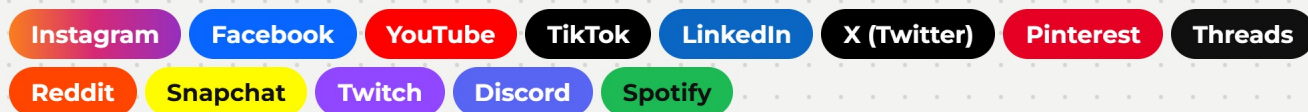




FREE GUIDE US STANDARD • ALL SIZES IN PIXELS

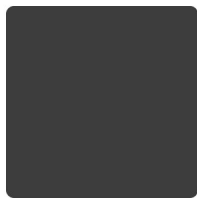
The Social Media Size Cheat Sheet

The complete guide to image and video sizes for 13 major platforms — with every shape drawn to scale, so you can see what you're designing before you start.



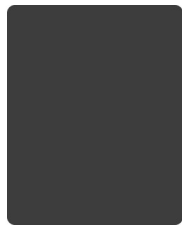
THE 5 SIZES THAT COVER MOST POSTS

Shapes drawn to scale



1080 × 1080
1:1 SQUARE

Feeds & profile photos everywhere



1080 × 1350
4:5 PORTRAIT

Instagram, Facebook & Threads feeds



1080 × 1920
9:16 VERTICAL

Stories, Reels, TikTok, Shorts, Snaps



1920 × 1080
16:9 WIDE

YouTube, video & thumbnails



1200 × 630
1.91:1 LINK

Shared link previews

INSIDE THIS GUIDE

- | | | | |
|---------------------------------------|------|-------------------------------------|------|
| 01 Common aspect ratios | p. 2 | 02 Instagram & Facebook | p. 3 |
| 03 YouTube, TikTok & Snapchat | p. 4 | 04 LinkedIn & X | p. 5 |
| 05 Pinterest, Threads & Reddit | p. 6 | 06 Twitch, Discord & Spotify | p. 7 |
| 07 Safe zones & export tips | p. 8 | | |

01 COMMON ASPECT RATIOS

Know the shape before you open your design app

An aspect ratio is just width compared to height. Get the shape right and the platform won't crop your text, faces or logo. Every shape on this page is drawn to scale.



1:1 SQUARE
1080 × 1080

Profile photos, feed posts, album & podcast art

Instagram

Facebook

X (Twitter)

Threads

Pinterest

Spotify



4:5 PORTRAIT
1080 × 1350

The feed post that takes up the most screen

Instagram

Facebook

Threads

Reddit



3:4 PORTRAIT
1080 × 1440

Instagram's profile grid preview

Instagram



2:3 TALL
1000 × 1500

Standard Pins

Pinterest



9:16 VERTICAL
1080 × 1920

Stories, Reels, TikTok, Shorts, Snaps, Canvas

Instagram

Facebook

TikTok

YouTube

Snapchat

Spotify



16:9 WIDE
1920 × 1080

Video, thumbnails, offline screens, server banners

YouTube

X (Twitter)

LinkedIn

Twitch

Discord



1.91:1 LINK
1200 × 630

Link previews when you share a URL

Facebook

LinkedIn

X (Twitter)



3:1 BANNER
1500 × 500

X header

X (Twitter)



4:1 BANNER
1584 × 396

LinkedIn personal banner (company covers run 6:1)

LinkedIn

RULE OF THUMB

Build everything **1080 px wide**. Change only the height: 1080 for square, 1350 for portrait, 1920 for vertical.

02 INSTAGRAM & FACEBOOK

Meta's two big apps share most sizes. Portrait 4:5 is the safe pick for feed posts on both.

