

PLANN

The Social Media
**DIMENSIONS
CHEATSHEET**

**YOUR GUIDE TO THE RIGHT
DIMENSIONS FOR EVERY PLATFORM**



Introduction

EVER HEARD THE EXPRESSION ‘NEVER PUT ALL YOUR EGGS IN ONE BASKET?’

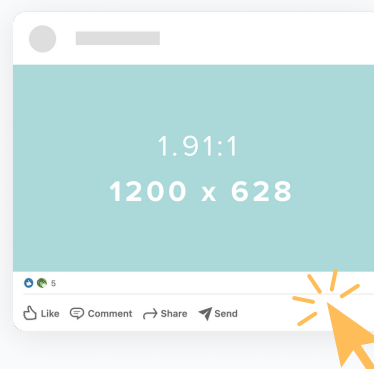
Well, it definitely rings true when it comes to social media! By repurposing your content across multiple platforms — whether it's Instagram Reels and TikTok or Facebook and LinkedIn — you can diversify your content efforts and reach a far wider audience.

That said, the different image and video dimension sizes across various platforms can make cross-posting a little harder.

There's nothing worst than filming a TikTok video and reposting it to Instagram, only to realise that the text captions are completely cut off. Or, creating a beautiful graphic for a Facebook ad, but finding the dimensions are completely unusable for anything other than an in-feed ad!

The good news is, you don't have to be a professional graphic designer to make your content work across every platform.

In this guide, we're running through all the image dimension sizes you need to know for social media in 2021, spanning Instagram, Facebook, LinkedIn and TikTok! By keeping this cheat sheet at the ready, you can make sure your social media images and videos always look fabulous, in-frame and blur-free!



**CLICK ANY OF THE DIMENSIONS
GRAPHICS THROUGHOUT THIS GUIDE
TO GET A FREE CANVA TEMPLATE
READY TO BE USED!**



**STAY IN TOUCH
THROUGH INSTAGRAM**



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**ARE YOU UP TO DATE
WITH THESE CHANGES?**

FACEBOOK



Dimensions in 2021

For picture uploads to your personal timeline or a Facebook business page, the maximum width is always 492px. The height will change depending on the orientation of the image.

For example:

- Square: 492px by 492px
- Portrait: 492px by 738px
- Landscape: 492px by 276px

When you're uploading multiple images into Plann or straight into Facebook, the grid layout size is determined by the first image in the sequence.

For example, if the first image is square, and the second is a portrait, Facebook will display both images at 492px by 492px in the timeline.

