

Social Media Graphic Sizes



2025 Quick Guide





Social Media Graphic Sizes

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Social Media platforms are always changing. They're continually adjusting their algorithms and competing for our attention. However, this poses a challenge for marketers as we find an image works for one platform but not another. Or, it works for an organic post but is the wrong size for a sponsored ad.

We've kept our quick guide straightforward and easy to find the information you need. Bookmark or download this guide so it is on hand when you need it.

The importance of getting social graphic sizes right

When you're creating or collecting visual content to use on your social media, there are a few things you need to get right. This includes not infringing on copyright laws, choosing content that will appeal to your audience and finally, getting social media sizes right.

There are a few reasons it's so important to get image and graphic sizes right for each social platform you use:

- 1** It makes you look more professional by avoiding pixelation or image stretching.
- 2** Optimising your images for each social channel will help to increase engagement.
- 3** Using the wrong size for a social channel risks key messaging being cropped out.

Profile Photo:

320x320px

While the graphic you upload is square, Instagram will automatically display a circle. Make sure everything you want to focus on is in the centre of the graphic

Instagram Story:

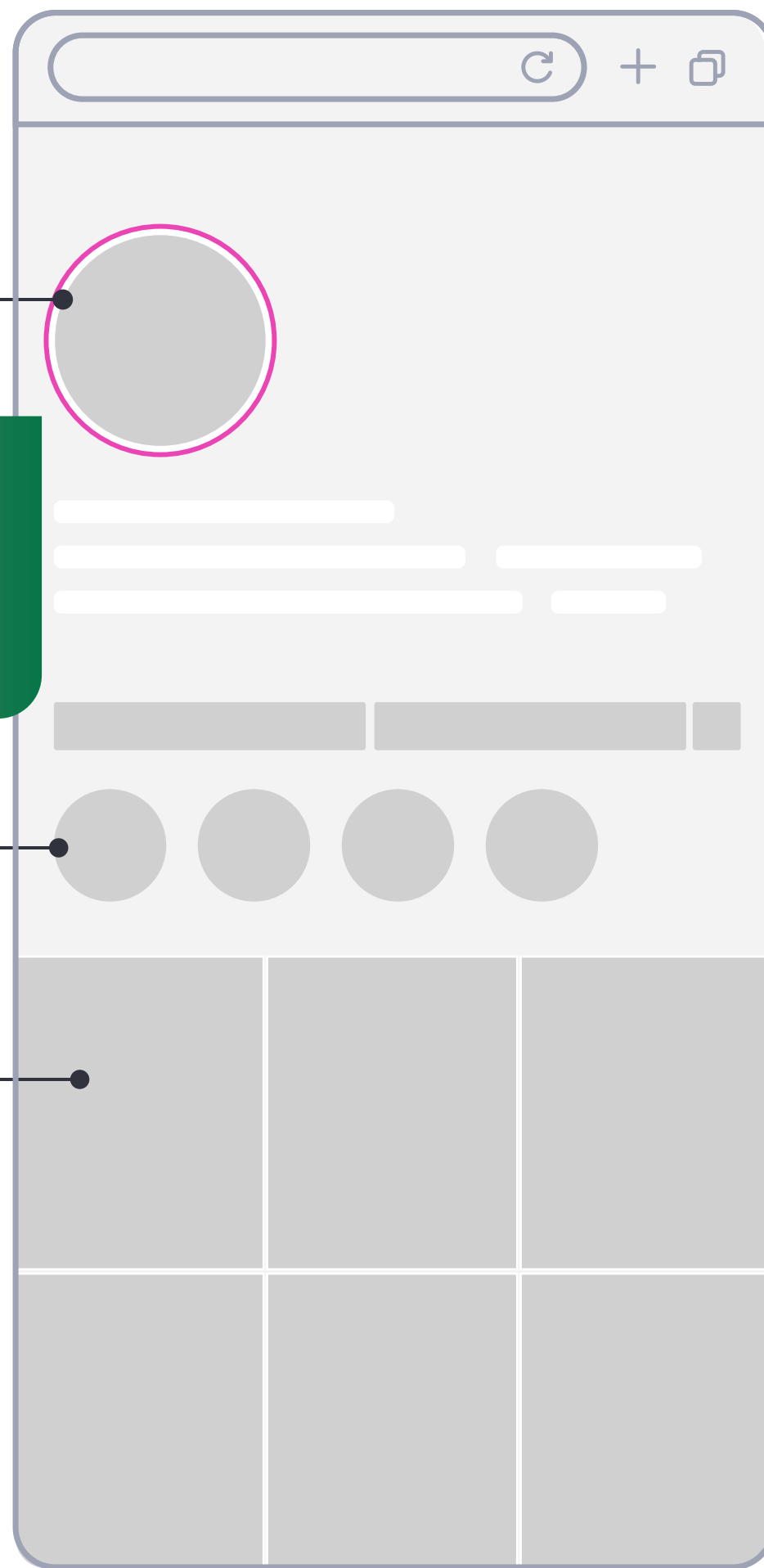
1080x1920px

Post Images:

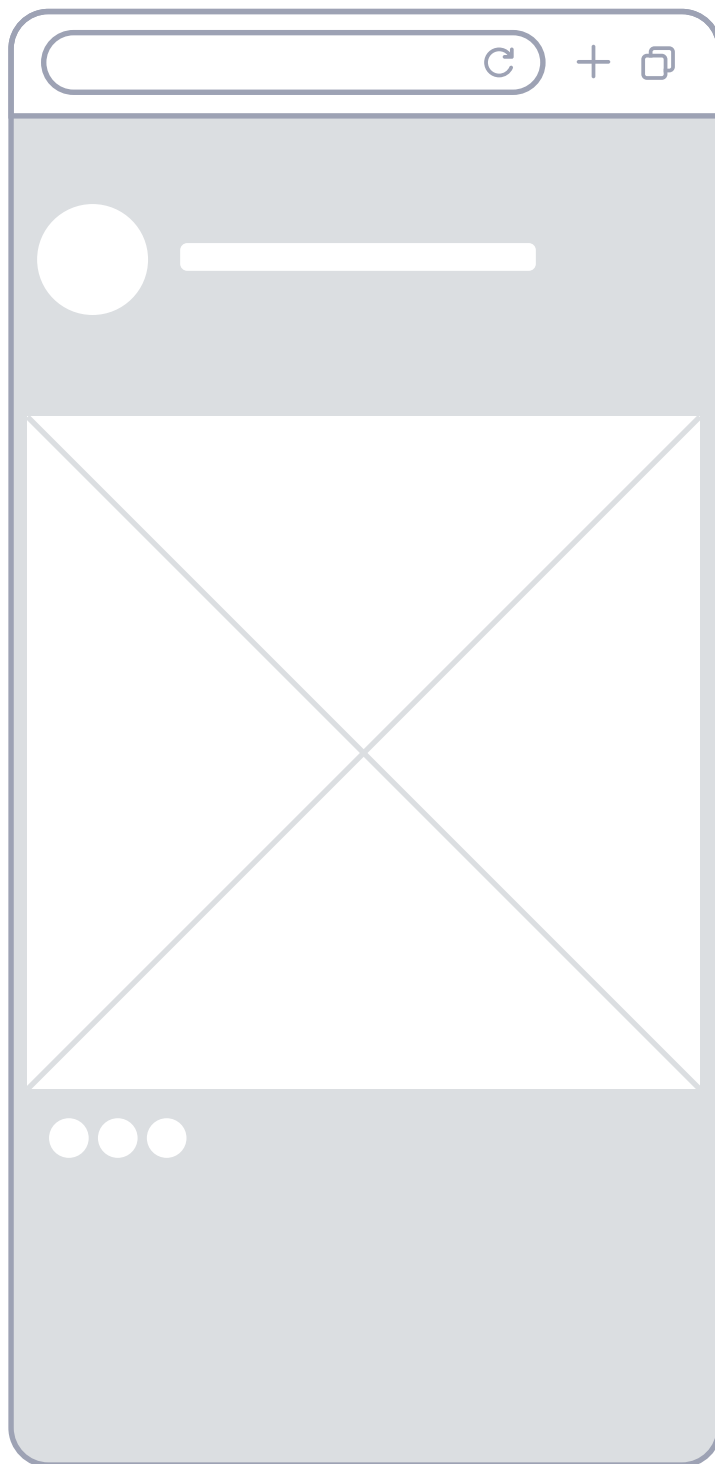
Carousel: 1080x1350px

Image: 1080x1350px

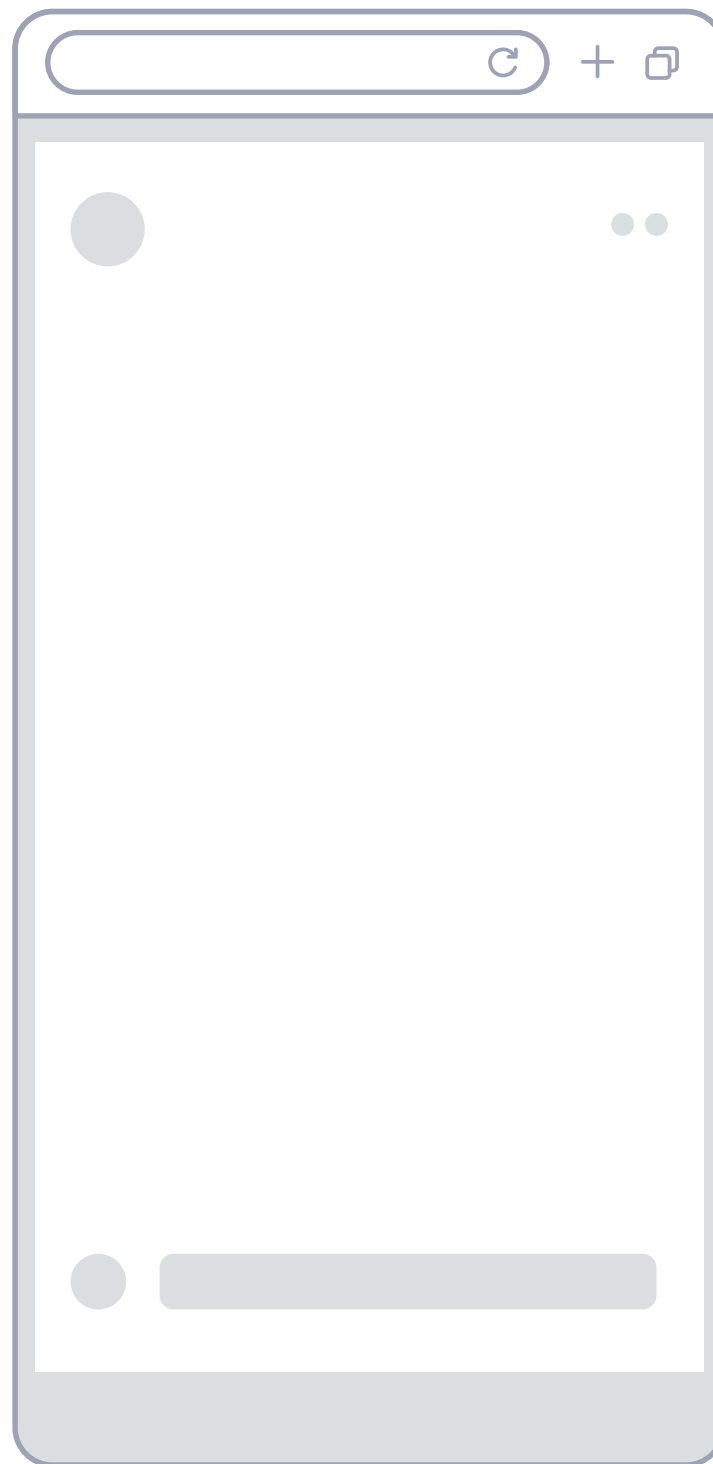
Reel: 1080x1920px



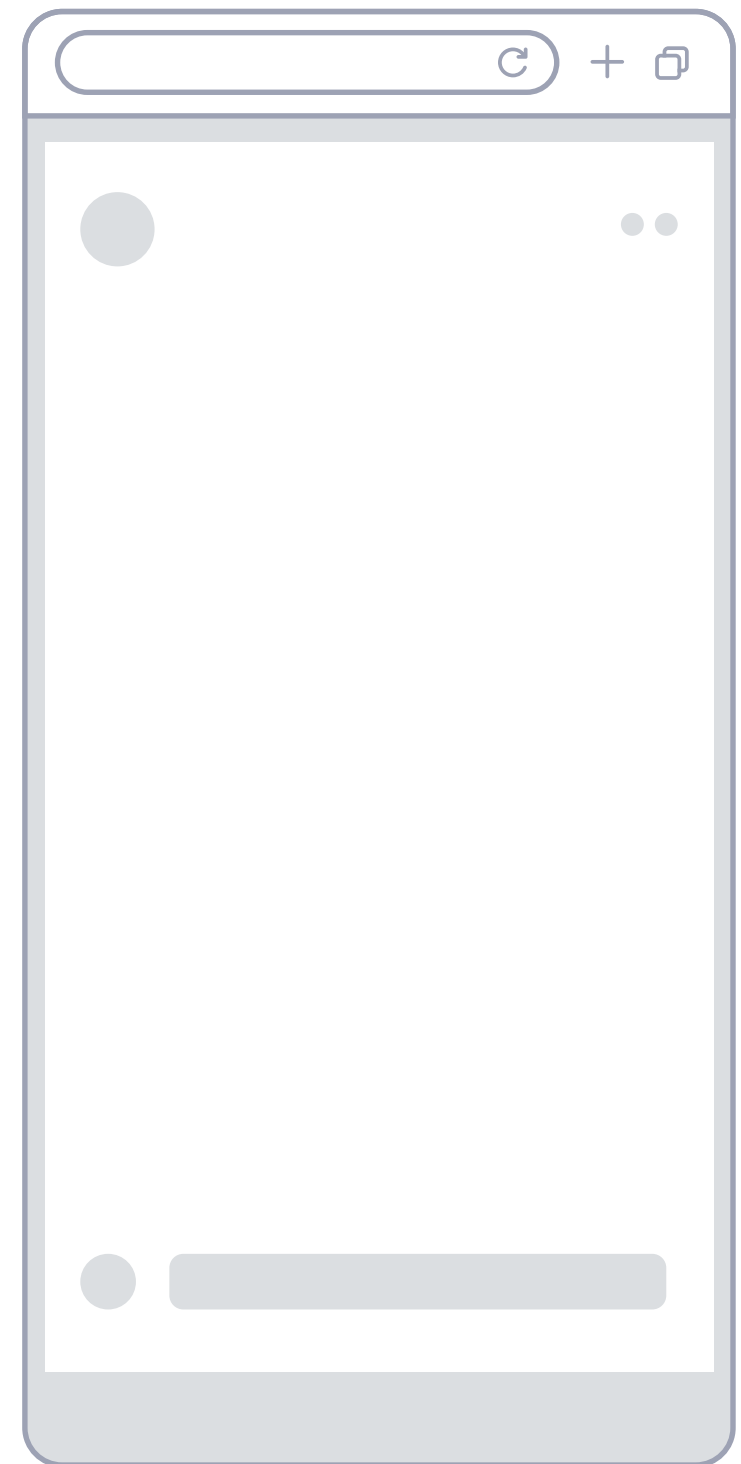
Instagram Ads



Square ad:
1080x1080px

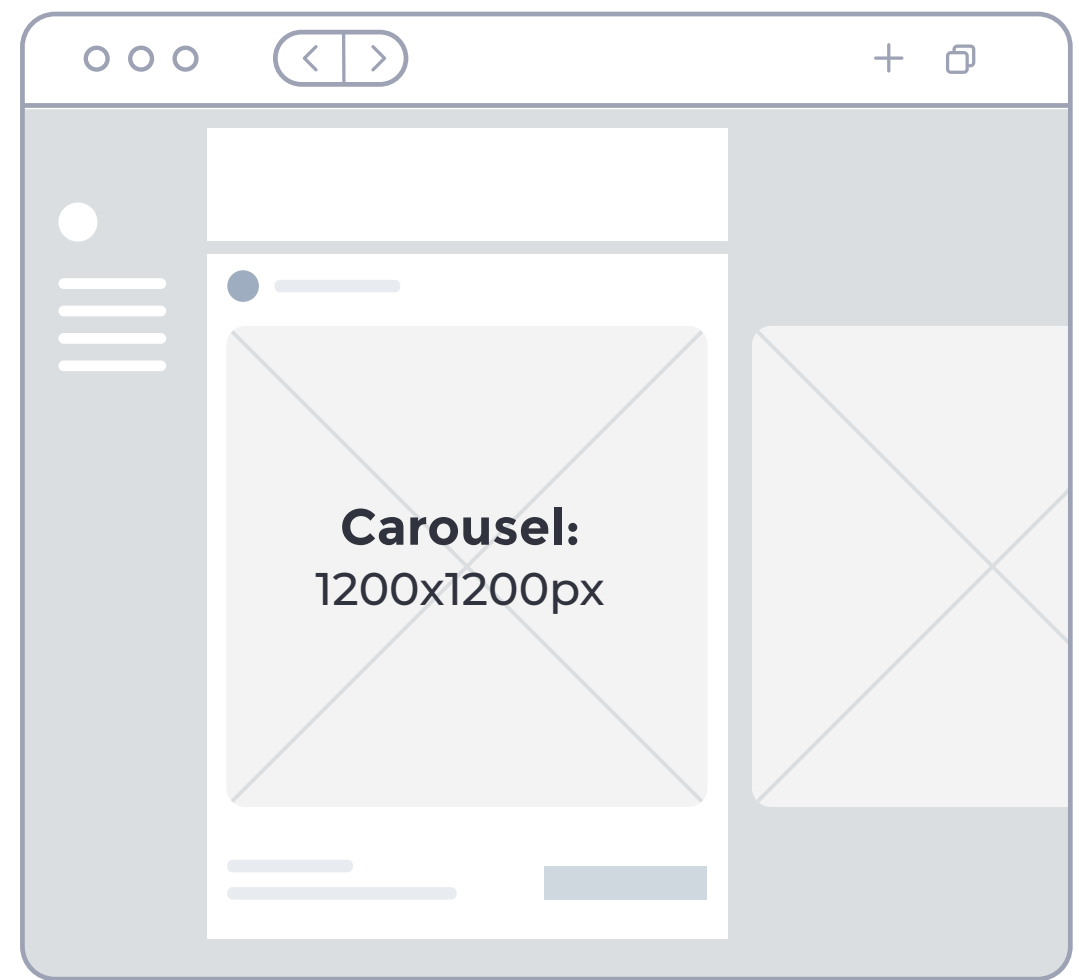
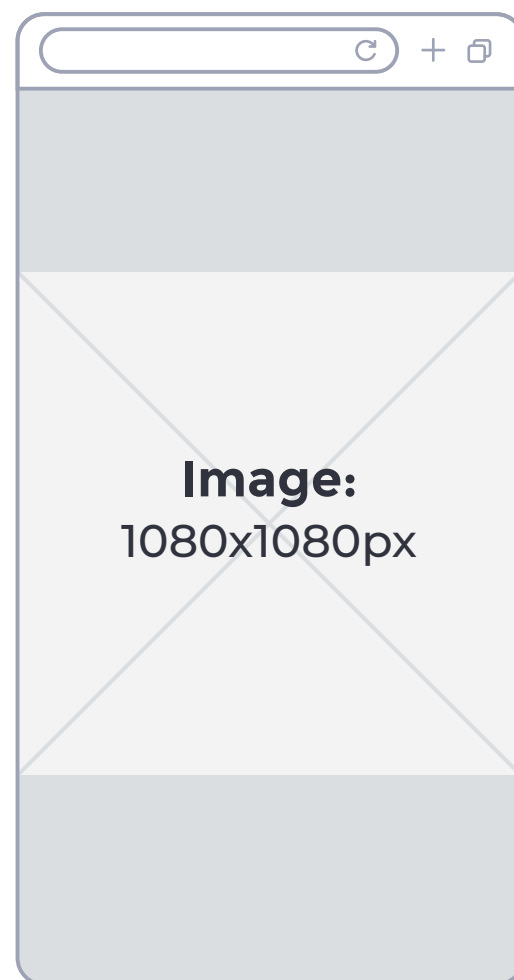