HOW TO READ: Shape = the image's real proportions Size = width × height in pixels **Ratio**

Instagram

Profile grid now previews posts at 3:4

	Profile photo	320 × 320	1:1	Displays as a circle
	Square post	1080 × 1080	1:1	Classic feed square
	Portrait post	1080 × 1350	4:5	Best pick: takes the most feed space
	Landscape post	1080 × 566	1.91:1	Shows smallest in the feed
	Profile grid tile	1012 × 1350	3:4	Grid trims ~32 px off each side of a 4:5 post
	Stories & Reels	1080 × 1920	9:16	Keep text ~250 px from top and bottom
	Carousel	1080 × 1350	4:5	All slides follow the first slide's ratio

Facebook

Cover crops differently on desktop and mobile

	Profile photo	320 × 320	1:1	Displays as a circle
	Page cover	851 × 315	2.7:1	Upload 1640 × 624 for sharpness; keep text in the center 640 × 312
	Feed post	1080 × 1350	4:5	Square 1080 × 1080 also works
	Link preview	1200 × 630	1.91:1	The image shown when a URL is shared
	Event cover	1920 × 1005	1.91:1	
	Stories & Reels	1080 × 1920	9:16	Keep the top and bottom 14% (~250 px) clear

03 YOUTUBE, TIKTOK & SNAPCHAT

The video apps: widescreen 16:9 for YouTube, full-screen vertical 9:16 for Shorts, TikTok and Snapchat.

HOW TO READ: Shape = the image's real proportions Size = width × height in pixels **Ratio**

YouTube

Design banners for the small safe area

	Profile photo	800 × 800	1:1	Displays as a circle
	Channel banner	2560 × 1440	16:9	Only the center 1235 × 338 shows on every device · max 6 MB
	Video thumbnail	1280 × 720	16:9	Min 640 px wide · under 2 MB
	Video	1920 × 1080	16:9	4K: 3840 × 2160
	Shorts	1080 × 1920	9:16	Vertical; thumbnails also 9:16

TikTok

Everything here is built for vertical

	Profile photo	200 × 200	1:1	Displays as a circle
	Video	1080 × 1920	9:16	Min 720 × 1280
	Photo post / carousel	1080 × 1920	9:16	Square and 16:9 accepted
	Video cover	1080 × 1920	9:16	Pick a frame or upload one
	Horizontal video	1920 × 1080	16:9	Plays with black bars — avoid

Snapchat

Full-screen vertical only

	Profile photo	320 × 320	1:1	Displays as a circle
	Story	1080 × 1920	9:16	Keep 150 px clear at top and bottom
	Spotlight	1080 × 1920	9:16	Buttons sit on the right and bottom
	Ad	1080 × 1920	9:16	Min 720 × 1280

04 LINKEDIN & X

Both use wide banners with your profile photo covering the lower left — keep that corner empty.

HOW TO READ: Shape = the image's real proportions Size = width × height in pixels **Ratio**

LinkedIn

Logos and photos overlap the banner's lower left

	Profile photo	400 × 400	1:1	Displays as a circle
	Personal banner	1584 × 396	4:1	Your photo covers the lower left
	Company logo	400 × 400	1:1	Min 268 × 268
	Company cover	4200 × 700	6:1	Max 3 MB
	Image post & link preview	1200 × 627	1.91:1	Square 1080 × 1080 also works
	Video	1920 × 1080	16:9	1:1 and 9:16 (1080 × 1920) also supported

X (Twitter)

16:9 and 4:3 images show uncropped

	Profile photo	400 × 400	1:1	Displays as a circle · max 2 MB
	Header	1500 × 500	3:1	Your photo covers the lower left · max 5 MB
	Post image	1600 × 900	16:9	Best default for the feed
	Square image	1080 × 1080	1:1	
	Link card	1200 × 628	1.91:1	Image pulled from a shared URL
	Video	1920 × 1080	16:9	1:1 and 9:16 too · 2 min 20 s on free accounts

05 PINTEREST, THREADS & REDDIT

HOW TO READ: Shape = the image's real proportions Size = width × height in pixels Ratio

Pinterest

Tall pins win

	Profile photo	280 × 280	1:1	Shows at 165 × 165 in a circle
	Standard Pin	1000 × 1500	2:3	Best performer
	Square Pin	1000 × 1000	1:1	
	Video Pin	1080 × 1920	9:16	
	Profile cover	800 × 450	16:9	

