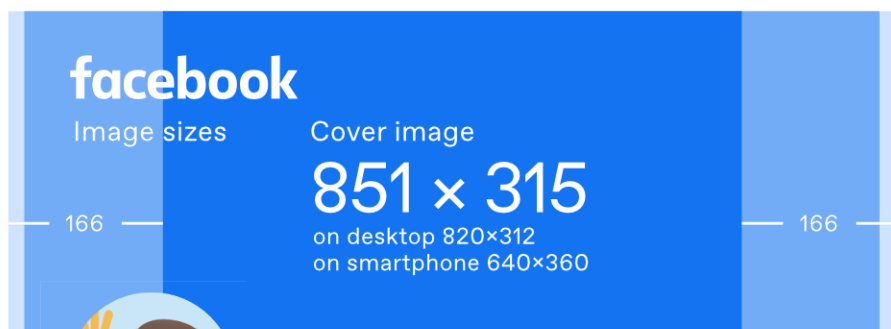
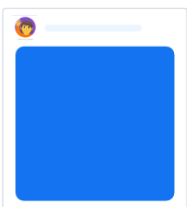


Social media image size guide 2025

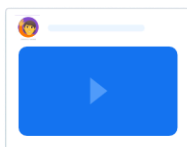
All measurements in pixels (px)



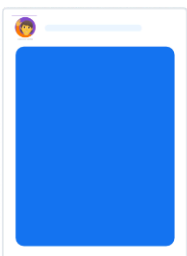
Profile image
170 × 170



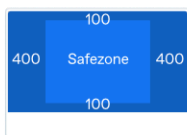
Square post (1:1)
1080 × 1080



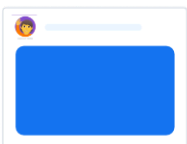
Video post (16:9)
1280 × 720



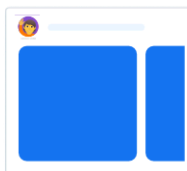
Vertical post (4:5)
1080 × 1350



Event header image (16:9)
1920 × 1080



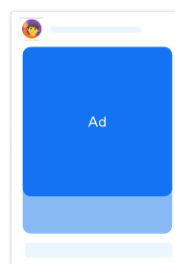
horizontal post (1.91:1)
1080 × 566



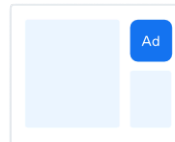
Carousel images (1:1)
1200 × 1200



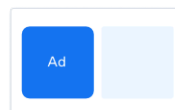
Story (9:16)
1080 × 1920



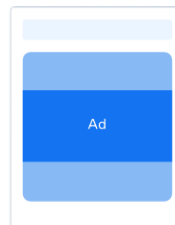
Ad in feed (1:1)
1440 × 1440



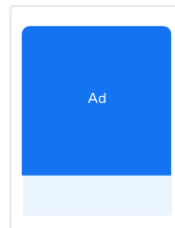
ad in right facebook
sidebar (1:1) min.
1080 × 1080



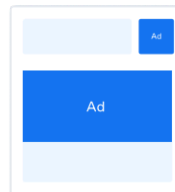
Ad in facebook
marketplace (1:1) min.
1080 × 1080



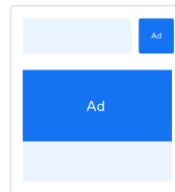
Ad in facebook search results
(1,91:1 to 1:1)
1080 × 1080



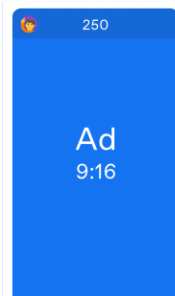
Sponsored message
(1,91:1 to 1:1) min.
1080 × 1080



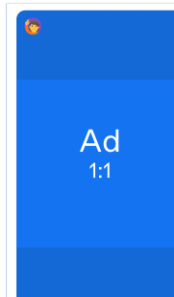
Ad in messenger inbox
(1,91:1 to 1:1) min.
1080 × 1080



Ad in messenger stories
(1,91:1 to 1:1) min.
1080 × 1080



Ad
(1,91:1 bis 1:1) mind.
1080 × 1080



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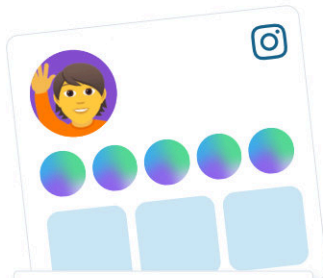
Social media image size guide 2025

All measurements in pixels (px)



Instagram

Image sizes

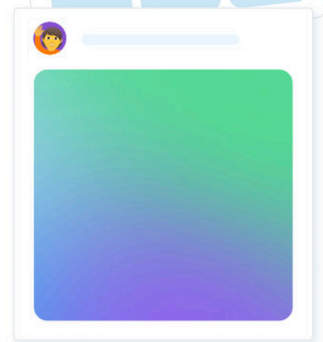


Profile image

320 × 320

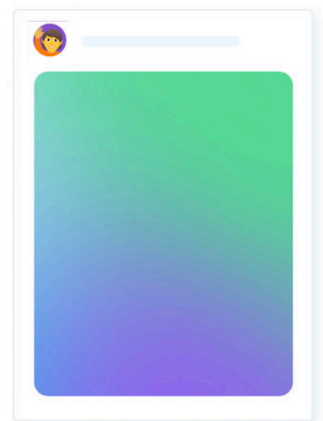
Story highlight

1200 × 1200



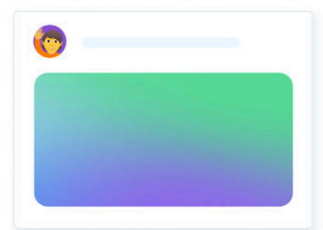
Square post (1:1)