LANDSCAPE
492px x 276px

FACEBOOK IMAGE
UPLOAD DIMENSIONS

SQUARE
492px x 492px

PORTRAIT
492px x 738px

FACEBOOK PROFILE PICTURE AND PAGE DIMENSION SPECS

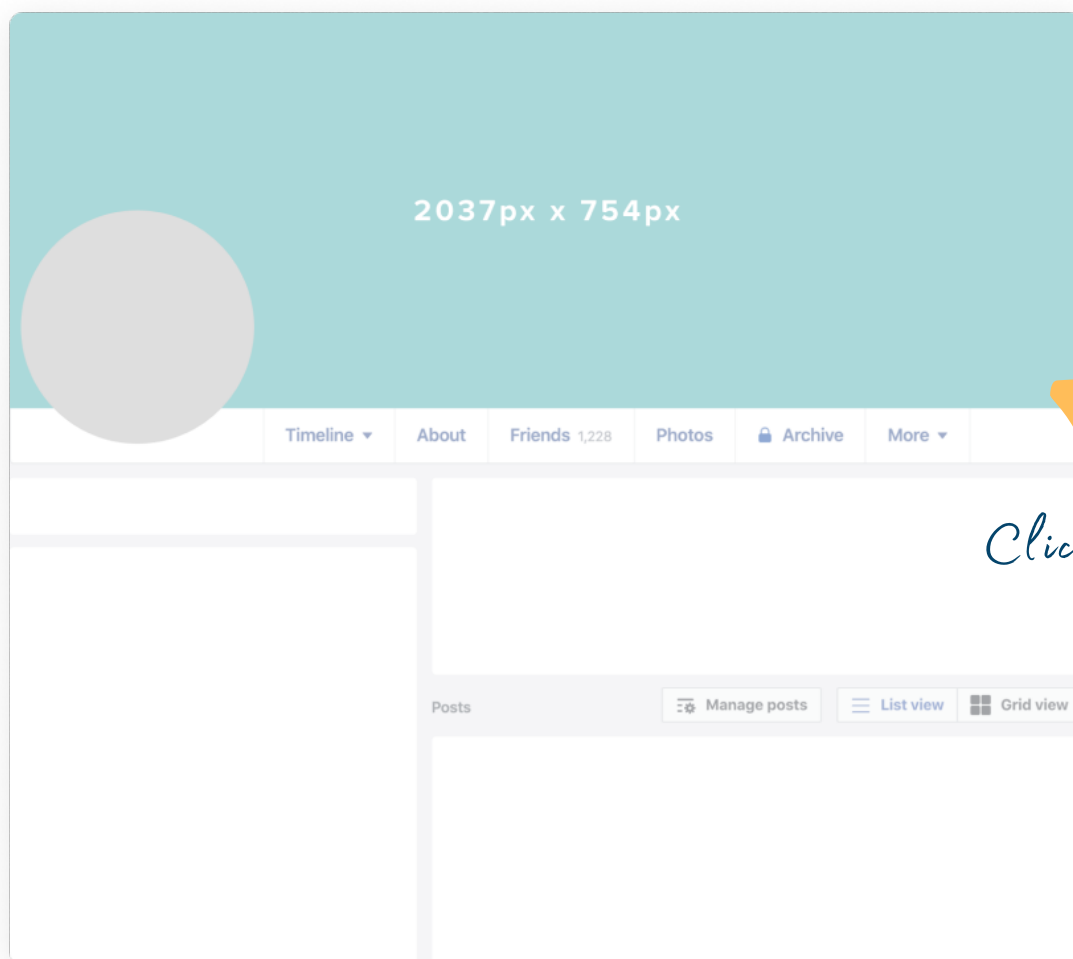
The 2021 dimensions for a profile picture is 168px by 168px or a ratio of 1:1.

But that doesn't mean you need to upload an image with such small dimensions. The highest resolution Facebook allows for profile pictures is 2048px by 2048px.

By creating a profile picture with the highest resolution, you'll always look pixel-perfect whether someone sees your picture on their timeline or is stalking your profile.

