

HOW TO MAKE The Best Social Media Images *The Easy Way*

We're only given a limited space to capture our audience's attention, so let's use every pixel we're given. Let's begin!

Facebook

Recommended Image Sizes

FOR SOCIAL POSTING

1200 by 630px

PROFILE PHOTO: 180 by 180px

COVER PHOTO: 828 x 315px

SHARED PHOTO: 1200 by 630px

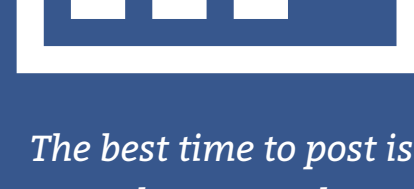
SHARED LINK: 1200 by 630px



Use links back to your content in each social image post.



Use multiple images whenever possible.



The best time to post is Saturday or Sunday at 12–1 p.m.

Twitter

Recommended Image Sizes

FOR SOCIAL POSTING

506 by 253px

PROFILE PHOTO: 400 by 400px

HEADER PHOTO: 1500 by 500px

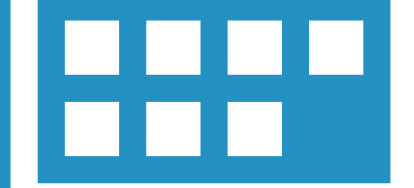
IN-STREAM PHOTO: 506 by 253px



Use images in every single tweet.



Use the correct size for optimal clarity.



The best time to tweet is Wednesday at 12–1 p.m. or 5–6 p.m.

LinkedIn

Recommended Image Sizes

FOR SOCIAL POSTING

531px wide

BANNER IMAGE: 646 by 220px

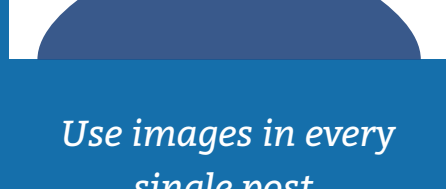
STANDARD LOGO: 400 by 400px

HERO PHOTO: 974 by 330px

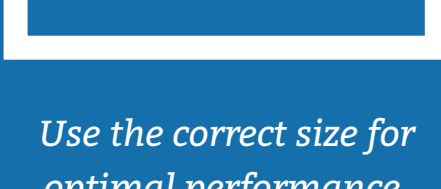
PROFILE PHOTO: 400 by 400px

BACKGROUND: 1000 by 425px

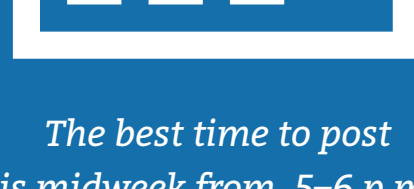
POSTING IMAGE: 531px wide



Use images in every single post.



Use the correct size for optimal performance.



The best time to post is on midweek from 5–6 p.m.

Pinterest

Recommended Image Sizes

FOR SOCIAL POSTING

600 by 1102px

PROFILE PHOTO: 165 by 165px

PIN BOARD LARGE THUMBNAIL: 400 by 400px

PIN BOARD SMALL THUMBNAIL: 55 by 55px

PINS ON MAIN PAGE: 238px wide

PINS EXPANDED: 600px wide

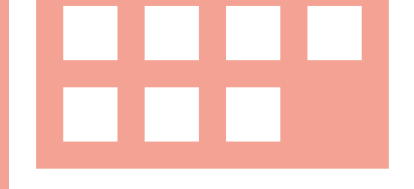
ENLARGED PIN: 500px wide



Always include a link back to your content.



Use the correct size for optimal performance.



The best time to post is on Saturday from 8–11 p.m.

Instagram

Recommended Image Sizes

FOR SOCIAL POSTING

1080px wide

PROFILE PHOTO: 110 by 110px

PHOTO THUMBNAILS: 161 by 161px

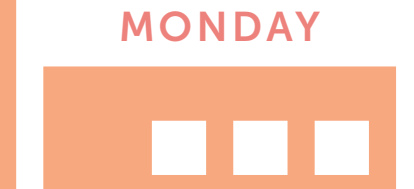
IN APP THUMBNAIL: 1080 by 1080px



Always include a link back to your content in your bio.



Use images that are 1080px wide for the highest resolution.



The best time to post is on Monday from 2–3 p.m. or 8–9 p.m.

Google+

Recommended Image Sizes

FOR SOCIAL POSTING

518px wide

PROFILE PHOTO: 250 by 250px

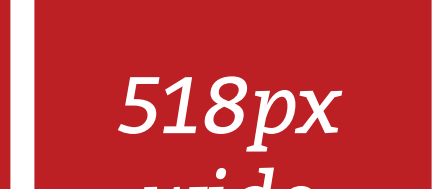
COVER IMAGE: 1080 by 608px

SHARED IMAGE: 518px wide

SHARED LINK THUMBNAIL: 150 by 150px



Use the .png file format rather than the .jpeg format for highest clarity.



Use images that are 518px wide for the highest resolution.



The best time to post is on workdays from 9–11 a.m.

Now you're all set to make the best social media images with the most optimal sizes!