

**social media cheat sheet august 2020**

 **facebook**

|                                    |             |
|------------------------------------|-------------|
| COVER IMAGE                        | 820 x 312   |
| PROFILE IMAGE (USE CIRCLE OVERLAY) | 180 x 180   |
| SHARED POST IMAGE                  | 1200 x 630  |
| FEED POST IMAGES                   | 940 x 788   |
| SHARED LINK                        | 1200 x 628  |
| STORIES IMAGE                      | 1080 x 1920 |
| EVENT COVER IMAGE                  | 1920 x 1080 |

 **twitter**

|                 |            |
|-----------------|------------|
| HEADER IMAGE    | 1500 x 500 |
| PROFILE IMAGE   | 400 x 400  |
| IN-STREAM IMAGE | 440 x 220  |

 **linkedin**

|                                |                 |
|--------------------------------|-----------------|
| PROFILE IMAGE                  | 300 x 300       |
| COVER IMAGE                    | 1584 x 396      |
| BANNER IMAGE                   | 1584 x 396      |
| SHARED IMAGE                   | 350 pixels wide |
| SHARED LINK PREVIEW            | 180 x 110       |
| FEED & SPONSORED CONTENT IMAGE | 1200 x 627      |
| COMPANY LOGO IMAGE             | 300 x 300       |
| COMPANY COVER IMAGE            | 1192 x 220      |
| COMPANY PAGE BANNER IMAGE      | 646 x 220       |

 **snapchat**

GEOFILTERS, ADS AND LENSES 1080 X 1920

 **instagram**

|                     |                  |
|---------------------|------------------|
| PROFILE IMAGE       | 110 x 110        |
| SHARED PHOTO SQUARE | 1080 x 1080      |
| SHARED PHOTO OBLONG | 1080 x 1350      |
| SHARED VIDEOS       | 1080 pixels wide |
| INSTAGRAM STORIES   | 1080 x 1920      |

 **youtube**

|                       |             |
|-----------------------|-------------|
| VIDEO DIMENSIONS      | 1280 x 720  |
| CHANNEL COVER IMAGE   | 2048 x 1152 |
| CHANNEL PROFILE IMAGE | 800 x 800   |
| VIDEO THUMBNAIL       | 1280 x 720  |

 **pinterest**

|                      |                                       |
|----------------------|---------------------------------------|
| PROFILE IMAGE        | 165 x 165                             |
| BOARD COVER IMAGE    | 222 x 150                             |
| PINNED IMAGE PREVIEW | 236 wide                              |
| PIN IMAGE            | (2:3 ratio) 600 x 900<br>or 600 x 600 |