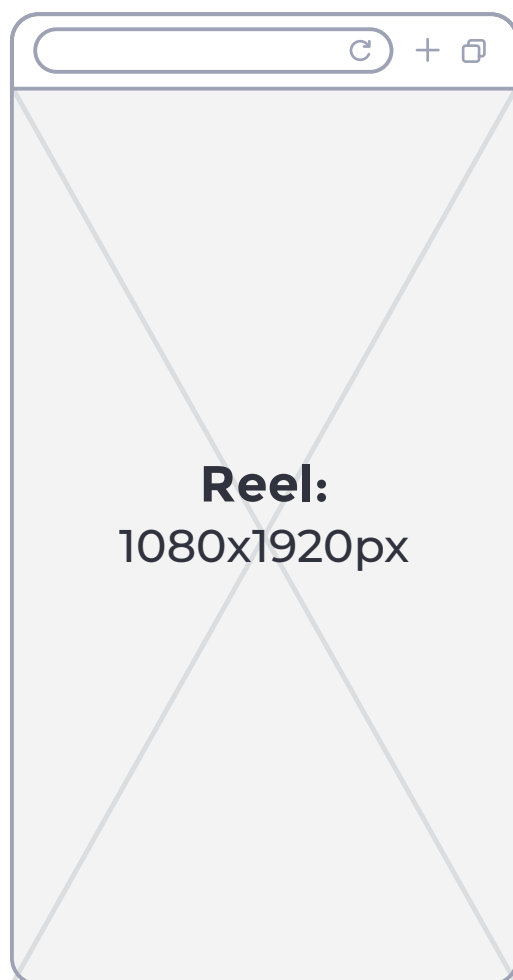
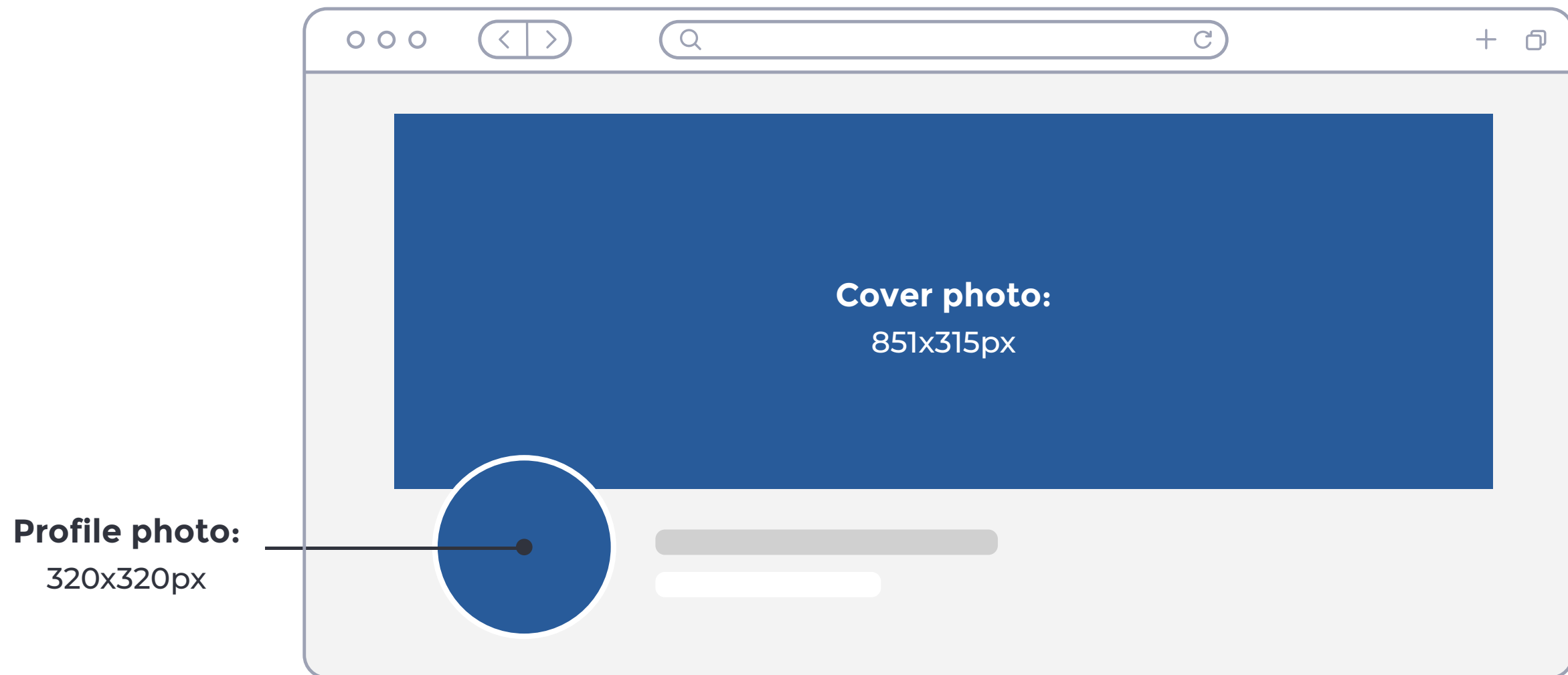


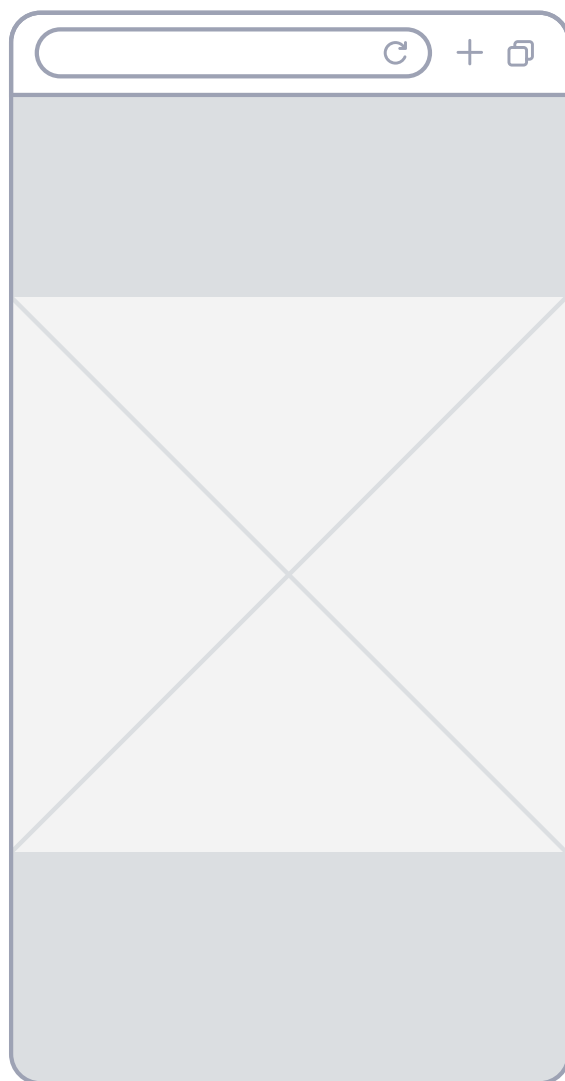
Reels ad:
1080x1920px



Story ad:
1080x1920px

We recommend leaving about 250px at the top and bottom of story images free from text or logos to prevent them being covered.



