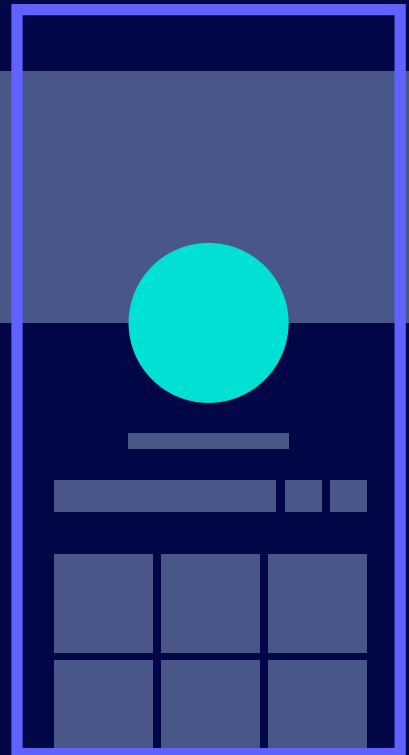
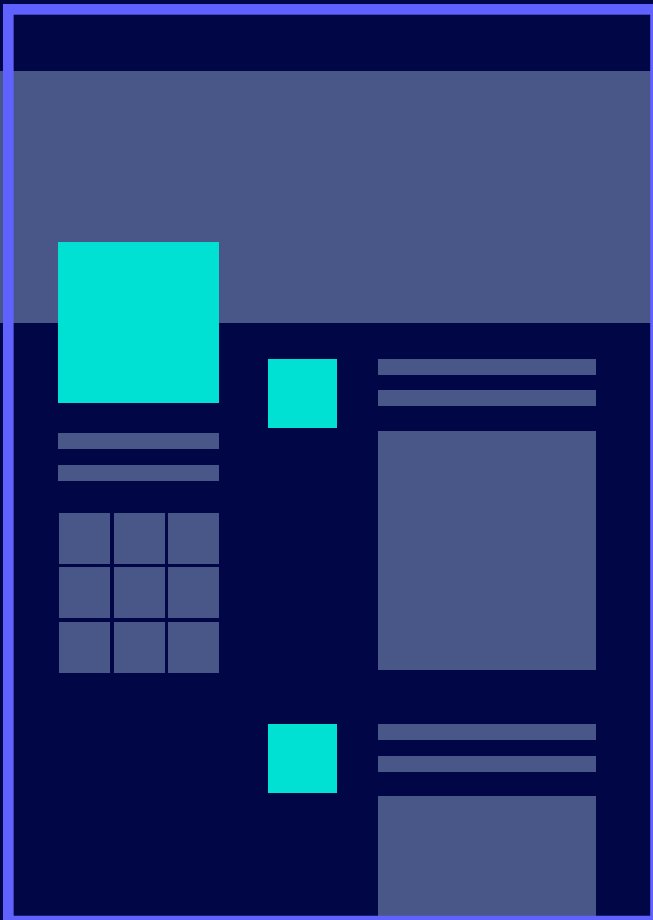


SOCIAL MEDIA SPECS 2020

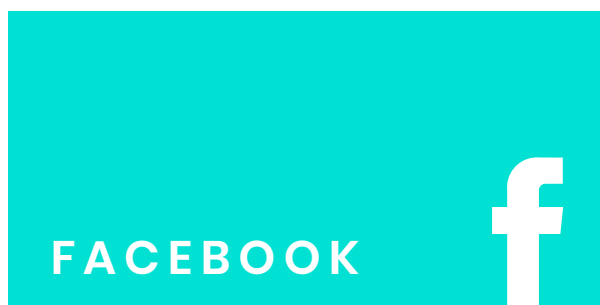


Welcome to Tribe Digital's ultimate social media cheat sheet with 2020 specs for Facebook, Instagram, Twitter and LinkedIn.

In this guide you will find the most current formats for the big four social media channels, for both organic content on business pages and paid media.

Please note: We have included the minimum size requirements and ALWAYS recommend that you go for the highest format if possible. A high resolution will provide a better quality experience.

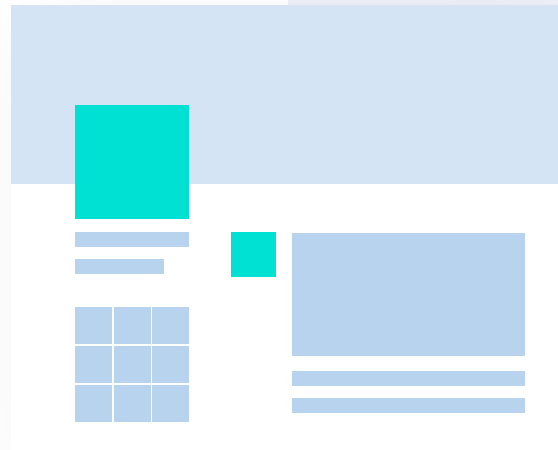
Print, leave on your desk and refer whenever you need to check asset formats.



