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| **Platform** | **Image size** | **Tips** |
| Facebook | Posts – 1200 x 630  Stories – 1080 x 1920  Profile photo – 170 x 170  Cover photo – 851 x 315 | Upload a JPG or PNG file to avoid compression or distortion |
| Instagram | Landscape – 1080 x 566  Portrait – 1080 x 1350  Square – 1080 x 1080  Reel Videos – 1080 x 1920  Thumbnail – 161 x 161 | Aim to upload that are 1080 pixels wide. |
| LinkedIn | Blog post -1200 x 627  Sponsored – 1200 x 627  Sponsored carousel – 1080 x 1080  Spotlight ad – 100 x 100  Page cover image – 1128 x 191  Profile photo – 400 x 400 |  |
| Twitter | In-stream – 1600 x 900  Header – 1500 x 500  Single / Multi image – 600 x 335  Carousel – 800 x 800 or 800 x 418 | Max file size is 2MB |
| YouTube | Video – 1280 x 720  Thumbnail – 1280 x 720  Profile photo – 800 x 800  Banner – 2048 x 1152 | YouTube requires videos to be 1280 x 720 pixels in order to meet HD standards. |
| TikTok | Video – 1080 x 1920  Profile – 200 x 200 | The ideal aspect ratio for Tik Tok videos is 9:16. |