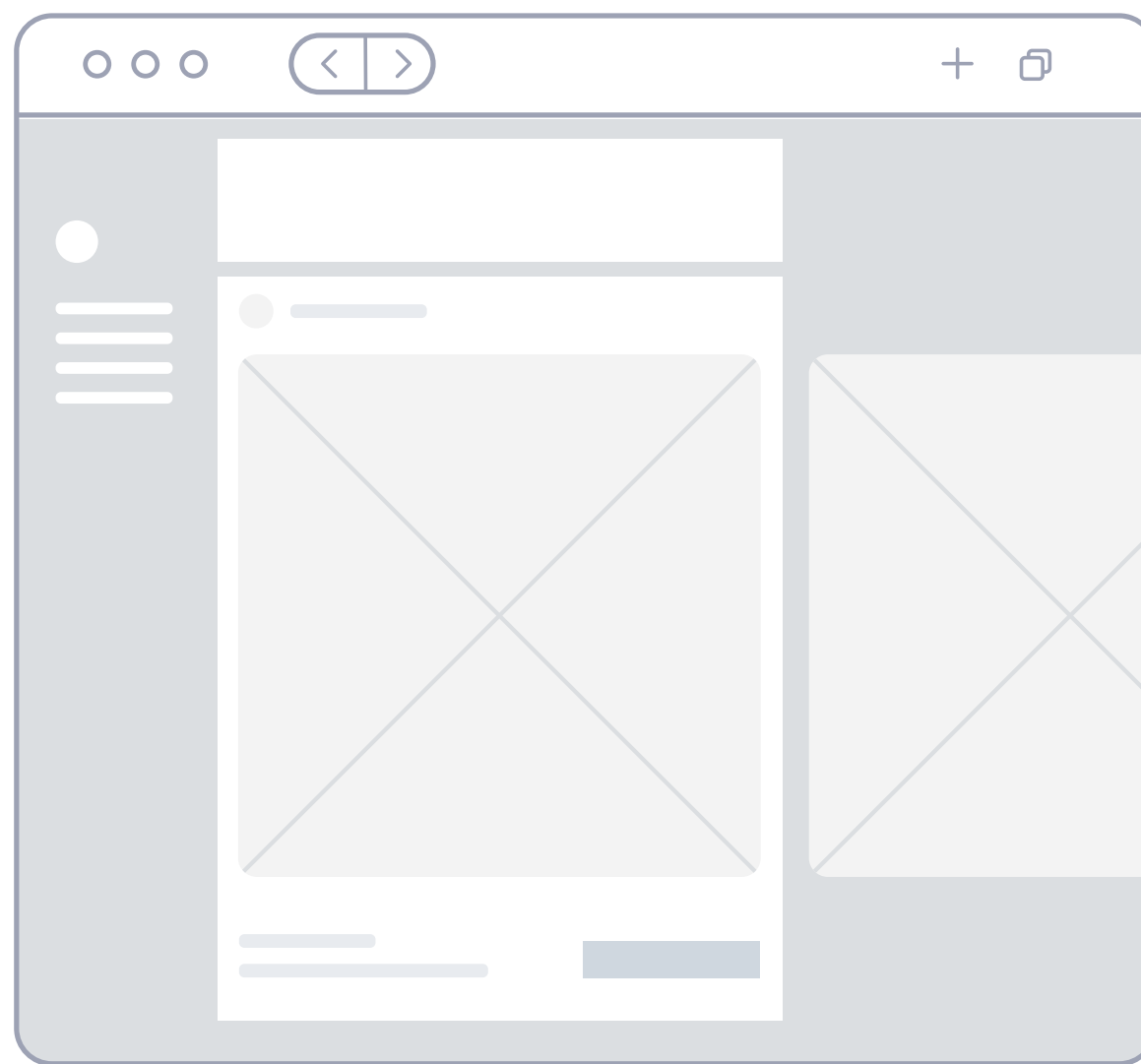


Feed ad:

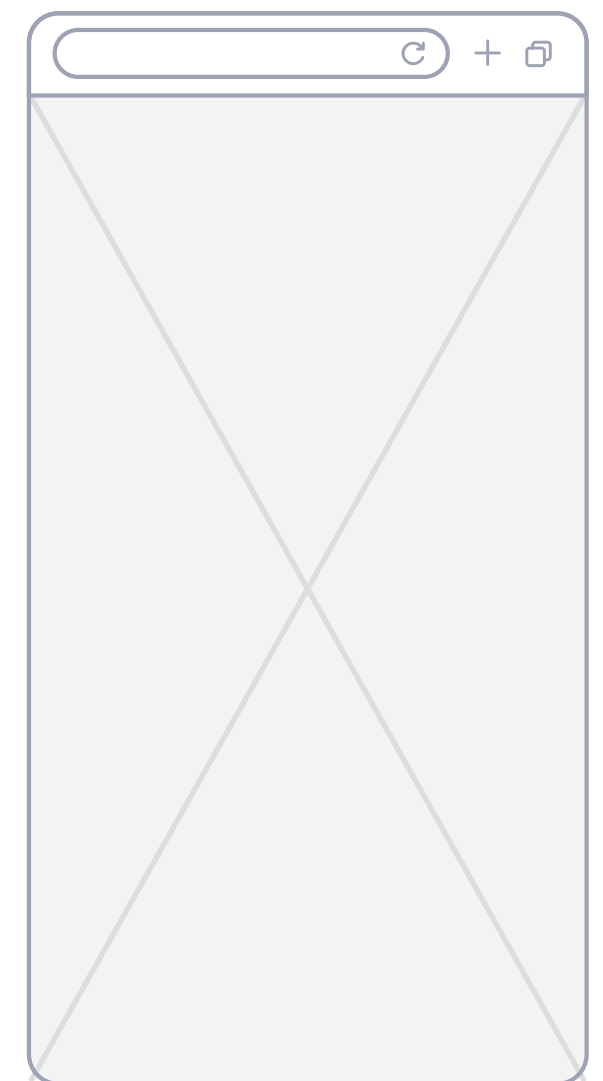
Landscape: 1800x1440px

Square: 1440x1440px

Portrait: 1440x1800px



Carousel: 1080x1080px

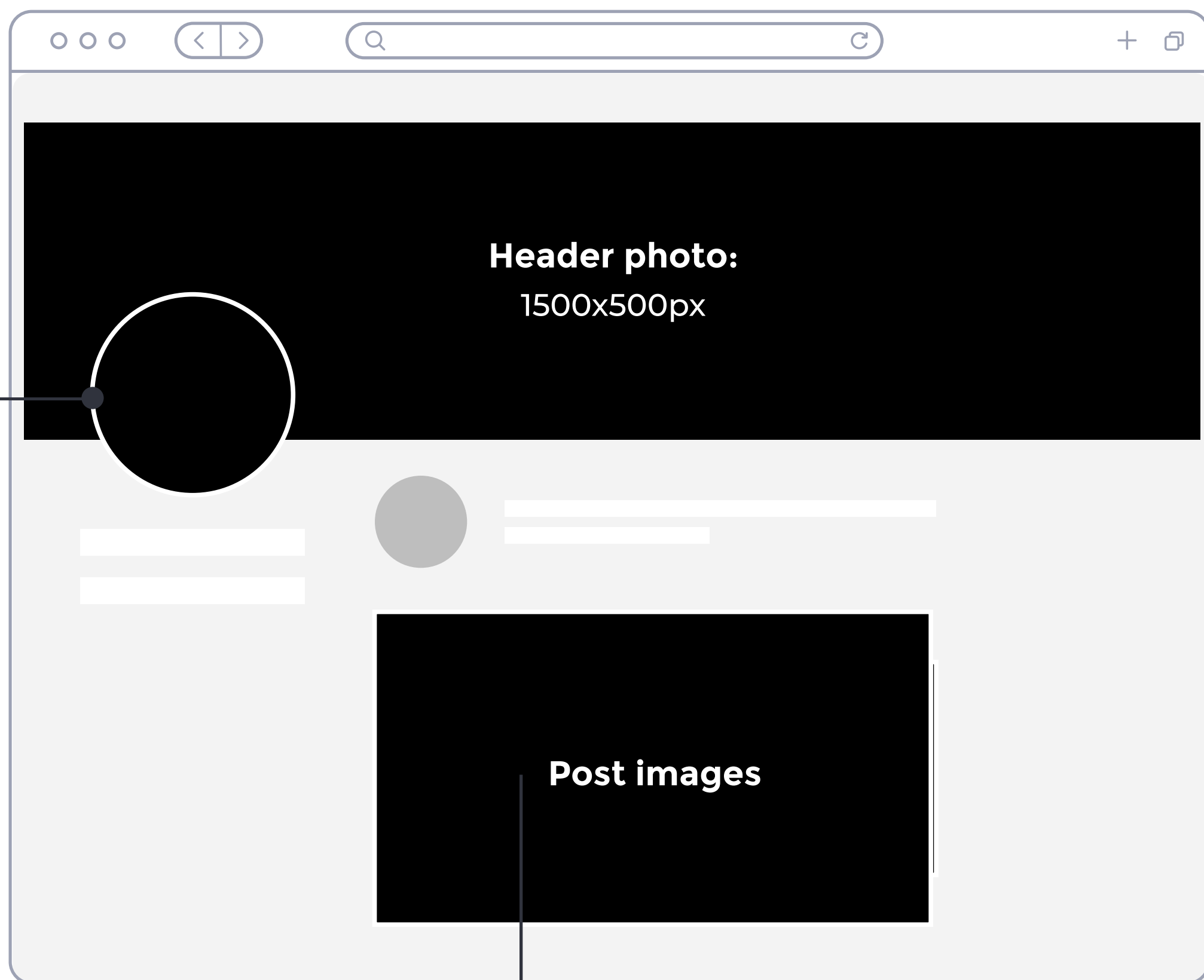


Stories ad: 1080x1920px

Facebook ads allow for many different sizes as they appear in so many different places across the platform. By creating multiple size assets, you'll be able to fit most placements seamlessly



