

Aspect Ratios: Social Media Static Images

Last update: April 14, 2023

Social media image sizes are constantly changing. Using the right crop will improve your audience engagement and ultimately your impact. This guide breaks down the recommended image size for each platform. It will be updated regularly to reflect industry best practices, trends and new formats.

Find here the guideline for aspect ratios on video formats.

Summary of recommended social media image sizes:

				
Profile photo	320x320	180 x 180	400 x 400	300 x 300
Cover / Header	-	851 x 315 *	1500 x 500	1128 x 191
Post	Square, landscape and portrait	1200 x 630	600 x 900	1200 x 627
Square (feed)	1080 x 1080	1080 x 1080	1080 x 1080	-
Portrait (feed)	1080 x 1350	1080 x 1350	-	-
Stories	9:16 (1080 x 1920)	9:16 (1080 x 1920)	-	-

** Refer to the Facebook section for specific sizes on event and group covers.*

Instagram

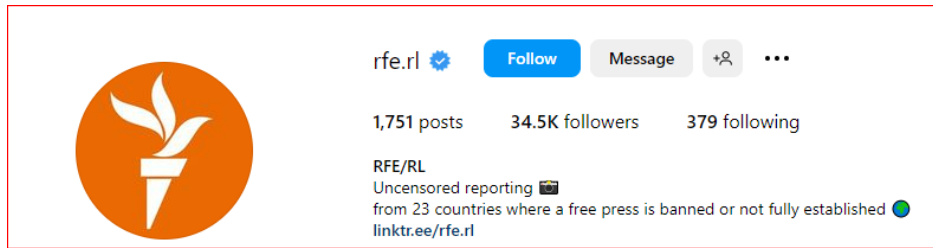
There are some general considerations when uploading images on Instagram:

- If you share an image over 1080 px, Instagram will reduce it to 1080 px
- If you upload an image that is smaller than 320 px, Instagram will resize it up to 320 px (risk of pixelation)
- If you upload an image with a size or aspect ratio other than the recommended one, the platform will automatically crop your photo to fit within a supported ratio
- To avoid pixelation, upload images that are as large as possible

Profile photo: 320 x 320

Displayed at 110 x 100 pixels and in a circle, but the image files are stored at 320 x 320 pixels.

Make sure the main elements are centered and don't get cut off.



Please check the “Avatar” section of the [RFE/RL brand identity standards](#). The exclusion zone is 15% of the size of the torch.

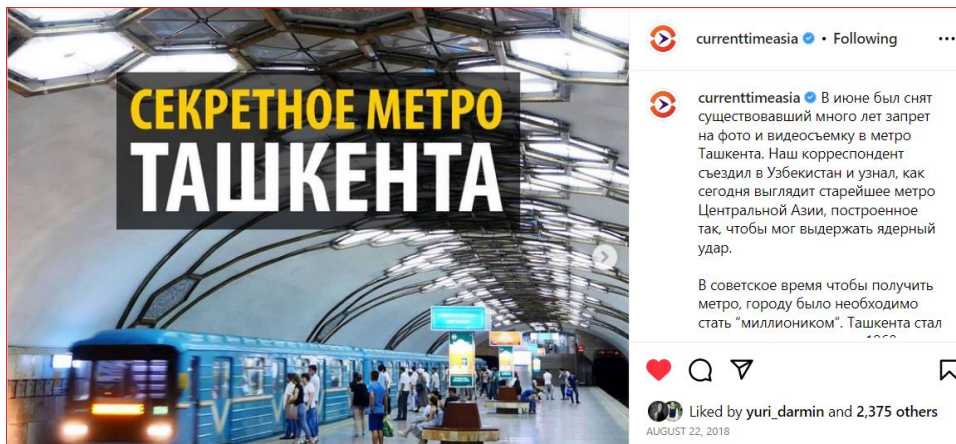
Square (in the feed): 1080 x 1080



Portrait (in the feed): 1080 x 1350



Landscape: 16:9 (1920 x 1080)



Stories: 9:16 (1080 x 1920)

If you don't use the 9:16 ratio, the story will be displayed with zooming or large padding areas.