FACEBOOK PROFILE COVER PHOTO DIMENSION SPECS

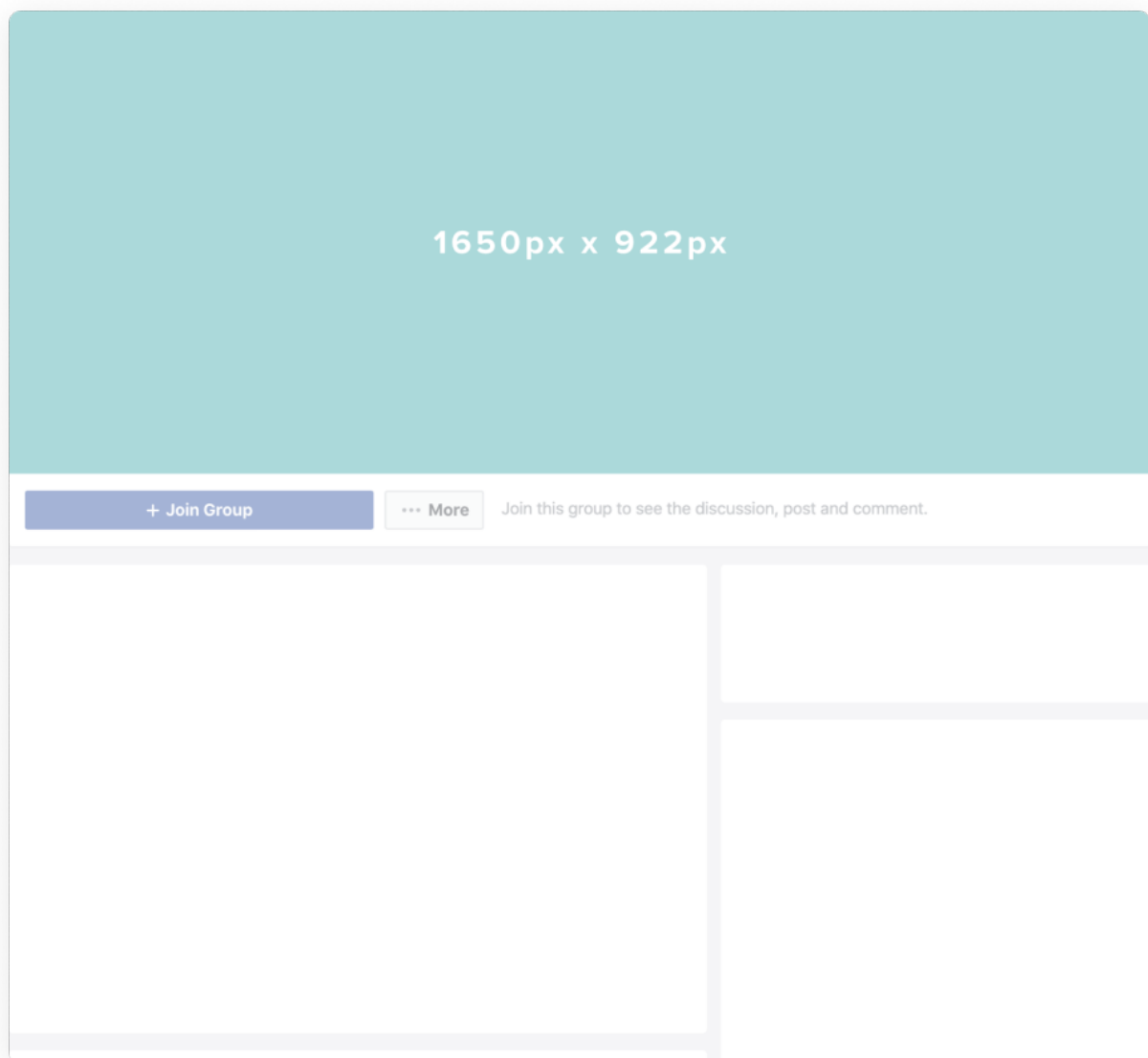
For the best results and zero pixelation in sight, create a cover image with the dimensions of 2037px by 754px. It will give you the best quality results whether you're viewing