

# Social Media Image Sizes



**Header:** Landscape 1500 x 500px  
**Profile image:** Square 400 x 400px  
**Photo Size:** Landscape 1024 x 512px  
**Video Size:** Landscape 1280 x 720px or Square 720 x 720px  
 140secs max



**Profile image:** Square 110 x 110px  
**Photo:** Square 1080 x 1080px  
**Video:** Square 1080 x 1080px  
 60secs max  
**IG Stories:** Portrait 1080 x 1920px  
 15secs max  
**IGTV:** Portrait 1080 x 1920px  
 10mins max



**Cover:** Landscape 820 x 312px  
**Profile image:** Square 180 x 180px  
**Photo:** Square 1080 x 1080px  
 or Landscape 1200 x 630px  
**Video:** Square 1080 x 1080px or  
 Landscape 1200 x 630px 120mins  
 max



**Channel cover image:** Landscape  
 2560 x 1440px  
**Profile image:** Square 800 x 800px  
**Video Size:** Minimum HD  
 Landscape 1280 x 720px



**Company cover image:** Landscape  
 1536 x 768px  
**Logo:** Square 300 x 300px  
**Photo:** Square 1200 x 1200px or  
 Landscape 1200 x 628px

## Top Tips

- Tweets with images get retweeted 150% more than those without
- On Instagram, 75% of all users are aged 18-24 - perfect for students/prospective students
- Instagram posts with at least one hashtag gain 12.6% more engagement and posts that include another handle gain 56% more engagement.