Facebook profile image size:

180px x 180px

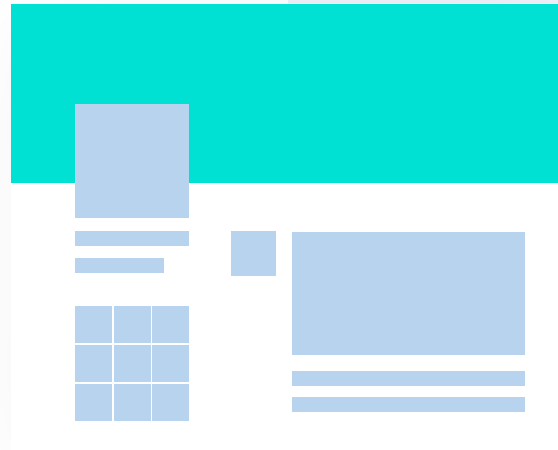
We recommend company logo.



Facebook cover image size:

820px x 312px

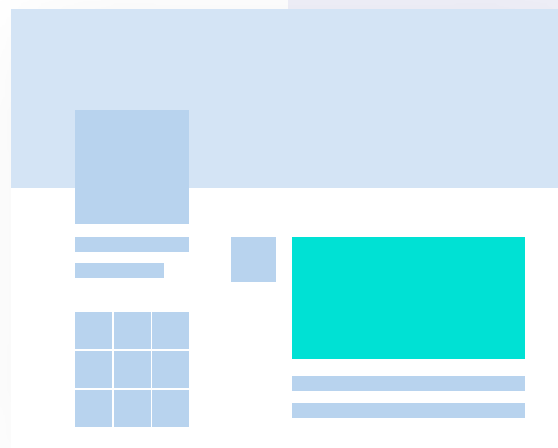
1. Avoid text unless tested on mobile which will automatically resize image.
2. Lifestyle images of product or team work best.
3. We recommend using a video if possible. Often standard video can be repositioned to fit.



Facebook shared image size:

1200px x 630px

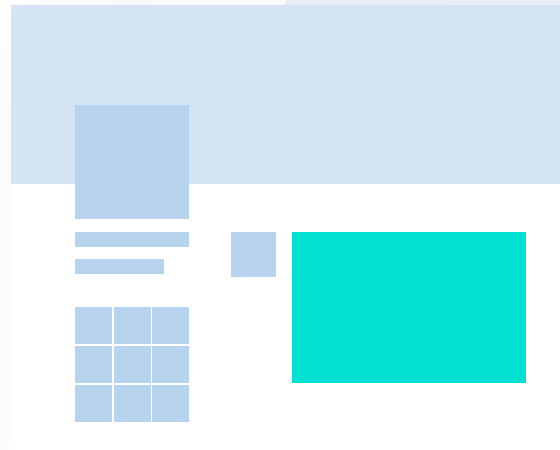
Ideally an image is added on the website that is the correct size for FB open graph, which automatically pulls through a perfectly sized, and relevant image.



All recommended sizes are the minimum, choose a higher resolution at the same scale for better quality.

Facebook highlighted image size:

1200px x 717px
(recommended)



Facebook event image size:

1920px x 1080px
(recommended)



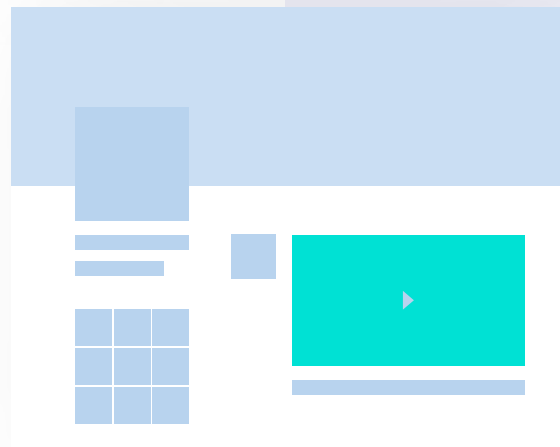
Facebook video size:

1280px x 720px

Maximum length: 240 minutes.

.MP4 or .MOV recommended.

Square formats shared from Instagram will only be visible on mobile.