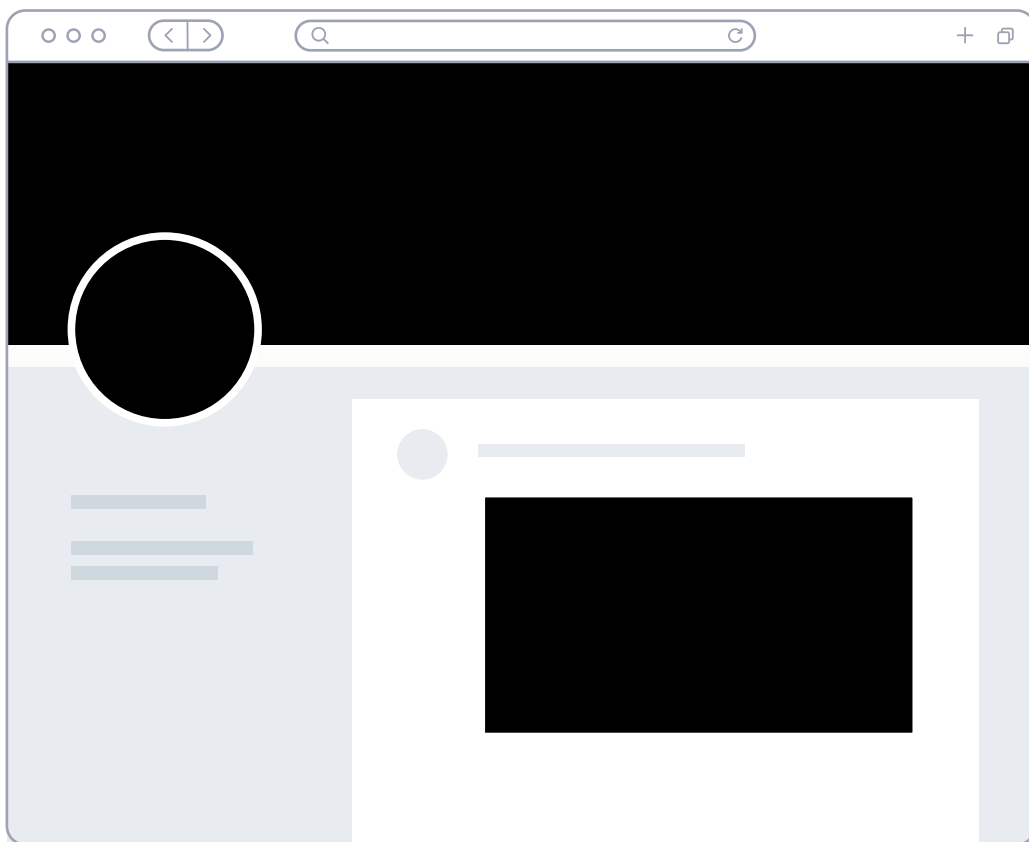
Profile photo:
400x400px



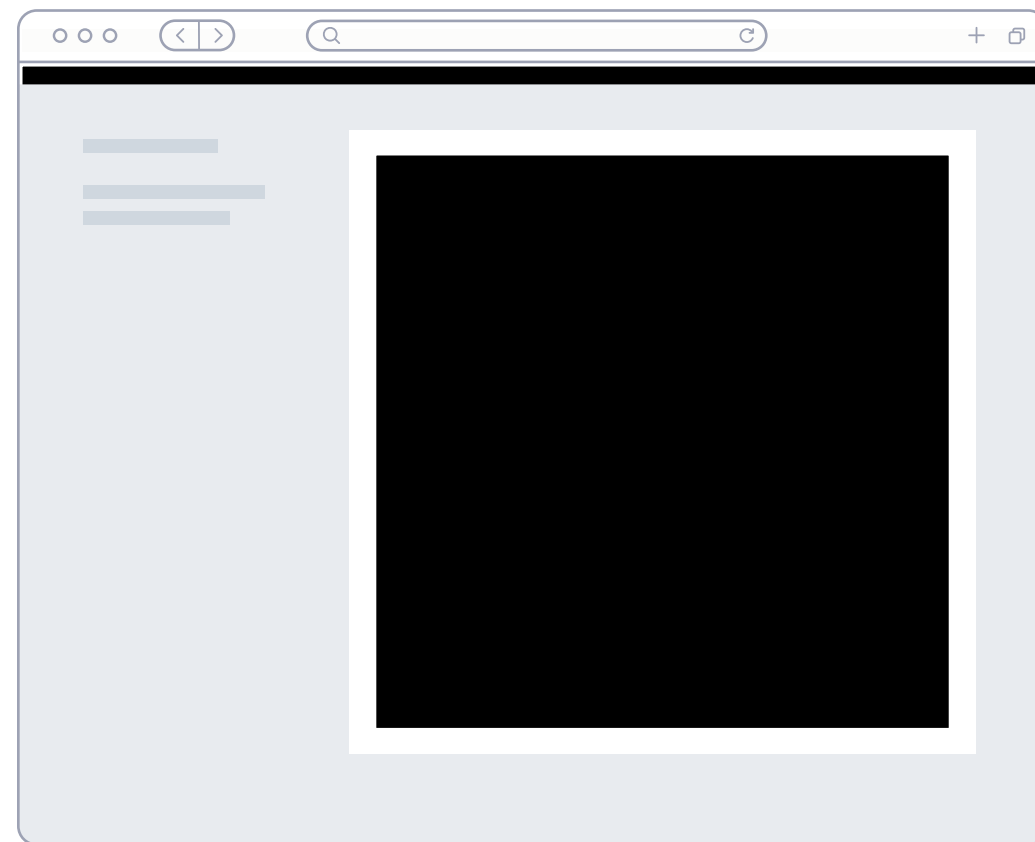
Landscape: 1600x900px

Square: 1080x1080px

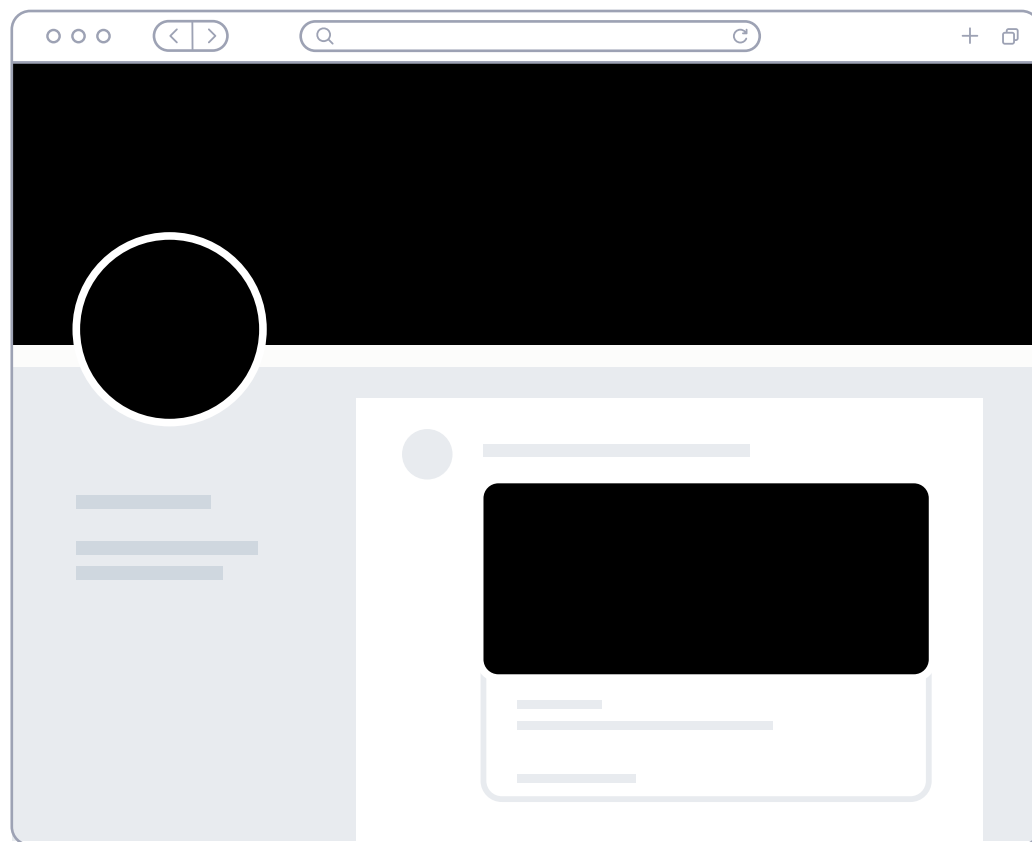
Portrait: 1080x1350px



Single & multi-image tweets:
600x335px



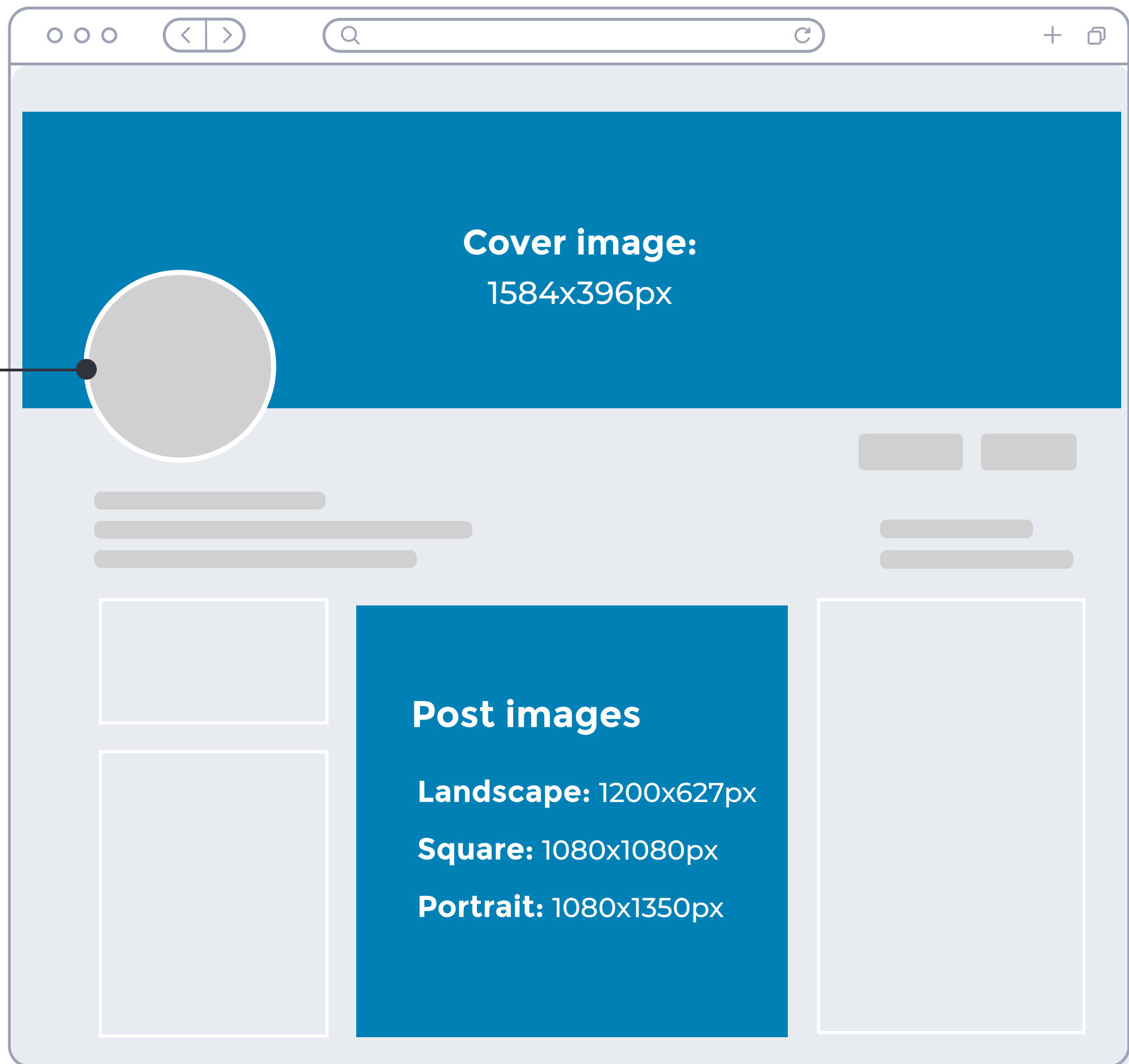
Carousel image & videos:
800x800px



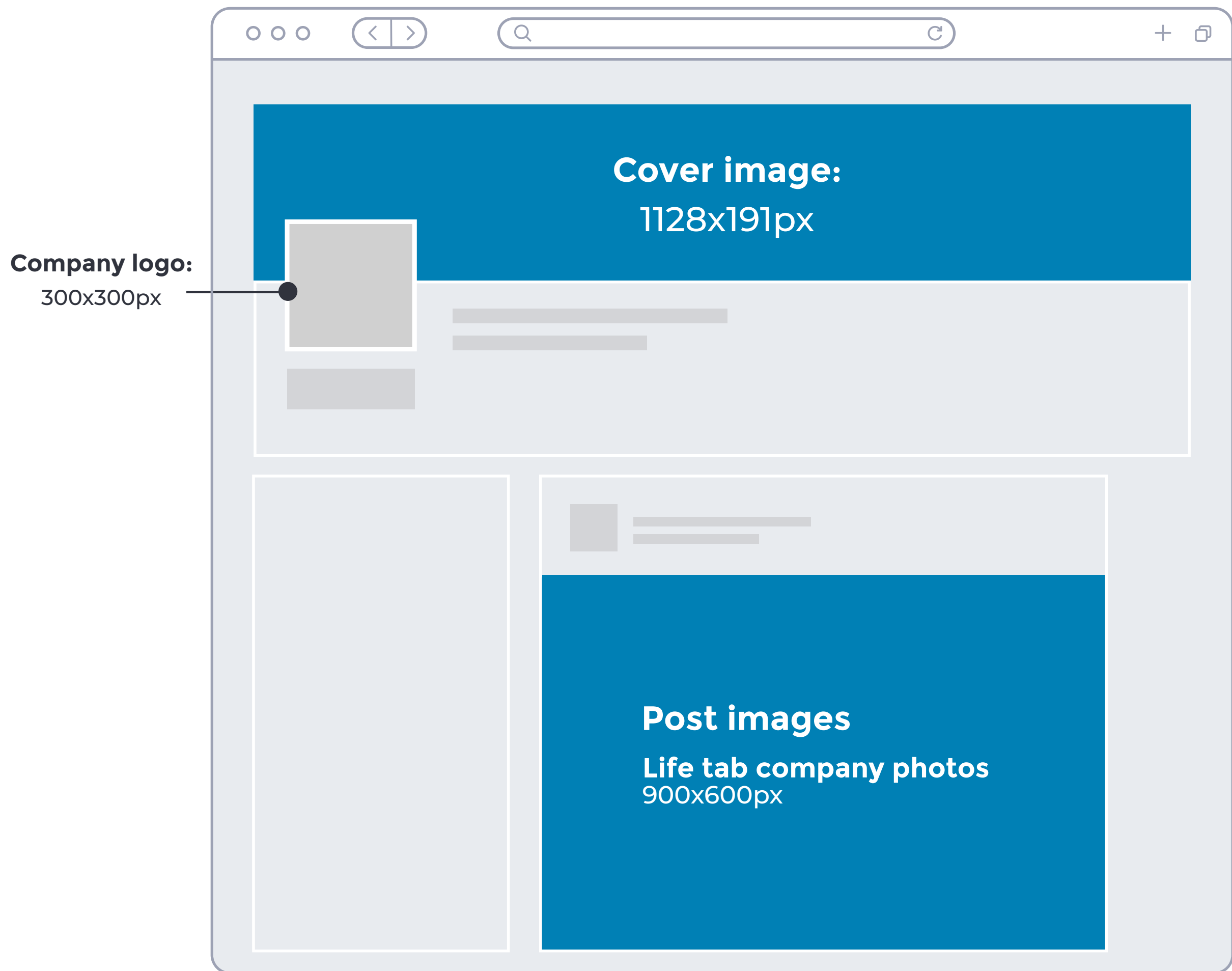
Website card image:
800x418px or 800x800px

