

Social Media Post Size Cheat Sheet

2026 Edition · All platforms · manojdesign.live/design-guide

Instagram

Feed post — Square (1:1)	1080 × 1080 px
Feed post — Portrait (4:5)	1080 × 1350 px
Feed post — Landscape (1.91:1)	1080 × 566 px
Story / Reel (9:16)	1080 × 1920 px
Carousel	1080 × 1080 / 1080 × 1350 px
Profile photo	320 × 320 px

Facebook

Feed post — Square / Portrait	1080 × 1080 / 1080 × 1350 px
Link share image	1200 × 630 px
Story (9:16)	1080 × 1920 px
Page cover	820 × 312 px
Event cover	1200 × 628 px

LinkedIn

Post image — Landscape	1200 × 627 px
Post image — Square	1080 × 1080 px
Article / link preview	1200 × 627 px
Personal banner	1584 × 396 px
Company page logo / cover	300 × 300 / 1128 × 191 px

X (Twitter)

Post image (16:9)	1600 × 900 px
Post image — Square	1080 × 1080 px
Header	1500 × 500 px
Profile photo	400 × 400 px

YouTube

Thumbnail (16:9)	1280 × 720 px
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Channel banner	2560 × 1440 px
Community post	1080 × 1080 px
Profile photo	800 × 800 px

Pinterest & Others

Pinterest — Pin (2:3)	1000 × 1500 px
Pinterest — Board cover	222 × 150 px
Threads — Post image	1080 × 1350 px
WhatsApp — Status (9:16)	1080 × 1920 px