your profile on a phone, iPad or desktop.



FACEBOOK GROUP COVER DIMENSION SPECS

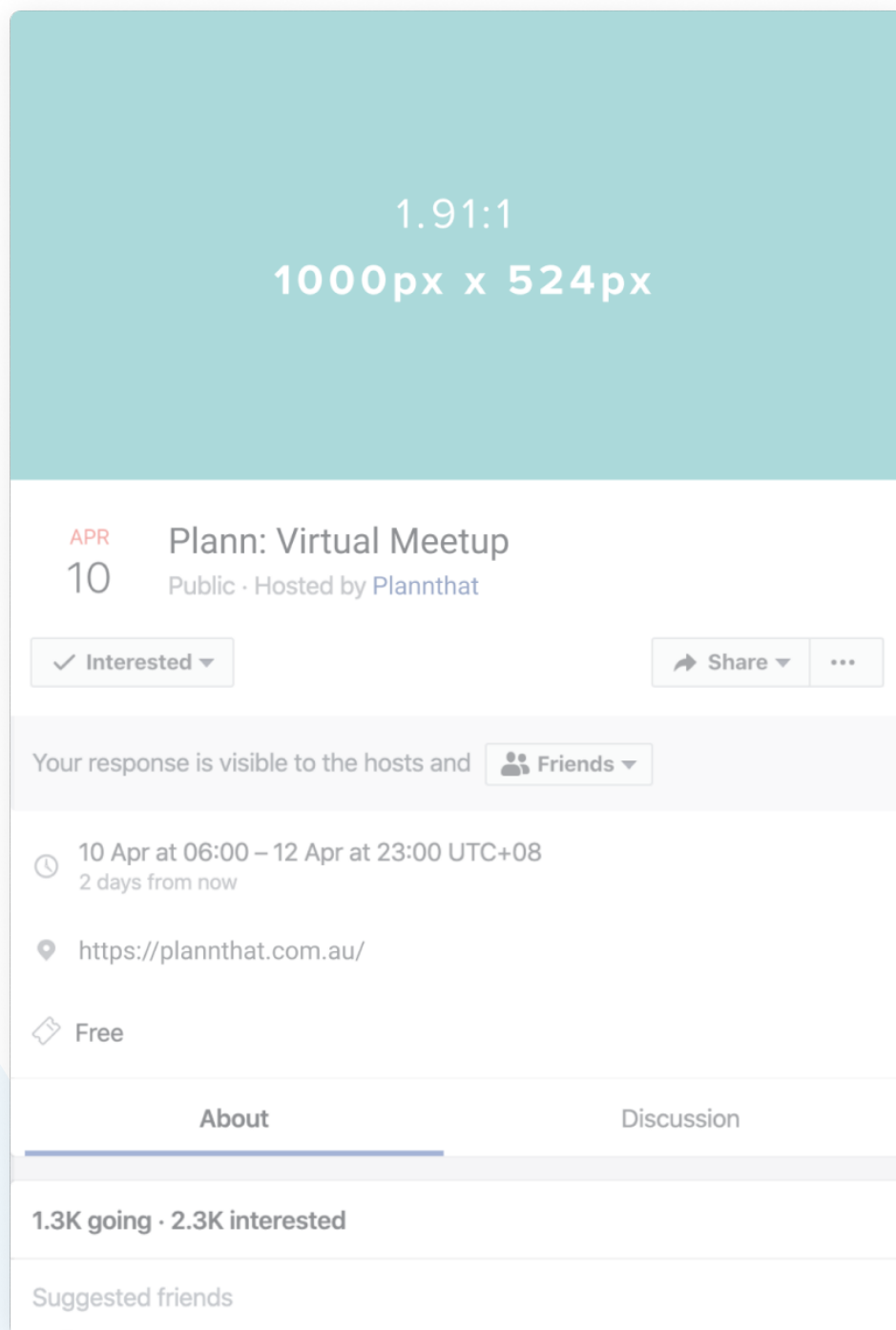
To make sure your cover image will display on all retina displays, create a picture with the maximum dimensions of 1640px by 922px.

