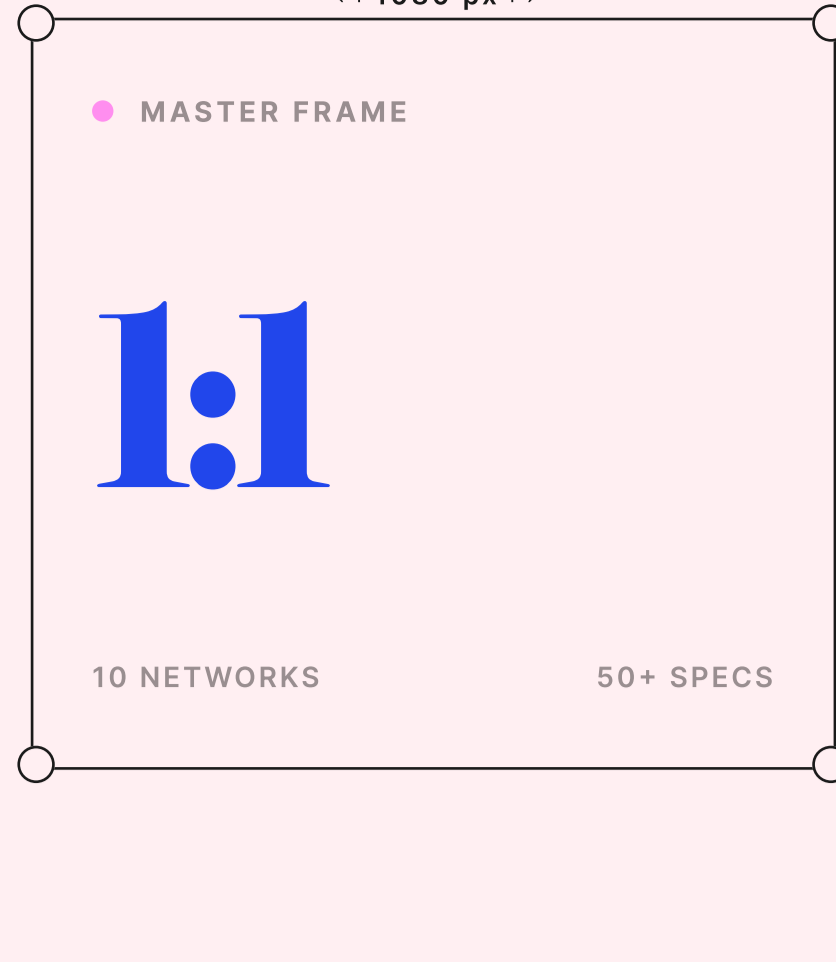


THE 2026 CHEAT SHEET

# Social Media Image Sizes for 2026

Pixel-perfect dimensions for every placement you'll ship this year feed, story, reel, banner, ad - across ten networks, on one poster.



STORIES · FEED · REELS

## The grid & the story

**PROFILE PICTURE**  
320 x 320 px  
Displayed 110 x 110 - 1:1

**LANDSCAPE**  
1080 x 566

**PORTRAIT**  
1080 x 1350

**SQUARE**  
1080 x 1080

**STORIES**  
1080 x 1920  
9:16 - safe 1080x1420

**REELS**  
1080 x 1920  
1.91:1 → 9:16

**STORIES HIGHLIGHTS**  
864 x 864 px  
Scaled down to 110 x 110

**REELS COVER PHOTO**  
420 x 654 px  
1:1.55 ratio

Aspect ratios for the grid sit between 1.91:1 and 4:5. Stories and reels both ship at 9:16.

Instagram

VIDEO-FIRST

## Vertical, always.

**TIKTOK IMAGE AD SIZE**  
Global App Bundle 720 x 1280 px  
Pangle Image Ads 1200 x 628 px / 640 x 640 px / 720 x 1280 px  
JPG / JPEG / PNG files, max 100 MB.

**TIKTOK VIDEO AD SIZE**  
Aspect ratio 9:16, 1:1, 16:9.  
Length: 5 - 60 seconds.

**PROFILE PHOTO**  
200 x 200 px  
1:1 aspect ratio

**VIDEO**  
1080 x 1920  
1:1 or 9:16

TikTok

THE FULL FEED

## Everything that ships to Meta blue.

**COVER PHOTO**  
851 x 315 px  
PNG / sRGB JPG - max 100 KB - 16:9

**GROUP COVER**  
1640 x 856 px  
1.91:1 - 1640x864 mobile

**PROFILE PICTURE**  
180 x 180 px

**EVENT COVER**  
400 x 150 px

**SHARED IMAGE**  
1200 x 630 px  
Min width 470 px

**LINK POST**  
1080 x 1080 px  
1.91:1 → 1:1 - max 8 MB

**STORIES**  
1080 x 1920  
9:16

**FACEBOOK IMAGE SIZES FOR ADS**  
FEED ADS  
Highest resolution, 1.91:1 to 4:5. With link: min 1080x1080 px.  
RIGHT COLUMN ADS  
Min 254 x 133 px - 1:1.