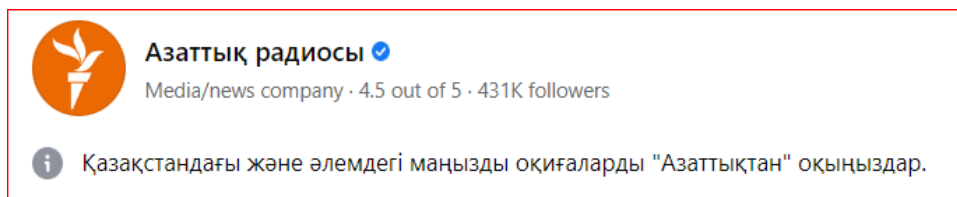
Correct aspect ratio:



Facebook

Profile picture: 180 x 180

For the best image quality, your profile picture should be 180 x 180 pixels. On mobile, it will be resized and displayed at 128 x 128.



Cover photo: 851 x 315

The cover photo will be resized on a desktop as 820 x 312 and on a smartphone as 640 x 360.



Posts and timeline photos: 1200 x 630

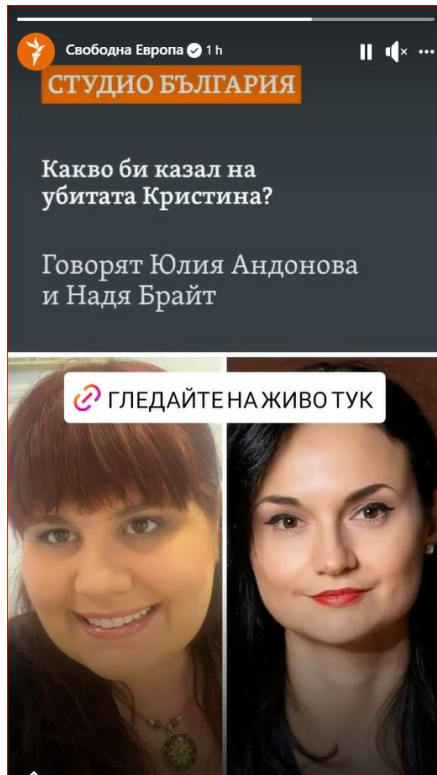
- The recommended upload size is **1200 x 630 pixels**
- Images will appear in the feed at a maximum width of 470 pixels (and scaled to a max of 1:1)
- Images will appear on the page at a maximum width of 504 pixels (and scaled to a max of 1:1)

Example of a correct aspect ratio:



Facebook Stories: 9:16 (1080 x 1920)

- Images need to have at least a width of 500 pixels, never smaller
- For Stories with text, leave 14% of the top and bottom text-free



Event cover: 1200 x 628 (almost 2:1 ratio)

Group cover: 1640 x 856

- Displayed on desktop: 1640 x 662
- On mobile: 1640 x 859



Twitter

Profile image: 400 x 400

Header: 1500 x 500



Twitter images size (feed)

Recommended 600 x 900. The minimum size is 600 x 335



RFE/RL Pressroom @RFERLPRESS · Mar 17

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pressroom.rferl.org/p/7391.html



LinkedIn

- Company page profile photo: recommended 300 x 300 or larger
- Cover image: 1128 x 191
- Business banner: 646 x 220
- Blog post image size: recommended 1200 x 627 (1.91:1 ratio)
- Link image: 1200 x 627 pixels



70
years

OF
Radio Free Europe
Radio Liberty



Radio Free Europe/Radio Liberty

<https://www.rferl.org/>

Broadcast Media Production and Distribution · Prague 10, CZ · 10,426 followers

When pasting a URL into an update, an auto-generated thumbnail image will appear in the preview. You can customize it by clicking the image icon below the text box and selecting an image from your computer.



