



2025 SOCIAL MEDIA IMAGE GUIDELINES



X (formerly known as Twitter)



HEADER PHOTO
1500 × 500

PROFILE PHOTO
400 × 400

IN-STREAM PHOTO
1600 × 900
(16:9 ratio)



Facebook



COVER PHOTO
851 × 315

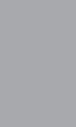
PROFILE PHOTO
170 × 170

SHARED IMAGE
1200 × 1200
or 1200 × 630

SHARED LINK
1200 × 630



Instagram



PROFILE PHOTO
320 × 320

PHOTO SIZE
1080 × 1080

STORIES
Videos & Images
1080 × 1920

SHARED VIDEO
1080 × 864



Pinterest



PROFILE PHOTO
165 × 165

PROFILE COVER PHOTO
800 × 450

PIN SIZE
1000 × 1500

SQUARE PIN SIZE
1000 × 1000



LinkedIn



COVER IMAGE
1584 × 396
(INDIVIDUAL PAGE)

PROFILE IMAGE
800 × 800

COVER IMAGE
1128 × 191
(COMPANY PAGE)

COMPANY LOGO
300 × 300

SHARED IMAGE
1200 × 627



YouTube



YOUTUBE BANNERS
2048 × 1152

CHANNEL PROFILE PHOTO
800 × 800

VIDEO TITLE 100 CHARACTERS

THUMBNAIL VIDEO SIZE
1280 × 720

VIDEO DESCRIPTION
5000 CHARACTERS



TikTok



PROFILE PHOTO
200 × 200

VIDEO
1080 × 1920



Snapchat



VIDEO
1080 × 1920

COVER IMAGE
1500 × 500

PROFILE IMAGE
400 × 400

IN-STREAM PHOTO
1200 × 630
(1.91:1 ratio)



CREATING CONTENT FOR BRANDS IS OUR PASSION. WE'D LOVE TO HELP.
CONTACT US AT SOCIAL@STIRSTUFF.COM TO GET STARTED.

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