Social media image sizes for 2027

The verified cheat sheet. Checked against each platform's own help pages, November 2026.

Instagram	Feed post	**1080 x 1350**	**4:5**	The default for feed and carousels
	Tall post	**1080 x 1440**	**3:4**	Matches the 3:4 profile grid
	Square post	**1080 x 1080**	**1:1**	Grid crops it at the sides
	Stories and Reels	**1080 x 1920**	**9:16**	Clear 14% top, 35% bottom, 6% sides
	Profile picture	**320 x 320**	**1:1**	Shown as a circle
Facebook	Feed post	**1080 x 1350**	**4:5**	Best for feed and ads on mobile
	Link preview	**1200 x 630**	**1.91:1**	The image a shared page pulls in
	Page cover	**851 x 315**	**upload**	Left-aligned; 16:9 desktop, 2.4:1 mobile
	Event cover	**1920 x 1005**	**1.91:1**	Preview before publishing
	Profile picture	**320 x 320**	**1:1**	Cropped to a circle
LinkedIn	Link or landscape image	**1200 x 627**	**1.91:1**	LinkedIn's ratio for link posts
	Portrait post	**1080 x 1350**	**4:5**	The most feed space on mobile
	Document carousel	**1080 x 1350**	**4:5**	PDF, every page the same size
	Personal banner	**1584 x 396**	**4:1**	Under 8MB; photo covers bottom left
	Company Page cover	**1512 x 256**	**~6:1**	Under 3MB; keep the lower right clear
	Page logo	**400 x 400**	**1:1**	Minimum 268 x 268
	Article cover	**1920 x 1080**	**16:9**	The header above the article
X	In-feed image	**1600 x 900**	**16:9**	Shows in full in the timeline
	Header	**1500 x 500**	**3:1**	Up to 60px can crop top and bottom
	Profile photo	**400 x 400**	**1:1**	Under 2MB, shown as a circle
TikTok	Video or photo post	**1080 x 1920**	**9:16**	Keep text off the right edge and bottom
YouTube	Thumbnail	**1280 x 720**	**16:9**	Minimum 640 wide, under 2MB
	Channel banner	**2560 x 1440**	**16:9**	Text and logo in the centre ~1546 x 423
	Shorts	**1080 x 1920**	**9:16**	Same master as Reels
	Profile picture	**800 x 800**	**1:1**	Shown as a circle
Pinterest	Standard pin	**1000 x 1500**	**2:3**	Taller than 2:3 can be cut off
Google Business Profile	Photos and logo	**720 x 720**	**1:1**	Min 250 x 250, JPG or PNG, 10KB to 5MB
Email	Header or hero	**1200 x 600**	**2:1**	Twice a 600px template

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