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Social Media Banner Size Cheat Sheet

Common banner and image sizes in pixels. Design at these sizes, or larger with the same proportions.

Facebook

Placement	Pixels (w x h)
Cover photo	**820 x 312**
Event cover	**1920 x 1005**
Group cover	**1640 x 856**

Instagram

Placement	Pixels (w x h)
Profile picture	**320 x 320**
Square post	**1080 x 1080**
Portrait post	**1080 x 1350**
Landscape post	**1080 x 566**
Story	**1080 x 1920**

LinkedIn

Placement	Pixels (w x h)
Personal banner	**1584 x 396**
Company page banner	**1128 x 191**
Hero image	**1128 x 376**
Story	**1080 x 1920**

X (Twitter)

Placement	Pixels (w x h)
Header photo	**1500 x 500**
In-stream photo	**440 x 220**

YouTube

Placement	Pixels (w x h)
Channel art	**2560 x 1440**
Video thumbnail	**1280 x 720**

Pinterest

Placement	Pixels (w x h)
Pin image	**1000 x 1500**
Profile picture	**165 x 165**

Google Business Profile

Placement	Pixels (w x h)
Cover photo	**1024 x 576**
Profile picture	**250 x 250**

Other

Placement	Pixels (w x h)
Etsy shop banner	**3360 x 840**
Reddit banner	**1200 x 400**
Twitch profile banner	**1200 x 480**

Platforms change their layouts from time to time, so check the platform before you finalize a design. Keep key text and logos away from the edges, because phones crop banners differently. Need banners designed? See cobanner.com/buy/custom-banner-design/ or email hello@cobanner.com.