Threads

Same family as Instagram

	Profile photo	320 × 320	1:1	Syncs from Instagram
	Image post	1080 × 1350	4:5	Takes the most feed space
	Square image	1080 × 1080	1:1	
	Video	1080 × 1920	9:16	Up to 5 minutes
	Carousel	1080 × 1350	4:5	Slides follow the first slide's ratio

Reddit

No fixed post size — these work everywhere

	Community icon	500 × 500	1:1	Min 300 × 300
	Community banner	1600 × 480	10:3	Reddit's target size
	Post image	1080 × 1350	4:5	1:1 and 16:9 also display well
	Promoted post	1440 × 1080	4:3	Best across desktop and mobile
	Video	1920 × 1080	16:9	Use 4:5 or 1:1 for mobile-only

06 TWITCH, DISCORD & SPOTIFY

Streaming, community and music: square icons, wide banners, and Spotify's vertical Canvas.

HOW TO READ: Shape = the image's real proportions Size = width × height in pixels **Ratio**

Twitch

Emotes must read at 28 px

	Profile photo	256 × 256	1:1	Max 10 MB
	Profile banner	1200 × 480	5:2	
	Offline screen	1920 × 1080	16:9	Shows when you're not live
	Panel	320 × 160	2:1	Always 320 wide; height up to 600
	Emote	112 × 112	1:1	Also 56 and 28 · transparent PNG

Discord

Some images need server boosts

	Avatar	128 × 128	1:1	Displays as a circle
	Profile banner	600 × 240	5:2	Nitro feature
	Server icon	512 × 512	1:1	
	Server banner	960 × 540	16:9	Boost Level 2
	Invite background	1920 × 1080	16:9	Boost Level 1

Spotify

Square art everywhere, plus vertical Canvas

	Artist profile photo	750 × 750	1:1	Minimum · displays as a circle
	Artist header	2660 × 1140	7:3	Minimum size
	Album / track cover	3000 × 3000	1:1	Min 640 × 640
	Podcast cover	3000 × 3000	1:1	Keep under 512 KB for Apple Podcasts
	Canvas (looping video)	1080 × 1920	9:16	3–8 seconds · MP4

07 SAFE ZONES & EXPORT TIPS

Keep it where people can see it



VERTICAL VIDEO SAFE ZONES

Username, captions and buttons cover the shaded areas.

Instagram & Facebook · Stories & Reels

Keep ~250 px clear at top and bottom

TikTok · All videos

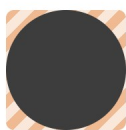
Keep clear of the bottom 270 px and right 100 px

Snapchat · Stories

Keep 150 px clear at top and bottom

YouTube · Shorts

Buttons and captions cover the right side and bottom



Circle crops

Profile photos lose the corners. Center your face or logo.



Banner overlap

LinkedIn and X put your photo over the lower left.



Grid crops

Instagram's grid trims the sides of 4:5 posts to 3:4.

Design big, never upscale

Start at the recommended size. Stretching a small image makes it blurry.

JPG for photos, PNG for text

PNG keeps logos and small text crisp. Export JPGs at 80–90% quality.

Use sRGB color

CMYK or wide-gamut files can look dull or shifted once uploaded.

Size text for phones

Most people see your image on a phone. If it's hard to read small, it's too small.

Watch the file limits

X headers max 5 MB; YouTube thumbnails 2 MB; Facebook covers load fastest under 100 KB.

Preview before you post

Check the circle, the grid and the mobile view. Crops differ by device.

Sizes checked October 2026. Platforms change their specs often, so double-check before a big campaign. Sizes are recommendations; most platforms accept other dimensions and scale them.



Frank Deardurff

SENIOR WEB DEVELOPER & CONSULTANT · THAT ONE WEB GUY

Nearly 30 years building, fixing and maintaining websites for small businesses in the Terre Haute area.

Questions about this report?

(812) 208-3259

frank@thatonewebguy.com