIn



- **Page cover photo** 1128 x 191 px
- **Page logo** 300 x 300 px
- **Article cover** 744 x 400 px
- **Post photo** 1200 x 1200 px

Youtube



- **Channel cover photo** 1546 x 423 px
- **Channel photo** 100 x 100 px
- **Thumbnail video** 1280 x 720 px