Tip: When designing your cover photo for your Facebook group, keep all the important elements in the viewable area!



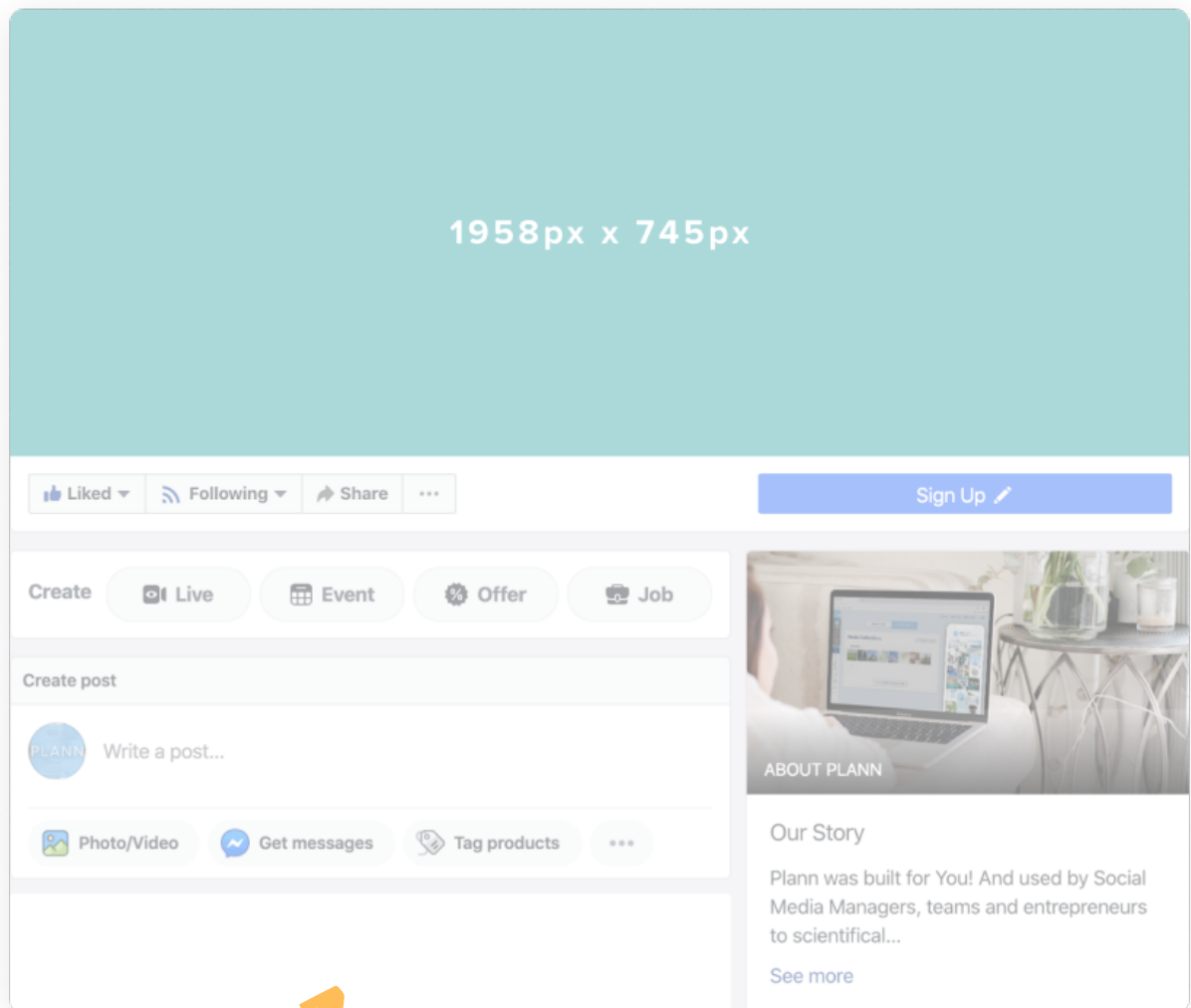
FACEBOOK EVENT COVER DIMENSION SPECS

When creating your Facebook event cover image, upload an image that's 1000px by 524px with an aspect ratio of 1.91:1.



FACEBOOK BUSINESS PAGE COVER DIMENSION SPECS

The minimum size you can upload is 820px by 312px. However, you should create images with the dimensions of 1958px by 745px for high resolution.



**REMEMBER TO CLICK ME FOR A
FREE CANVA TEMPLATE!**

FACEBOOK LINK DIMENSION SPECS

In the past, you could customise the image for your link before posting. Since Facebook has removed this option, the link post image is automatically pulled from the website.

So if your dimensions are wack on your blog post, the link image won't fit the box, or it might pull through an image you don't like.

To solve this, you need to make sure you have an HTML markup known as Open Graph on your site (it tells Facebook which image it should use) and an image with the correct dimensions.

For a high-resolution image, you want a link post image with dimensions of 1200px by 628px.



FACEBOOK AD DIMENSIONS

There are TONS of different Facebook Ads. While most of the formats use the same image size and ratio, there are a few that differ.

Here are all the Facebook Ad formats with their dimensions:

FACEBOOK PAGE LIKES CAMPAIGN IMAGE SIZES

Image size: 1200 x 444 px
Image ratio: 1.9:1

FACEBOOK OFFERS PHOTO SIZES

Image size: 1200 x 628 px
Image ratio: 1.9:1

LEAD GENERATION AD PHOTO SIZES

Image size: 1200 x 628 px
Image ratio: 1.9:1

CLICKS TO WEBSITE ADS IMAGE SIZES

Image size: 1200 x 628 px
Image ratio: 1.9:1

FACEBOOK APPS IMAGE SIZES

Image size: 1200 x 628 px
Image ratio: 1.9:1

FACEBOOK AD CAROUSEL PHOTO SIZES

Image size: 600 x 600 px
Image ratio: 1:1



INSTAGRAM



Dimensions in 2021

Are Instagram Stories dimensions driving you up the proverbial wall?

Do you feel completely baffled by the fact that your post displays differently on an Android or iPhone device?

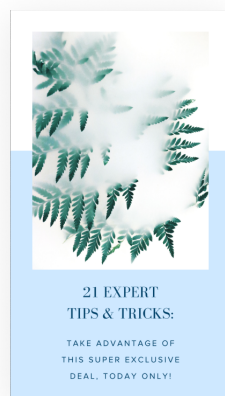
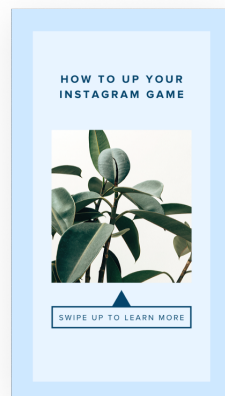
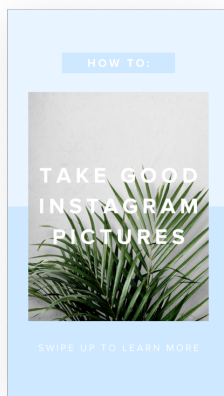
We've got you covered with the correct dimensions for your feed, stories, Reels and IGTV.

