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Azure Collier | Jan 5, 2016

[Infographic] 2016 Social Media Image Size Cheat Sheet



It's no secret that images are an important part of your social media content.

They attract attention and stand out among the information that floods our social news feeds. In fact, social media posts with visuals deliver 180 percent greater engagement.

The tricky part is that each social network has its own dimension requirements to make your visuals look their best.

That's why we've made it easy for you with the 2016 social media image size guide.

Bookmark this guide so you can quickly access the right size for the right network.

Want to make it even easier on yourself? Check out free visual creation and editing tools like [Canva](#) or [PicMonkey](#). They have image templates available for each of the social networks. You can start creating your image without worrying about making it the correct size.



2016 Social Media Image Size Guide

* All sizes noted are in pixels

Cover photo 851 x 315
Profile photo 180 x 180
Link image 1200 x 627
Shared image 1200 x 900



Cover photo 1500 x 500
Profile photo 400 x 400
Shared image 506 x 506



Cover photo 1080 x 608
Profile photo 250 x 250
Shared image 497 x 373



Profile background image
between 1000 x 425 and 4000 x 4000
Profile photo 400 x 400
Company logo 100 x 60
Company banner image 646 x 220
Company career cover photo 974 x 300



Profile photo 165 x 165
Pins in the feed 236 x scaled height
Clicked pins 600 to 735 x scaled height
Board thumbnail 222 x 150



Profile photo 110 x 110
Square image in feed 510 x 510
Landscape image in feed 600 x 450
Portrait image in feed 1080 x 1350



Profile photo 800 x 800
Channel cover photo 2560 x 1440
Custom video thumbnail 1280 x 760



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Need more tips on social media marketing? Check out videos and step-by-step instructions on our [Social Media Quickstarter site](#).



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I'm a social media content manager for Constant Contact. I host Constant Contact's social media webinars. The rest of the time,...

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