1200 × 1200



Vertical post (4:5)

1080 × 1350

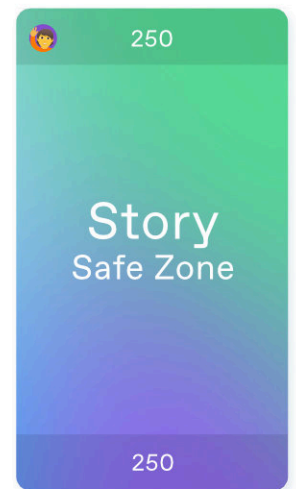
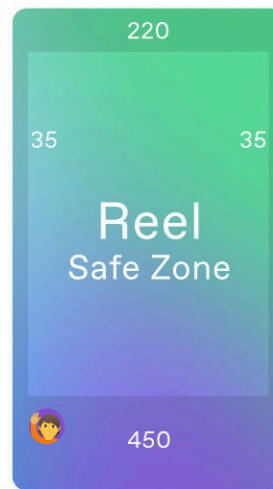


Horizontal post (1.91:1)


1080 × 566

Reel & Story (9:16)

1080 × 1920



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Social media image size guide 2025

All measurements in pixels (px)





Image sizes


Profile picture
400 × 400


Cover image
1584 × 396


Business profile header image
1128 × 191


Business profile picture
300 × 300


Life-Tab header image
1128 × 191
Life-Tab header video
up to 4096×2304 (1:2.4 – 2.4:1)



Custom module-image
in Life-Tab
502 × 282



Business image in Life-Tab
900 × 600


Regular posts
1200 × 627
Blost post preview image
1200 × 627


Business logo for ads
100 × 100


Business logo for spotlight-ads
100 × 100


Ad-background
300 × 250


Sponsored content (1,91:1)
1200 × 627


Sponsored content (1:1)
Carousel
1080 × 1080



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Social media image size guide 2025

All measurements in pixels (px)



Image sizes



Profile picture

165 × 165



Profile cover image

800 × 450

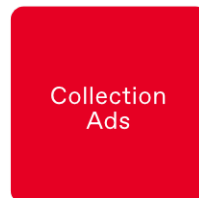


Pins/Postings (Standard)

800 × 450

Pins/Postings (Square)

1000 × 1000

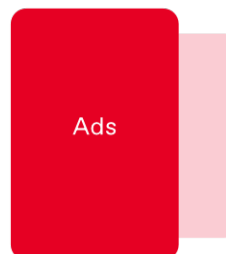
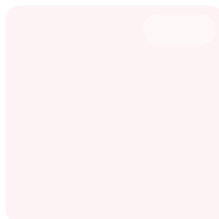


Collection
Ads

Pins/Postings (Standard)

1000 × 1000

or 1000 × 1500



Ads

Pinterest Ads & Carousels

1000 × 1500



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Social media image size guide 2025


All measurements in pixels (px)





Image sizes



Profile picture
800 × 800



Video thumbnail
1280 × 720



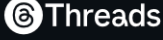
Cover image (Minimum / Ideal)
2048 × 1152
2560 × 1140

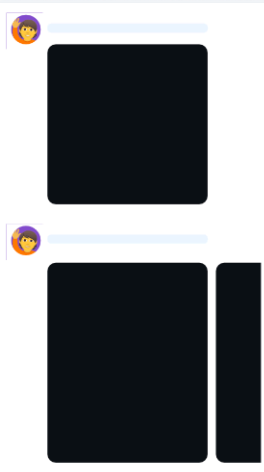

Image sizes

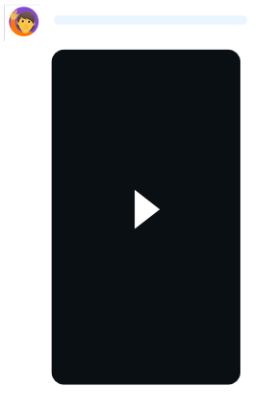

Profile picture
400 × 400



Post image (1:1, 4:5, 16:9)
1280 × 720
1200 × 1200
1200 × 1500


Banner Cover
1500 × 500

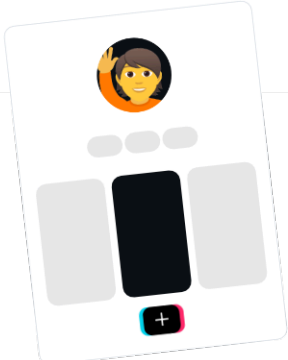

Image sizes


Post image & Carousel (1:1, 4:5)
1080 × 1080
1080 × 1350


Post videos (9:16, 16:9)
1080 × 1920
1920 × 1080




Image sizes


Profile picture
200 × 200

Videos
1080 × 1920



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