

EZY Social Platform Sizing Guide

Your go-to reference for social media
image sizes.



Facebook

- **Profile Photo** 320 x 320 px
- **Cover Photo** 851 x 315 px
- **Post Images** 1080 x 1350 px (vertical) or 1080 x 1080 px (square)



LinkedIn

- **Company Logo** 400 x 400 px
- **Personal Banner** 1584 x 396 px
- **Business/Company Banner** 1128 x 191 px
- **Post Images** 1200 x 627 px (Landscape) or 1080 x 1350 px (Vertical)



Pinterest

- **Profile Image** 165 x 165 px
- **Board Covers** 600 x 600 px
- **Standard Pins** 1000 x 1500 px (2:3 ratio)



X

- **Profile Image** 400 x 400 px
- **Banner Image** 1500 x 500 px
- **Post Image** 1200 x 675 px (16:9 ratio to avoid timeline cropping).



YouTube

- **Channel Profile** 800 x 800 px
- **Custom Thumbnails** 1280 x 720 px
- **Channel Cover (Banner)** 2560 x 1440 px
(Keep text in the center 1546 x 423 px "safe zone")
- **Shorts:** 1080 x 1920 px



Instagram

- **Profile Image** 320 x 320 px (circles)
- **Vertical Feed Standard** 1080 x 1440 px (3:4 ratio) — *The new 2026 favorite!*
- **Square Post:** 1080 x 1080 px
- **Stories & Reels:** 1080 x 1920 px (9:16 ratio)



Threads

- **Profile Images** should be 110 x 110 pixels.
- **Video Size** look best at 1080 px or ratios 16:9 or 1:1
- **Post Images** 1080 x 1080 px or a 1:1 aspect ratio