App card:
800x418px or 800x800px

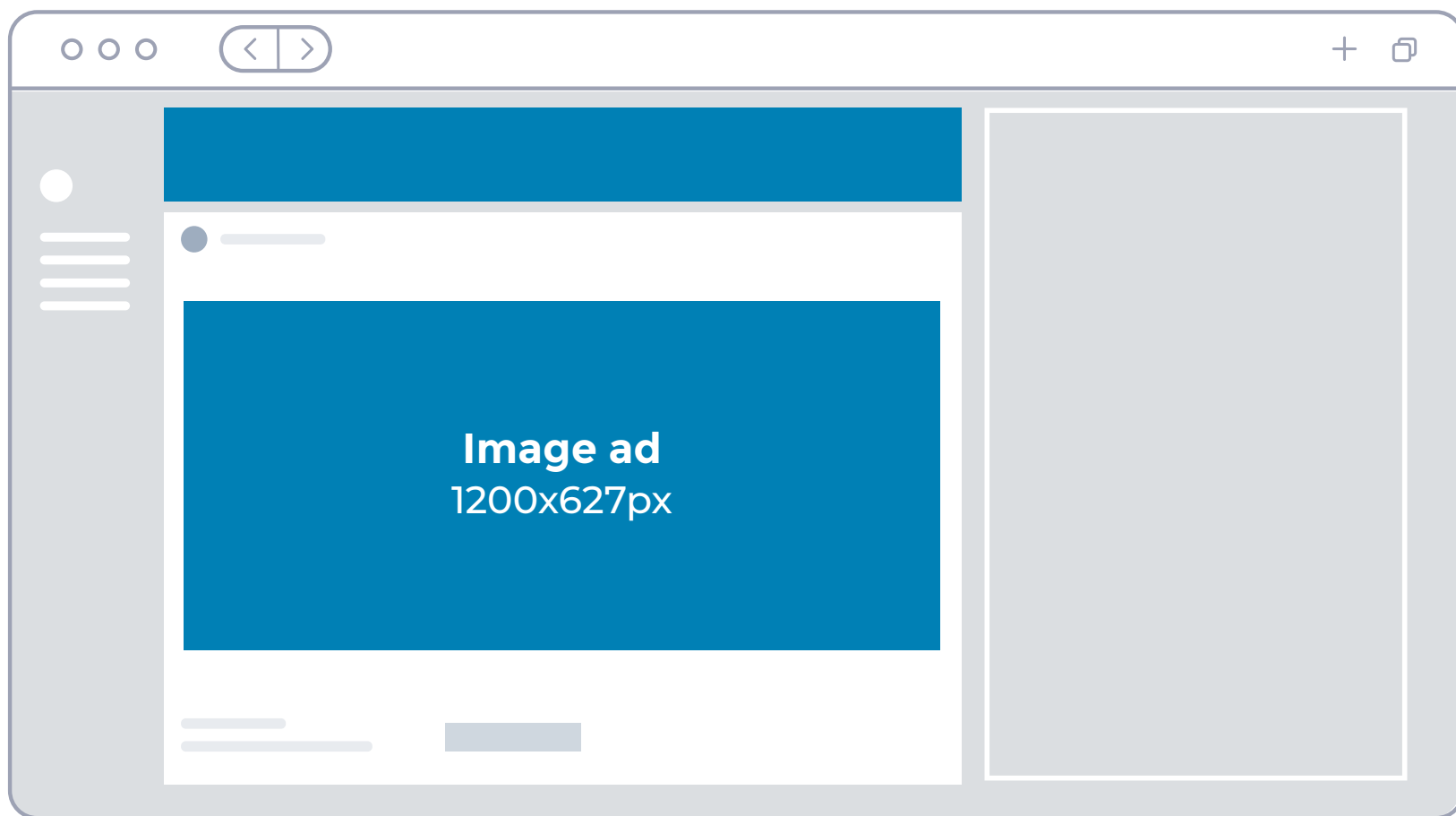
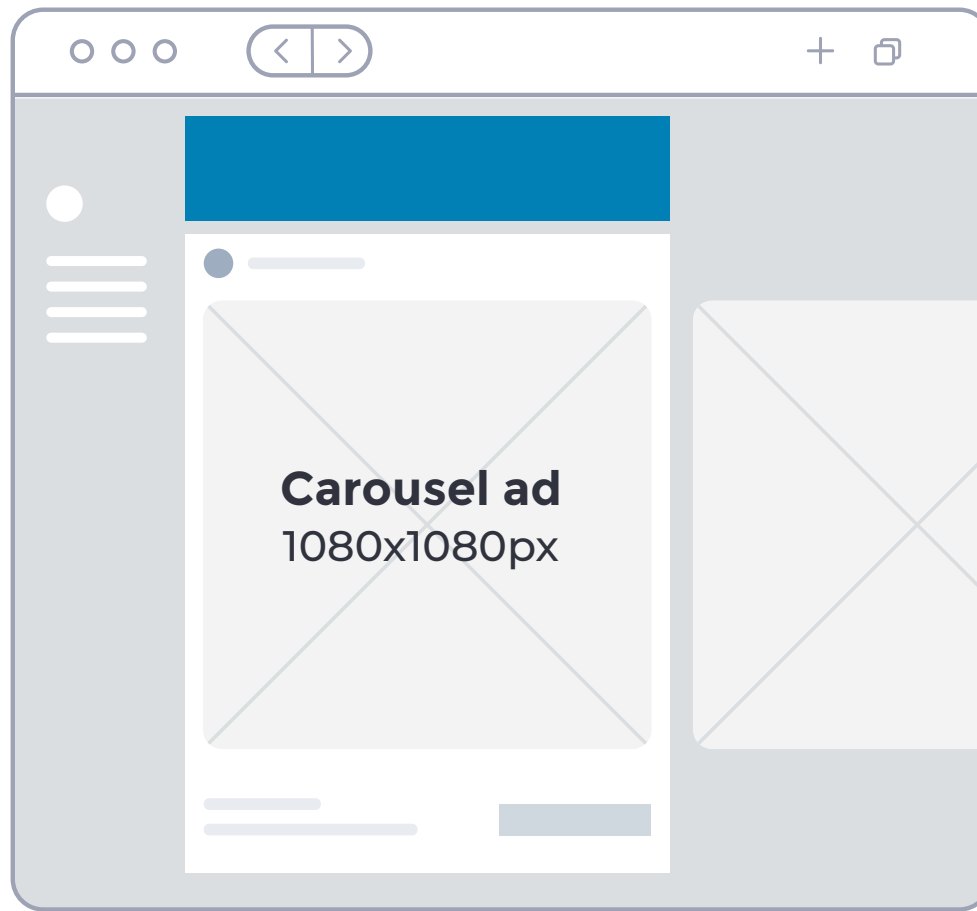
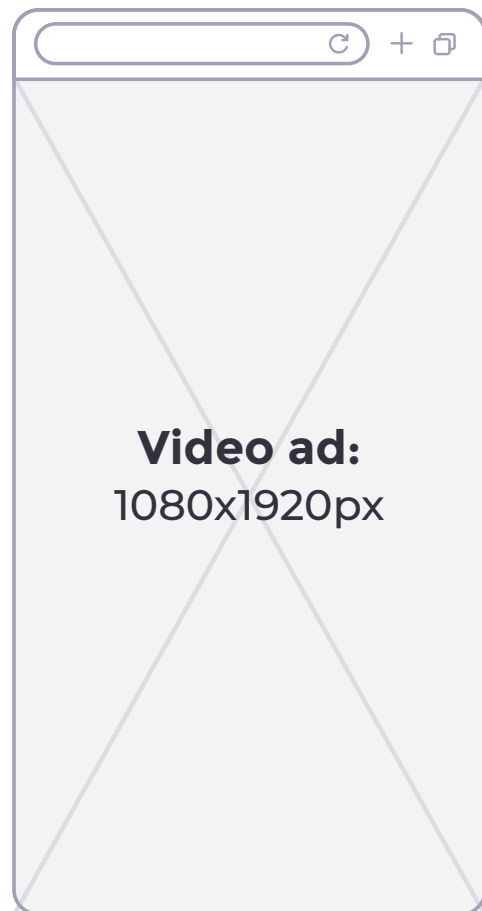
Profile photo:
400x400px

