



CHEAT SHEET 2022




SOCIAL MEDIA

IMAGE SIZES



OVERVIEW

OPTIMAL SIZE GUIDELINES FOR POPULAR B2B SOCIAL MEDIA PLATFORMS

	Profile picture	Cover photo	Image post	Story post	Video post
	400 x 400 px	1128 x 191 px	1200 x 627 px	1080 x 1920 px	Max. 4096 x 2304 px
	400 x 400 px	1500 x 500 px	1200 x 675 px	na	1280 x 720 px
	180 x 180 px	820 x 312 px	1200 x 630 px	1080 x 1920 px	1280 x 720 px
	110 x 110 px	na	1080 x 1080 px	1080 x 1920 px	1080 x 1080 px



TOP TIPS

BONUS TIPS TO HELP WITH YOUR SOCIAL MEDIA POSTS



Image sizes are shown in pixels but if you maintain the right aspect ratio, you can use larger images which is always better for HD displays.

TEST, TEST, TEST - posting times, days, visuals, word counts



The maximum LinkedIn video length is 10 minutes.



Using a featured image and link preview from your website? Check and refresh your images using [LinkedIn Post Inspector](#).

TOP TIPS

BONUS TIPS TO HELP WITH YOUR SOCIAL MEDIA POSTS



Using a featured image and link preview from your website? Check and refresh your images using [Twitter Card Validator](#).

If you get engagement - respond and interact!

Videos can be square, landscape or portrait:
720 x 720 px (square), 1280 x 720 px (landscape), 720 x 1280 px (portrait)

The maximum Twitter video length is 2.3 minutes.



TOP TIPS

BONUS TIPS TO HELP WITH YOUR SOCIAL MEDIA POSTS



Using a featured image and link preview from your website? Check and refresh your images using [Facebook Sharing Debugger](#).



Add a clear CTA and try to use questions within your copy to encourage engagement.



The maximum Facebook video length is 240 minutes, but recommends 15 seconds.

Facebook now have a reels feature (like TikTok) and is 1080×1350 px.