**VIDEO ADS — FEED**  
1.91:1 to 4:5. With link: min 1080 x 1080 px.

**VIDEO ADS — IN-STREAM**  
16:9 or 1:1. Min 1080 x 1080 px.

**CAROUSEL ADS**  
JPG / PNG or MP4 / MOV / GIF · 1:1, min 1080 x 1080 px · 2-10 cards · image max 30 MB, video max 4 GB.

Facebook

THE TIMELINE

## Header, post, ad.

**HEADER**  
1500 x 500 px  
60 px safety margin top + bottom - max 5 MB

**PHOTO POST**  
Up to 5 MB  
JPEG and PNG

**PROFILE PICTURE**  
400 x 400 px  
Displayed 200 x 200 - max 2 MB

**VIDEO POST**  
Up to 140 s · max 512 MB

**PREMIUM** Video post: up to 2 hours at 1080p, max 8 GB.

**X ADS SIZES**  
IMAGE ADS  
PNG or JPEG, max 5 MB.  
X CARDS  
1:1, 144 x 144 px to 4096 x 4096 px, max 5 MB. JPG / PNG / WEBP / GIF.  
VIDEO ADS  
MP4 / MOV, max 1 GB (under 30 MB recommended), up to 2:20. Thumbnail: PNG / JPEG, max 5 MB.

**CAROUSEL ADS**  
IMAGE  
800 x 418 px (1.91:1) or 800 x 800 px (1:1).  
VIDEO  
800 x 450 px (16:9) or 800 x 800 px (1:1).

X

THE PROFESSIONAL FEED

## Company & personal.

**COMPANY COVER**  
Min 1128 x 191 px  
5:9:1 - PNG / JPG / GIF - max 8 MB

**PERSONAL COVER**  
1584 x 396 px

**COMPANY PROFILE**  
400 x 400 px

**PERSONAL PHOTO**  
400 → 7680 px

**PHOTO POST**  
1200 x 627 px  
1.91:1

**VIDEO POST**  
256 x 144 px to 4096 x 2304 px. Max 5 GB. Not AVI / QuickTime / MOV. 3 s - 10 min (15 min from desktop).

LinkedIn

PINS, BOARDS, ADS

## Tall, taller, tallest.

**PROFILE COVER**  
Min 800 x 450 px  
16:9  
**PROFILE IMAGE**  
165 x 165 px  
JPG/PNG - max 10 MB

**PIN**  
1000 x 1500  
2:3

**SQUARE PIN**  
1000 x 1000

**VIDEO PIN**  
4 s - 15 min - <2 GB · 1:1 / 2:3 / 4:5 / 9:16

**STANDARD IMAGE ADS**  
PNG / JPEG. Max 20 MB desktop, 32 MB in-app. 2:3 or 1000 x 1500 px.

**CAROUSEL ADS**  
PNG / JPEG, 20 MB per image. 2-5 images. 1:1 or 2:3.

Pinterest

## Channel, banner, Shorts.

**COVER PHOTO (BANNER)**  
Min 2560 x 1440 px  
16:9 - max 6 MB

**PROFILE PICTURE**  
800 x 800 px  
JPEG / PNG / BMP - max 4 MB

**SHORTS**  
1080 x 1920  
9:16

YouTube is new to the cheat sheet for 2026. Three placements to remember: a square profile picture, a 16:9 banner with a generous safe area, and vertical Shorts at the same 9:16 you're already shipping to TikTok and Reels.

YouTube

9:16 ONLY

## One size fits all.

**STORIES & AD IMAGE**  
1080 x 1920 px  
9:16 aspect ratio

**SPECS**  
JPEG / PNG, max 5 MB.  
Video: MP4 / MOV, max 1 GB.

Snapchat

STILL GOING

## Profile, post, banner.

**PROFILE PHOTO**  
128 x 128  
JPG / GIF / PNG / BMP

**PHOTO POST**  
500 x 750 px  
Max 10 MB - 3 MB animated - width ≤ 540 px

**BANNER**  
3000 x 1055 px

Tumblr

LOCAL-FIRST

## Photo & video.

**PHOTO**  
720 x 720 px  
JPG / PNG - min 250 x 250 - 10 KB - 5 MB

**VIDEO**  
Under 30 s - max 75 MB - 720p or higher

Google Business Profile photos appear in Search and Maps. Stick to 720 x 720 pixels square for primary, and keep videos under 30 seconds.

Google Business

Bookmark it. Ship pixel-perfect, all year.