

2019  
COMPLETE GUIDE TO  
**SOCIAL MEDIA IMAGE SIZES**

Making you more effective on Social Media



# ABOUT KOMPASS MEDIA

## INTRODUCING ALAN HENNESSY - KOMPASS MEDIA

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Alan is a qualified Digital Marketing Consultant and a highly experienced Trainer, Mentor and Coach, having worked in association with various government initiatives, providing advice and expertise to Start-ups, Entrepreneurs, New Business ventures and organisations and in turn helping them to launch their business with an online presence.

Alan is the head of Digital here in Kompass Media. His focus for delivering excellent results and key strategies for our clients is his main objective. Understanding Market trends in collaboration with our clients is the key to his success.

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## Social Media Talks Podcasts

Alan is the host and Creative Director of the weekly Social Media Talks Podcast.

Now in it's second year with over 60 episodes released and over 20,000 downloads worldwide.

Alan has interviewed some of the World's Leading Social Media Influencers on a wide range of Digital & Social Media Topics.

Alan now draws on the experience and learning he has received through the podcasts and delivers actionable valueable advice and training to help Entrepreneurs and Business Leaders.



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# WHY IMAGE SIZE IS IMPORTANT ON SOCIAL MEDIA

Do you struggle with the right size graphics for your Social Media Posts, Blog Posts and all of your other digital assets?

The biggest stumbling block for most people is they want to use a particular image that is in their head to project the right message for their Digital Marketing content. There are a number of challenges when it comes to sourcing the right image.

Firstly, where can I find the image and secondly, it does not fit on the social post. It is either too big or too small!

Do you have this problem? If the answer is, yes, don't panic we can help you here. We have compiled a list of the correct sizes you need for your social posts.

We cover the recommended dimensions for the following Social Networks:

- Facebook
- Instagram
- Twitter
- LinkedIn
- YouTube
- Blog Posts

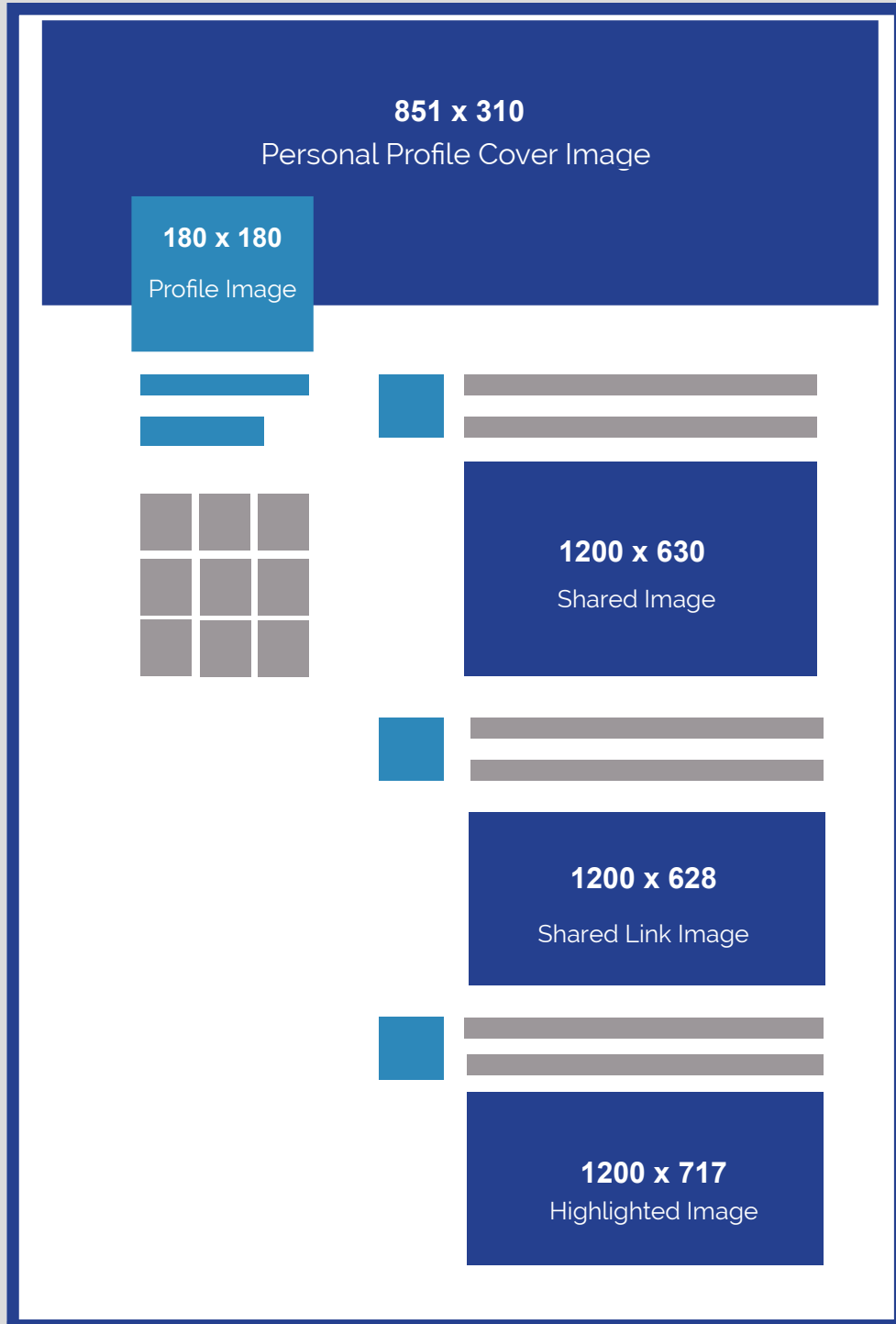


“Simplicity is the ultimate form of  
sophistication”

*Leonardo Da Vinci*

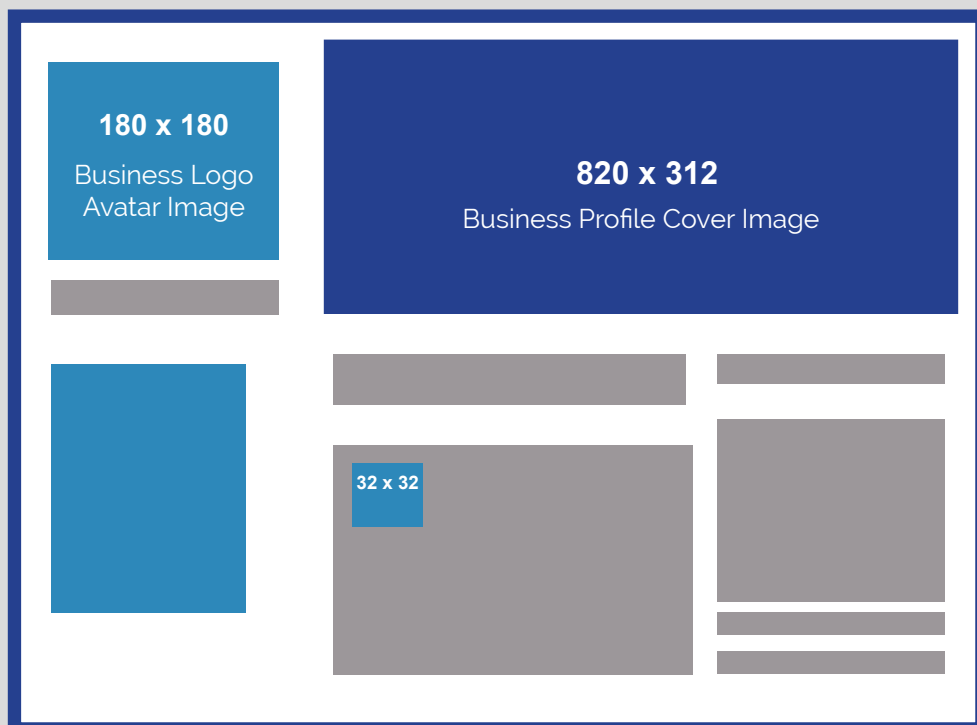
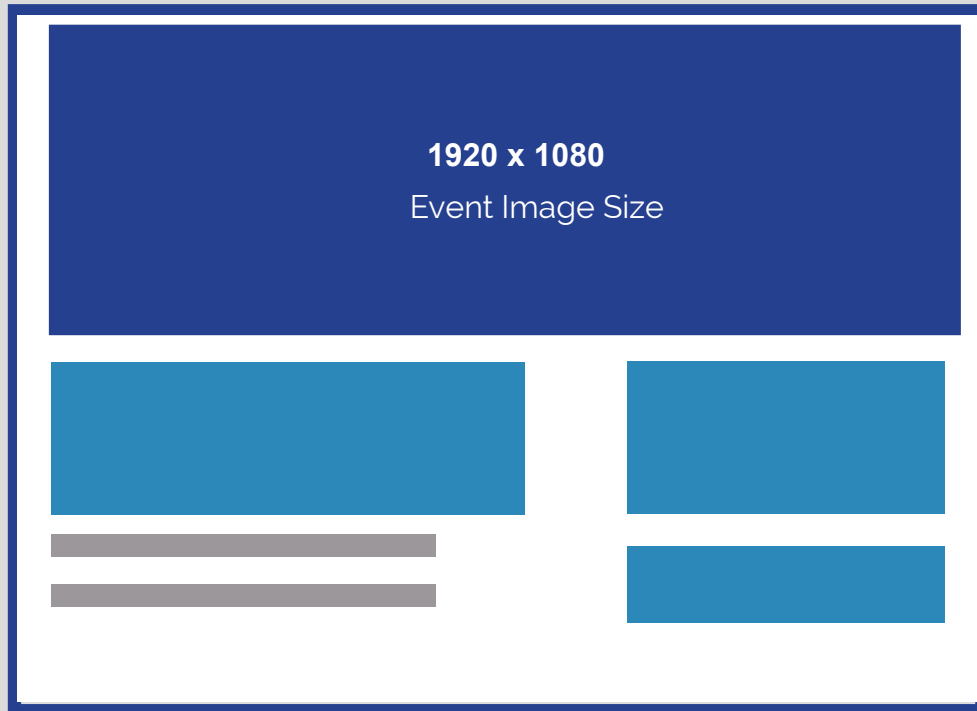