INSTAGRAM STORY DIMENSIONS

You don't need math wizardry to figure out the perfect Instagram Story size.

Whether you want to post an image, video or ad, the dimensions are straightforward and stay the same.

Dimensions:	1080px by 1920px
Aspect ratio:	9:16
Minimum resolution:	600px by 1067px
Minimum image size:	30 MB
Max video size:	4 GB
Video format:	MP4 or MOV

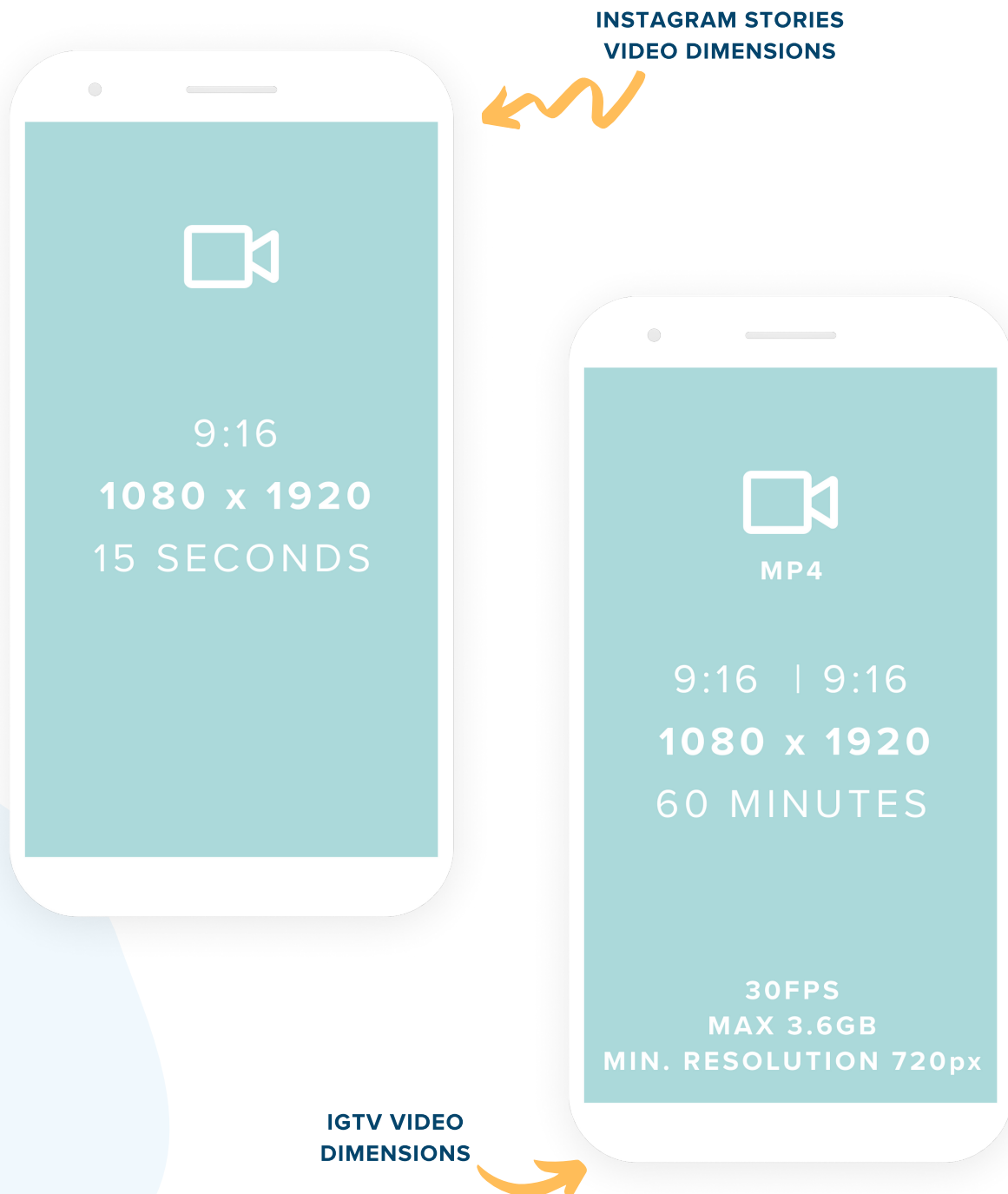


Click Me!
I HAVE 16 PRE-MADE
TEMPLATES TO
CHOOSE FROM!

