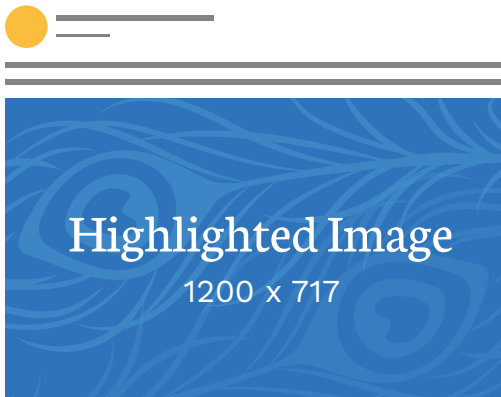
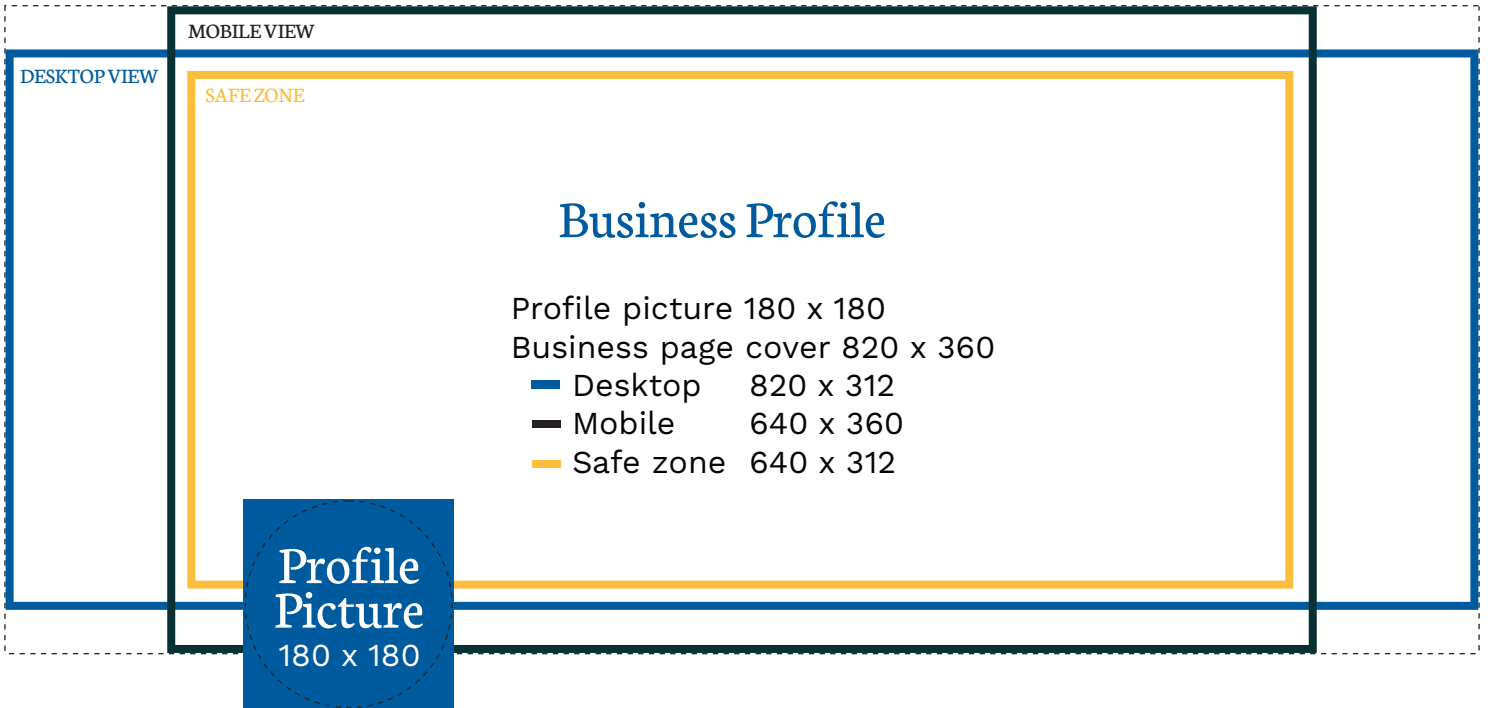




Most Useful Social Media Graphic Sizes for Small Businesses

Current as of May 2021

You know it's important to have eye-catching photos or graphics to accompany all your social media posts. Sometimes it's confusing to figure out which sizes you really need to create. Keep this cheat sheet handy so you'll never have to wonder again. These are the sizes that we use at Twirp Communications, not necessarily the sizes recommended elsewhere.