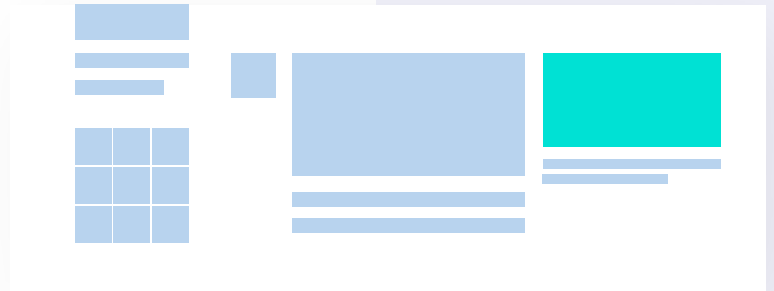


All recommended sizes are the minimum, choose a higher resolution at the same scale for better quality.

Facebook ad image size:

Feed Ad 1080px x 1080px

Link Ad 1280px x 628px



Facebook video ad size:

9:16 to 16:9

Min 600px x 315px

or 600px x 600px

Minimum length: 1 seconds.

Maximum length: 240 minutes.



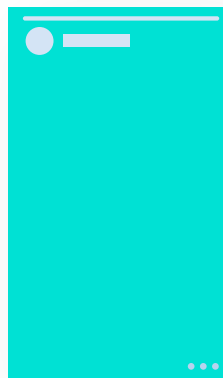
Facebook stories video ad size:

1.91 to 9:16

1080 x 1920px

Maximum length: 2 minutes.

Maximum file size: 4GB.

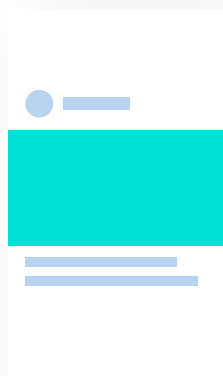


Facebook ad video feed size:

1200px x 627px

Maximum length: 240 seconds.

Maximum file size: 4GB.



All recommended sizes are the minimum, choose a higher resolution at the same scale for better quality.

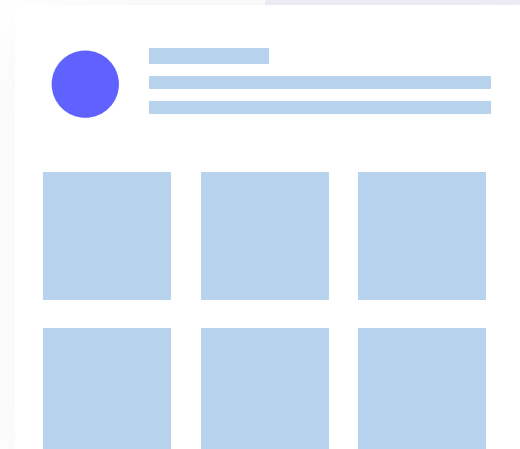
Grid

Instagram profile image size:

110px x 110px

Have fun & create a logo variation suited for a small circle.

Colourful background also helps stand out in stories.



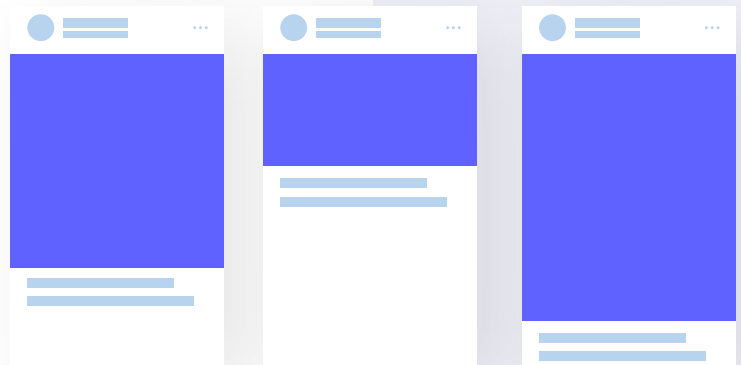
Instagram image sizes:

1080px x 1080px (square)

1080px x 566px (landscape)

1080px x 1350px (portrait)

Square is easiest to repurpose on FB.