INSTAGRAM IGTV DIMENSION SPECS

While the ratio aspect for IGTV is the same as stories (9:16), it's important to note when you're filming that the dimensions are different (1080 x 1092).

IGTV videos also have a minimum resolution of 720 px.



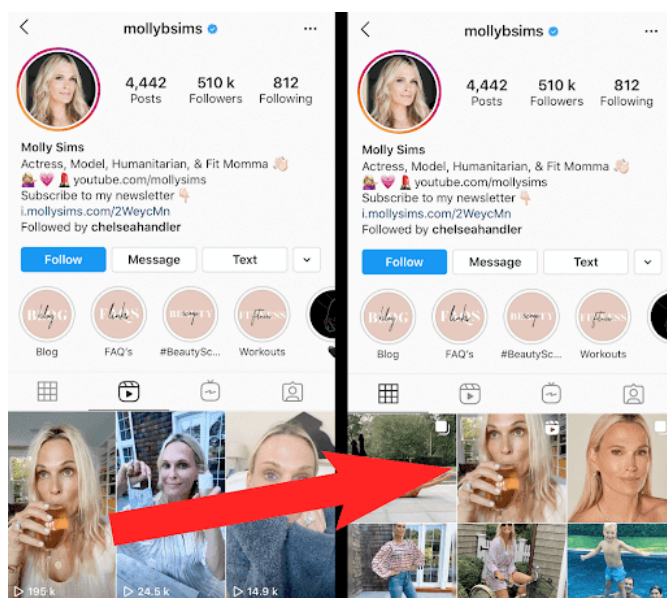
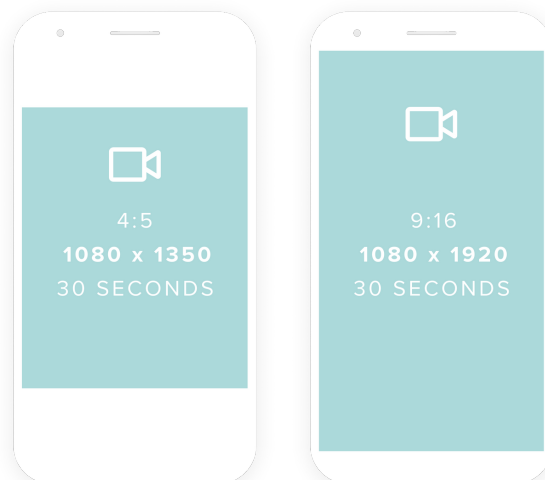
INSTAGRAM REELS DIMENSION SPECS

Instagram Reels are designed to be viewed as 9:16 (1080 X 1920) or vertically full screen, which is the exact same format as Instagram Stories you're already familiar with.

It's perfect for your full-body visual of your dance challenge. BUT, when Reels appear in the newsfeed they are displayed in a 4:5 ratio, more commonly known as 'portrait' (1080 X 1350)

What does this mean? Well, when displayed in the Reels newsfeed, it will crop the top 15%, and the bottom 15% off your Reels video. So, you'll want to ensure the main visual of your content is lined up within the 4:5 ratio area, and that it's perfectly centred in the middle of the 9:16 screen.

When the video appears in the Reels News Feed, it is still appealing to watch and not cropping heads off, while also still remaining perfect in the intended ratio of 9:16 in the Reels library.



AN INSTAGRAM REELS GALLERY VS AN INSTAGRAM GRID GALLERY

Another important point about Reels videos is optimizing the size of your thumbnail. We highly recommend creating your own thumbnail and uploading it, opposed to choosing a still from the video, especially if you are choosing to share your Reels thumbnails directly to your Instagram grid.

The same thumbnail could appear in two places, and at two drastically different ratios. The first, in the gallery of your profile, which is a square 1:1 ratio (your Instagram grid), and the second within the Instagram Reels gallery, also within your profile but as a 9:16 ratio.

The 1:1 square thumbnail pulls from the exact centre of the full screen 9:16 ratio view, which means if you have any text on your thumbnail, you want it to be completely in or out of this section. No in-between!