One size fits all!

1200 x 630 is the perfect fit for newsfeed posts, shared links, shared images, and ads.





Cover Photo
1500 x 500



Profile Picture
400 x 400

Timeline Photos: Most images will display in full without any cropping. Some very tall or wide images will be centered crop.

Twitter now allows you to preview the image crop before posting so there will be no surprises.

Post Design Specs:

Image Size: Variable
(4:3 - 16:9 ratios will not be cropped)
Post text: 280 characters



Variable Height Images

Images will most often display without cropping



Instagram



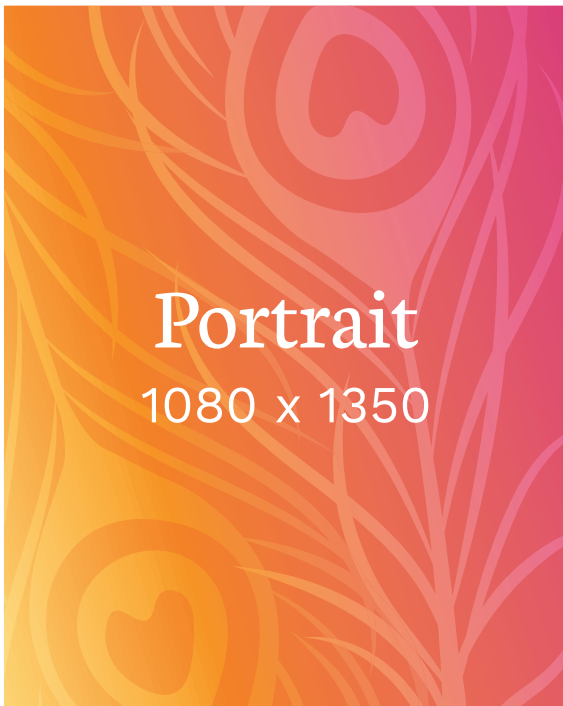
Square
1080 x 1080

With no cover photo on this network, graphics are pretty easy. While you can use rectangles, avid users still prefer to see square images.

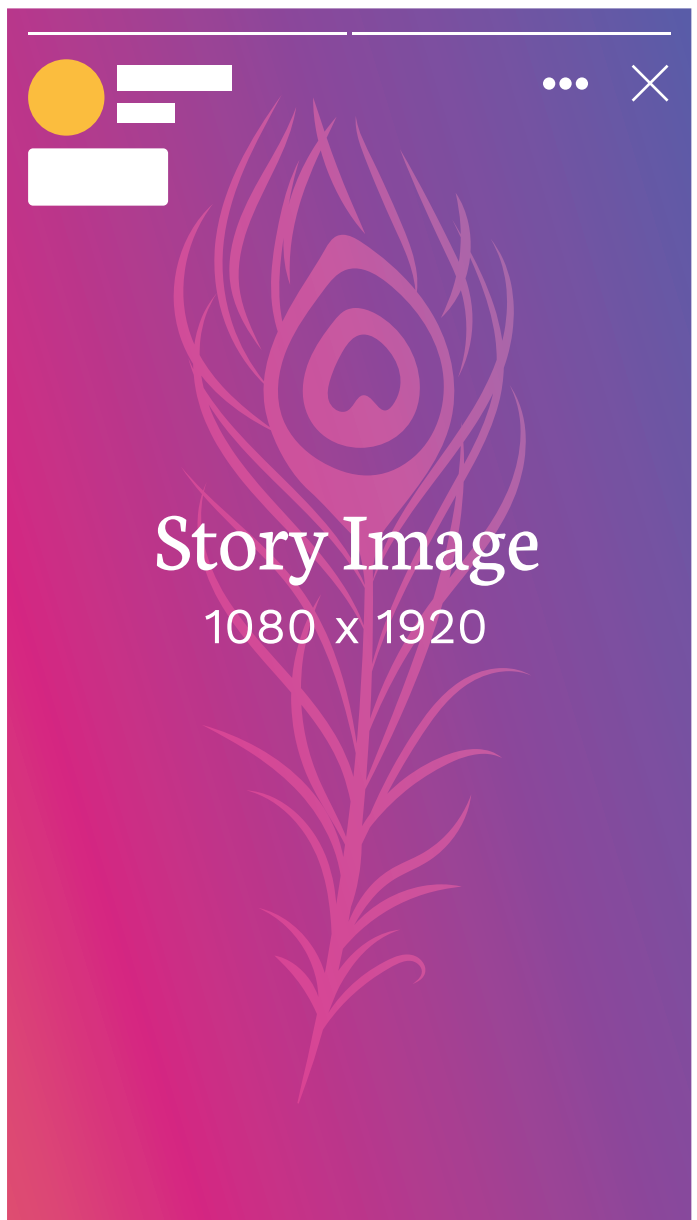
Text: 2200 characters max
Hashtags: 30 hashtags max per post