# Facebook Personal Page





# Facebook Event & Business Pages



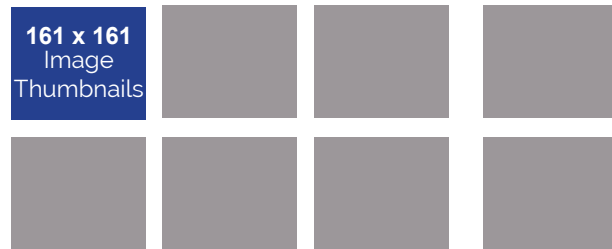


# Instagram Profiles & Post Sizes

**110 x 110**  
Profile  
Image



**161 x 161**  
Image  
Thumbnails



**1080 x 1080**

Standard  
Square Photo Images

**1080 x 1920**

Stories Image  
Sizes

**1080 x 1350**

Vertical Images  
Size

**1080 x 566**

Horizontal Image  
Size



# Twitter Profile & Tweet Sizes

**1500 x 500**  
Banner Cover Image

**400 x 400**  
DISPLAY SIZE  
200 x 200

**600 x 335**  
Minimum Image Size

**1200 x 675**  
Maximum Image Size

In Stream Image Sizes

Shared Post Images

**1024 x 512**

Shared Link Image

**520 x 254**



# LinkedIn Personal & Company Sizes

## Personal Profile

**1584 x 396**

Personal Profile Banner

**400 x 400**  
Profile  
Image

**520 x 320**

Shared Post Image

**520 x 272**

Shared Link Post

## Company Profile

**1584 x 396**

Background Banner

**300 x 300**  
Company  
Logo

**1584 x 396**

Company Hero Image

**646 x 220**

Shared Update Post

**546 x 220**

Shared Link Update



# YouTube & Blog Posts Images Sizes

## YouTube Channel

**2560 x 1440**

Channel Banner Image

**300 x 300**

Profile  
Image

**1280 x 720**

Video Upload  
Image

## Blog Post

**663 x 398**

Cover Header Image

**600 x 200**

Inner Banner Image

**250 x 190**

Text Wrapped Image



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