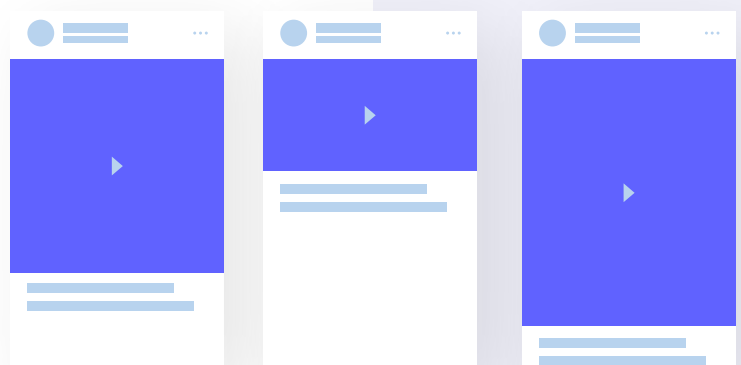
Instagram video sizes:

600px x 600px (square)

600px x 315px (landscape)

600px x 750px (portrait)

Maximum length: 60 seconds
or upload as IGTV.



All recommended sizes are the minimum, choose a higher resolution at the same scale for better quality.

Stories and IGTV

Instagram stories size:

1080px x 1920px

Maximum length: 15 seconds.

Maximum file size: 4GB.

You can sync FB & IG stories.

Video upload requirements for IGTV:

The maximum length your IGTV video depends on where you upload it:

- 15 minutes when uploading from a mobile device.
- 60 minutes when uploading from the web.

The Video File Type must be in MP4 file format.

Video Resolution and Size

- You can upload a vertical video with an aspect ratio of 9:16 or a horizontal video with an aspect ratio of 16:9.
- Videos should have a minimum frame rate of 30 FPS (frames per second) and minimum resolution of 720 pixels.
- The maximum file size for videos that are 10 minutes or less is 650MB. The maximum file size for videos up to 60 minutes is 3.6GB.

IGTV Cover Photo Size

The recommended size for cover photos is 420px by 654px (or 1:1.55 ratio).

Remember this automatically crops to the centre square if sharing on grid, which is recommended.



Twitter profile image size:

400px x 400px

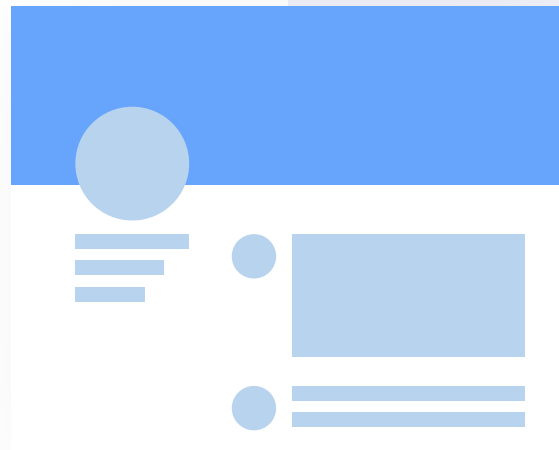
Maximum file size: 2MB.

Image types include: JPG, GIF or PNG.



Twitter cover image size:

1500px x 500px



Twitter post image size:

1200px x 675px



All recommended sizes are the minimum, choose a higher resolution at the same scale for better quality.

Twitter card image size:

1200px x 628px



Twitter video sizes:

720px x 720px (square)

1280px x 720px (landscape)

720px x 1280px (portrait)

Maximum length: 140 seconds.



Twitter ad image size:

1200px x 675px

Twitter ad video size:

[see Twitter video sizes ^](#)



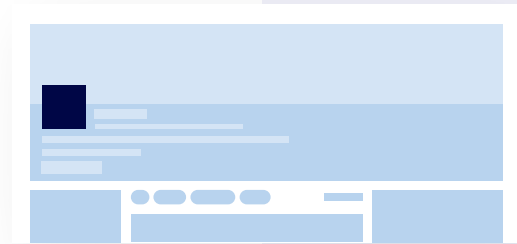
All recommended sizes are the minimum, choose a higher resolution at the same scale for better quality.

Company page

LinkedIn company profile image size:

300px x 300px

We recommend company logo.



LinkedIn company cover image size:

1536px x 768px

Repeat pattern works well for this size.



LinkedIn dynamic ads size:

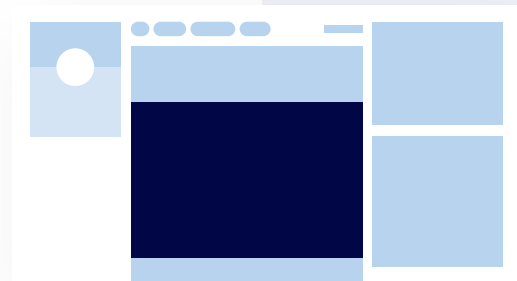
100px x 100px

(company logo)



LinkedIn sponsored content image size:

1200px x 628px

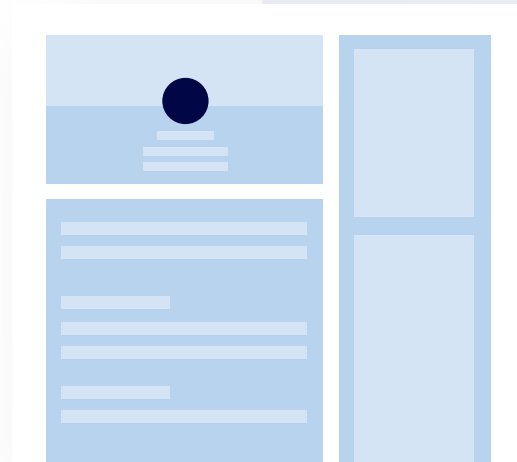


All recommended sizes are the minimum, choose a higher resolution **at the same scale** for better quality.

Personal page

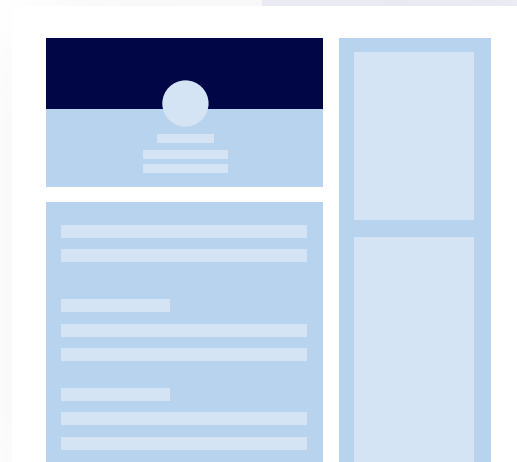
LinkedIn personal profile image size:

300px x 300px



LinkedIn personal background image size:

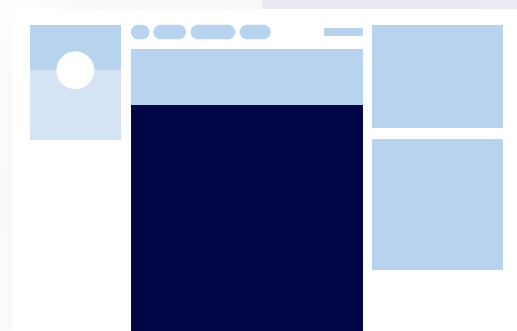
1584px x 396px



LinkedIn post image size:

1200px x 1200px (desktop)

1200px x 628px (mobile)

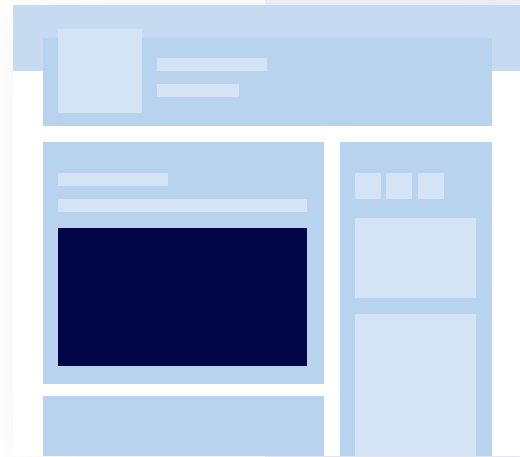


All recommended sizes are the minimum, choose a higher resolution **at the same scale** for better quality.

Personal page

LinkedIn link post image size:

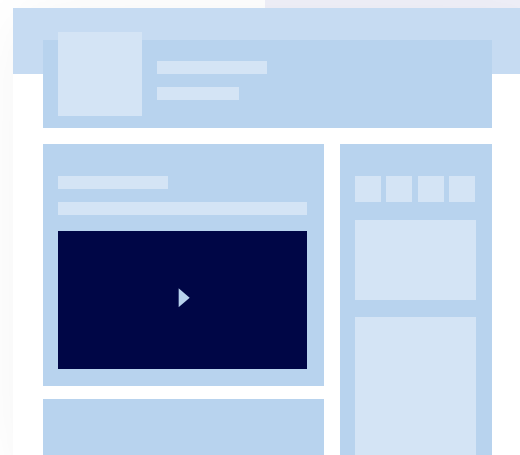
1200px x 628px



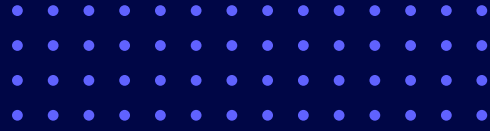
LinkedIn video size:

256px x 144px (minimum) 4096px
x 2304px (maximum)

Maximum length: 10 minutes



All recommended sizes are the minimum, choose a higher resolution **at the same scale** for better quality.



**Thanks for downloading,
we hope it helped.**

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to succeed online

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