

2018 Social Media Cheat Sheet

Last Updated January 4, 2018
All sizes width x height

	Image	Minimum	Optimal	Note
	Profile Photo Photo Post	110x100 1080x566	180x180 1080x1080	crops round -
	Cover Photo Group Cover Profile Picture Link Image Photo Post	400x150 n/a 170x170 600x314 476x whatever* *on wall	1200x675 1640x859 340x340 1200x628 940x788* *news feed	- - crops square & round - -
	Profile Photo Pins Board Cover	180x180 100x200 340x340	600x600 600x900 600x600	600x600 max 800x whatever max -
	Channel Art Video Thumbnail Channel Icon	1546x423 640x360 100x100	2560x1440 1280x720 800x800	crops differently on each device
	Header Profile Photo Tweeted Image Twitter Card (link)	- 400x400 600x335 600x314	1500x500 400x400 1200x675 1200x628	- crops round any height on click -
	Profile Banner Profile Avatar Update/Blog Post Company Cover Company Logo	- - 600x314 1192x220 300x300	1584x396 400x400 1200x628 1536x768 300x300	4:1 ratio 20,000 any side - 2 Mb max 4 Mb max
	Cover Photo Profile Photo	480x270 250x250	1080x608 500x500	2120x1192 crops round