YouTube

Channel cover photo

Recommended banner size for best quality: **2560 x 1440**

- Maximum file size: 4 MB
- File types: JPG, PNG or BMP

The YouTube cover banner will display as follows:

- Desktop: 2560 x 423
- Tablet: 1855 x 423
- Mobile: 1546 x 423

Profile picture

Recommended size: 800 x 800 pixels

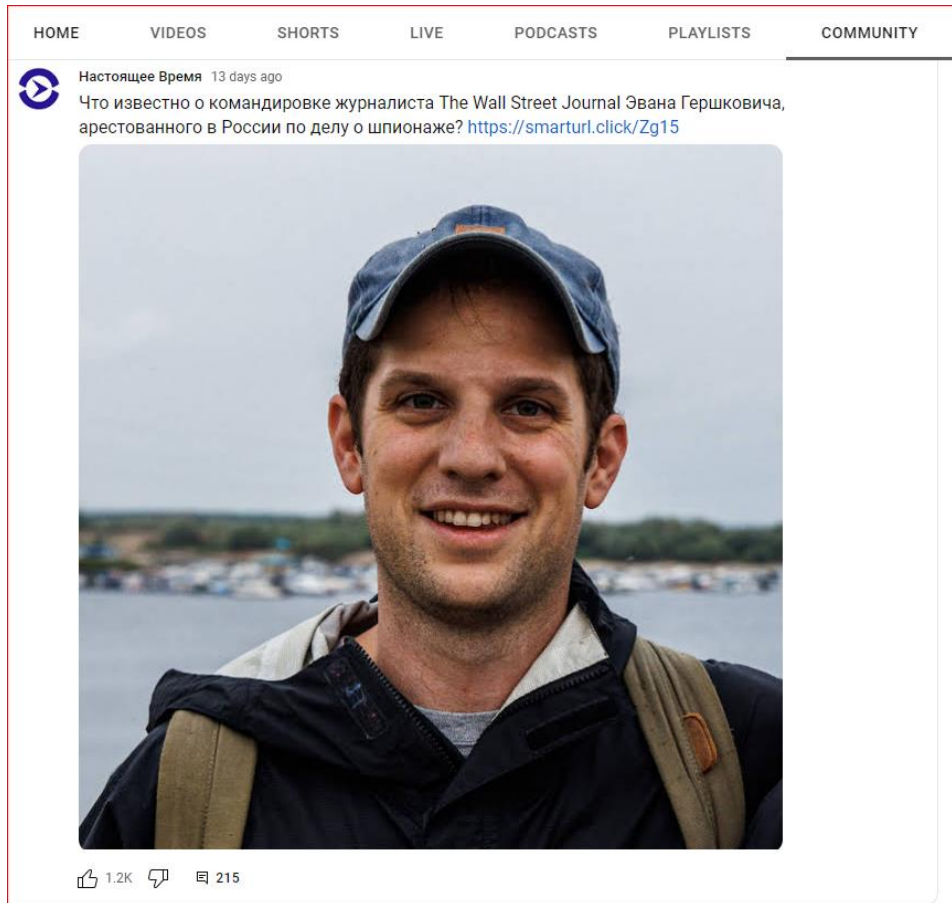
File type: JPG, PNG, and BMP

The profile picture has a circular shape, so make sure not to cut out critical parts of the RFE/RL logo. (See section "Avatar" <https://branding.rferl.org/>)

Community tab (1:1)

Images are shown in the feed with an aspect ratio of 1:1. Viewers can see the full image by clicking to expand it. You can choose to upload up to five images with your post.

- Size: up to 16 MB
- File types: JPG, PNG, GIF, or WEBP



Telegram

- Telegram profile: 512 x 512
- Channel photo: recommended 512 x 512

(The X and Y dimensions of the photo must not exceed 1280 each. Images are auto-optimized)

Viber

- Profile photo: 400 x 400

- Other images are auto-optimized

TikTok

- Profile photo: 200 x 200

Find here the guideline for aspect ratios on video formats.

Vkontakte

- Profile photo: 400 x 400
- Recommended image size for feed: 840 x 400
- Square for feed: 800 x 800
- Cover image: 1080 x 1920
- Stories: 1080 x 1920