

Cleanor Social Media Image Sizes

Current recommended dimensions for every platform

Recommended image dimensions (in pixels) and aspect ratios for the main placements on each major platform. Platforms tweak these over time, so confirm anything critical.

INSTAGRAM

PLACEMENT	SIZE (PX)	RATIO
Profile picture	320 x 320	1:1
Square post	1080 x 1080	1:1
Portrait post	1080 x 1350	4:5
Landscape post	1080 x 566	1.91:1
Story / Reel	1080 x 1920	9:16

FACEBOOK

PLACEMENT	SIZE (PX)	RATIO
Profile picture	170 x 170	1:1
Cover photo	851 x 315	2.7:1
Shared post / link	1200 x 630	1.91:1
Story	1080 x 1920	9:16
Event cover	1920 x 1005	1.91:1

X (TWITTER)

PLACEMENT	SIZE (PX)	RATIO
Profile picture	400 x 400	1:1
Header / banner	1500 x 500	3:1
In-stream post image	1600 x 900	16:9

LINKEDIN

PLACEMENT	SIZE (PX)	RATIO
Profile picture	400 x 400	1:1
Personal background	1584 x 396	4:1
Company logo	300 x 300	1:1
Company cover	1128 x 191	5.9:1
Shared post image	1200 x 627	1.91:1

YOUTUBE

PLACEMENT	SIZE (PX)	RATIO
Channel icon	800 x 800	1:1
Channel banner	2560 x 1440	16:9
Banner safe area	1546 x 423	3.65:1
Thumbnail	1280 x 720	16:9

TIKTOK & PINTEREST

PLACEMENT	SIZE (PX)	RATIO
TikTok profile	200 x 200	1:1
TikTok video	1080 x 1920	9:16
Pinterest profile	165 x 165	1:1
Pinterest pin	1000 x 1500	2:3

