

2020 SOCIAL MEDIA IMAGE CHEAT SHEET

Aspect Ratio vs. Image Size

Aspect Ratio

The aspect ratio of an image is the proportional relationship of the width to the height. You will recognize it as two numbers separated by a colon in an x:y format. A 1:1 ratio means that an image's width and height are equal, creating a square. A common 1:1 ratio is a 1080 x 1080 pixel image.

Image Size

Image size determines an image's actual width and height in pixels. Typically, you will see pixels used for web images and inches used for print images, such as 1080 x 1080.

The sizes in the below guide are listed as either pixel sizes, aspect ratios or both.



Facebook

Page Cover 1200 x 675
Group Cover 1640 x 859
Event Cover 1200 x 675
Profile Picture 170 x 170
Link Image 1200 x 630



Instagram

Profile Photo 1:1, 180x180
Square Post 1:1, 1080x1080
Landscape 1080 x 566
Portrait 1080 x 1350
Story Image 1080 x 1920
IGTV Cover 420 x 654



Twitter

Profile Photo 1:1, 400 x 400
Header 3:1, 1500 x 500
Shared Link 1200 x 628
Image 1200 x 675



LinkedIn

Profile 400 x 400
Profile Banner 1584 x 396
Link 1200 x 628
Page Cover 1128 x 191
Company Logo 300 x 300



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