Landscape
1080 x 608



Portrait
1080 x 1350



Story Image
1080 x 1920

Brought to you by





TicTok



Profile Image Size: 200 x 200

Post: 1080 x 1920 (9:16) Other sizes are accepted but will be scaled down and include black bars top and bottom.

File size: 287.6 MB (iOS) and 72 MB (Android)



2M



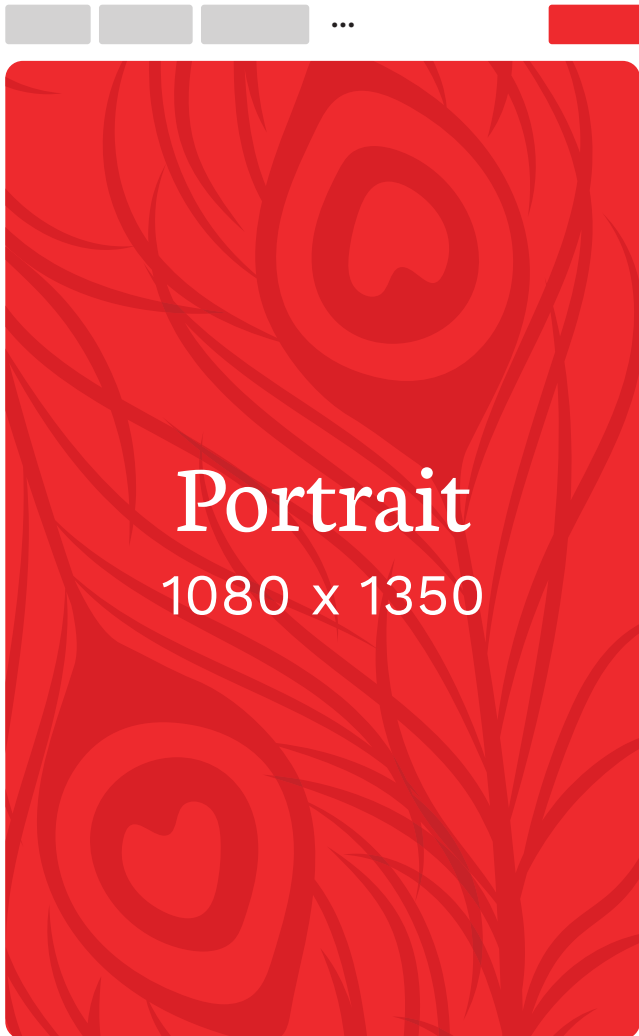
30K



23.9K

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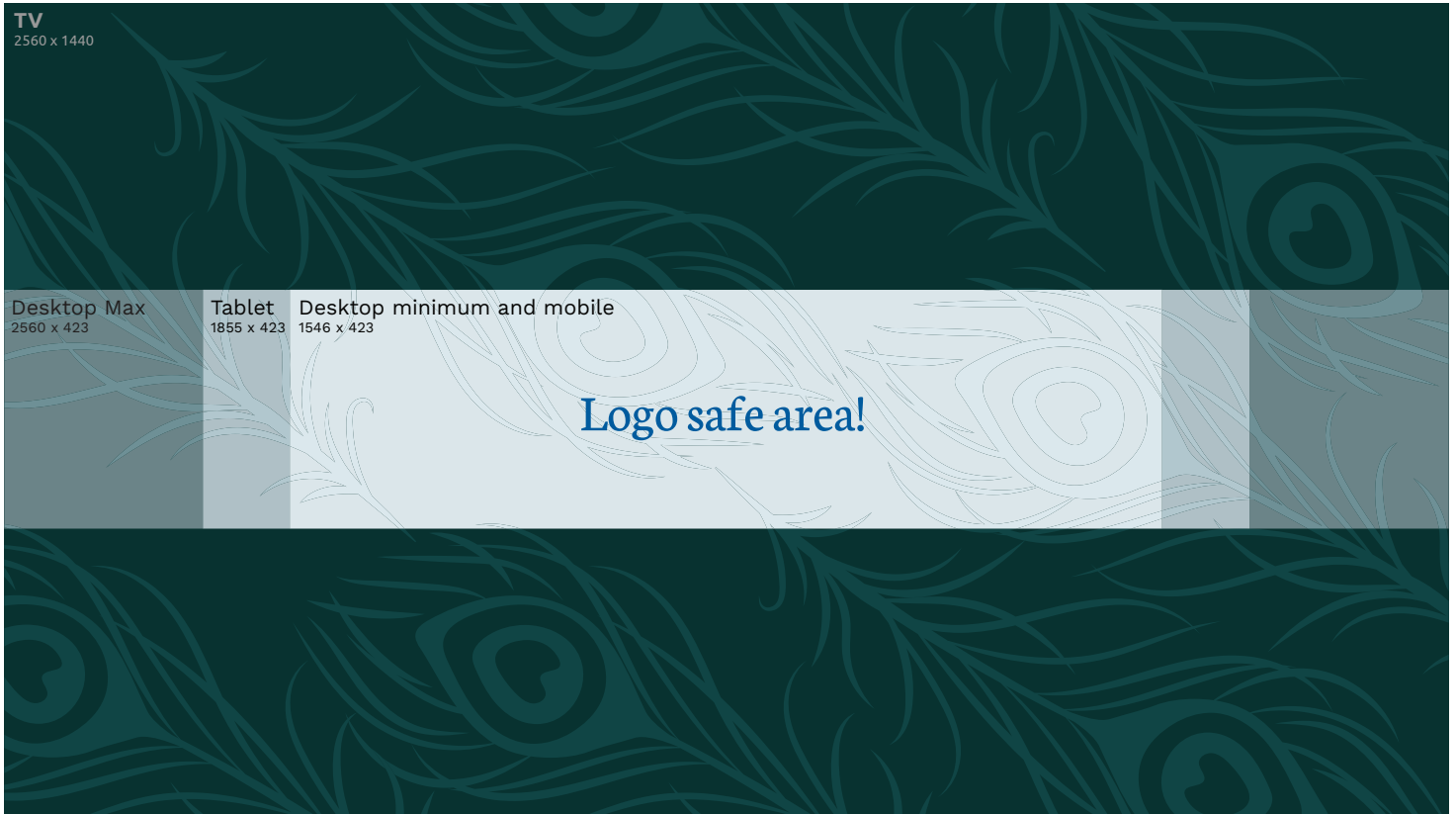
Design Specs:

Recommended: 600 x 900 (1:1.5 ratio)
Images more than 2.1 x height
will be cropped in the feed.

Post text: 500 characters



Cover Photo Template



Profile Picture

250 x 250

Cover photo design specs:
2560 x 423 with 507 pixels of safe space on both sides will ensure your main image/content is viewable on all devices.

Profile picture: 250 x 250
(500 x 500 will accommodate retina displays)

Company Cover Photo 1128 x 191

Profile
Picture
250 x 250

Corporate Page vs Personal Profile: If you have a profile and a corporate page, you'll need to think about separate images for each. Remember, your personal profile is about you, not necessarily your company.

Personal Profile

Headshot: 400 x 400

Background image: 1584 x 396

Headshot

400 x 400

Post Image: 1200 x 628

Post text: the first 140 characters
will show on the news feed

Publisher Design Specs:

Post Photo: Cropped to 1920 x 595

Post Image

1200 x 628

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