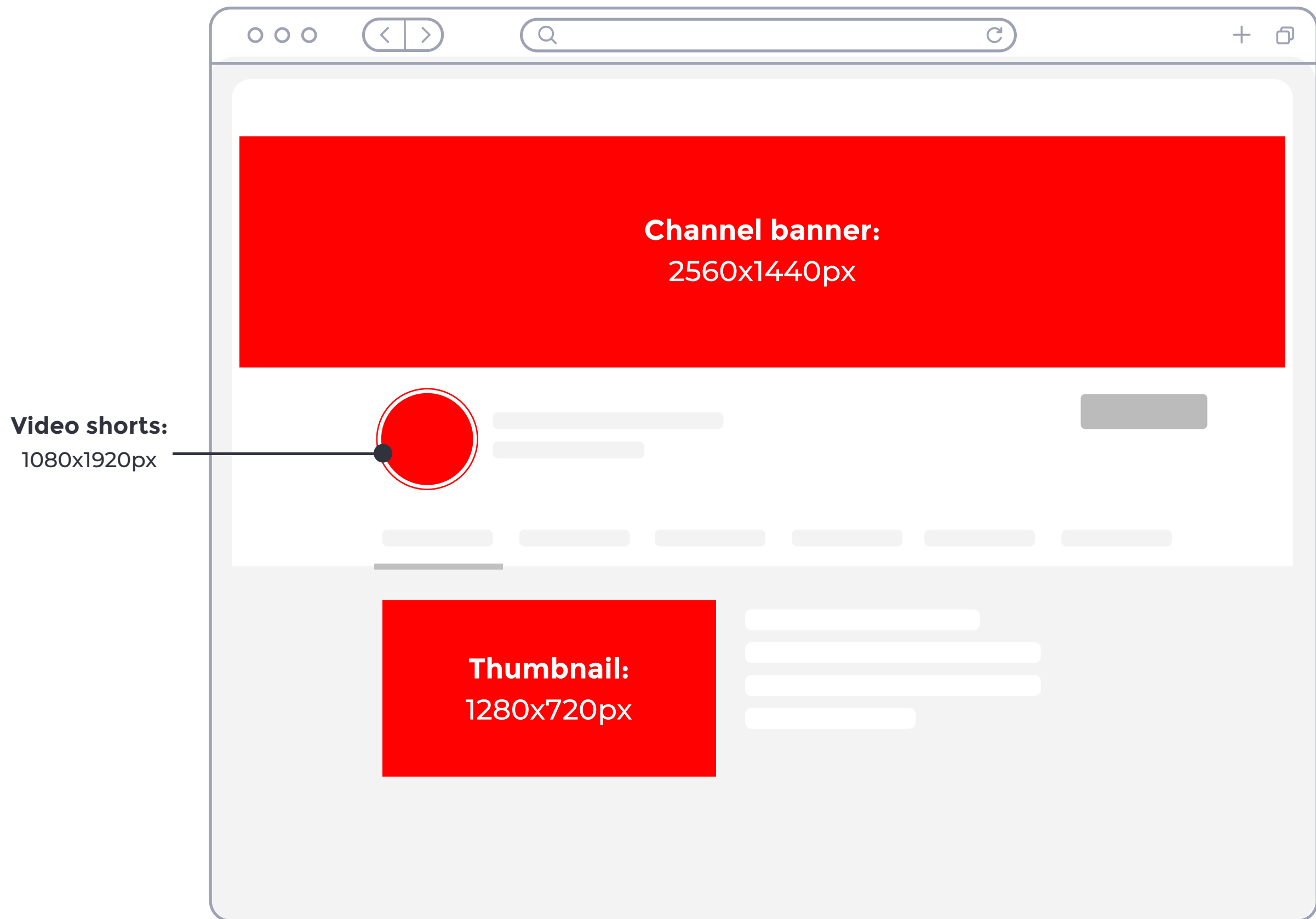


LinkedIn Company Pages



LinkedIn Ads





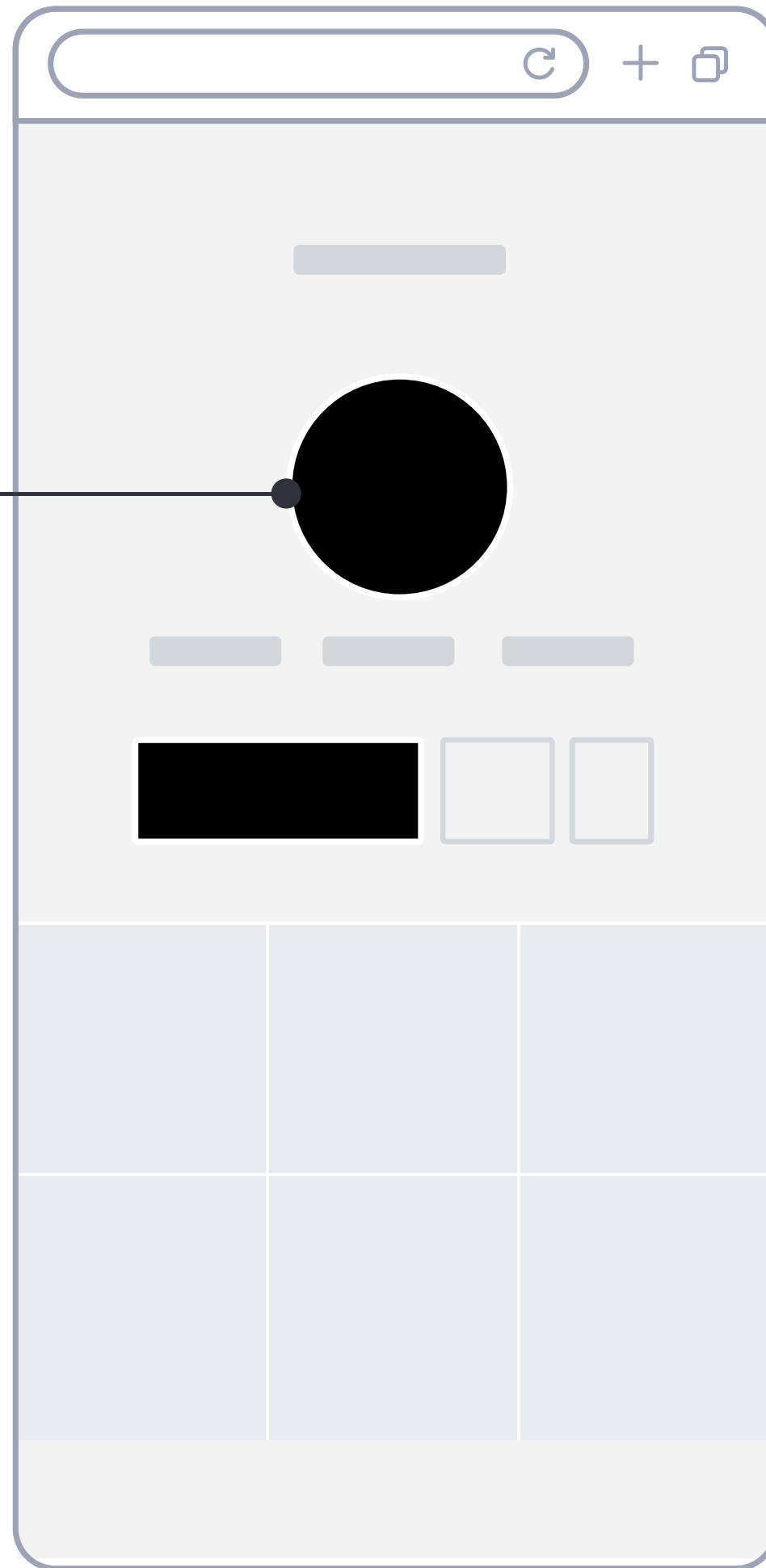
Profile photo:
165x165px

Profile Cover Image:
800x450px

Pin image:
1000x1500px
or 1000x1000px

Story image:
1080x1920px

Profile Image:
200x200px



Video:
1080x1920px

Profile picture:
320 x 320 px





Here at Dweebi, we're focused on fostering sustainable growth and reaching your goals through inbound marketing. Our diverse team of specialists work together to design and develop websites, create impactful campaigns and deliver marketing strategies that help you grow exponentially.

Hungry for success?

Our Unlimited Graphic Design packages have been designed to help you take your marketing to the next level, without breaking the bank. For a flat monthly fee, our team will create social posts, adverts, banners, flyers and more.