Dimensions in 2021

TikTok video dimensions are 1080×1920. They should have an aspect ratio of 9:16. While you can also use 1: or horizontal videos, it won't take up the whole screen so you'll likely see borders around your video.

TikTok videos can be up to 287.6 MB in size for iOS, or 72 MB on Android. For ads, it can be up to 500 MB.



Click Me!

LINKEDIN



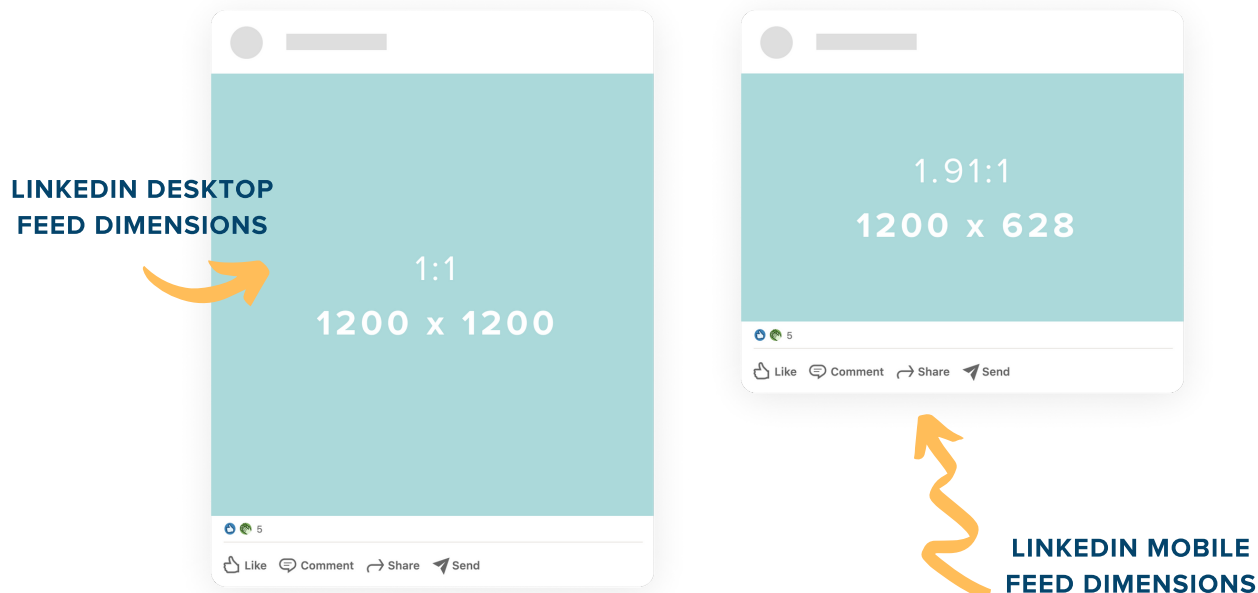
Dimensions in 2021

In case you missed it, LinkedIn is officially cool now! The platform is expanding beyond just a professional networking platform to offer an ever-increasing array of content creation features — including LinkedIn stories and carousels. Here's what you need to know to get your content looking profesh and polished.



LINKEDIN FEED POST DIMENSION SPECS

On LinkedIn, the optimal feed post size is 1200 x 1200 for desktop and 1200 x 628 for mobile. If you're posting a link to a blog post, the best dimensions are 1200 x 628.



LINKEDIN VIDEO DIMENSIONS

If you're posting a video natively on LinkedIn, the optimal video size is a minimum of 256 x 144 pixels and a maximum of 4096 x 2304 pixels. The maximum video length is 10 minutes.



LINKEDIN STORIES DIMENSION SPECS

The dimensions for LinkedIn stories is the same as Instagram stories at 1080 x 1920 pixels, which makes it nice and easy to repurpose your content!

LINKEDIN CAROUSEL DIMENSIONS



LINKEDIN STORIES DIMENSIONS

LINKEDIN CAROUSEL DIMENSION SPECS

With carousels, there are a few different numbers you need to pay attention to, in order to optimize your content. The maximum image dimension for carousel cover images is 6012 x 6012 pixels. For the individual images in your carousels, it's best to make them 1080 x 1080 pixels with a 1:1 aspect ratio. The headline text for each image card is also a maximum of two lines before being truncated.

LINKEDIN BUSINESS PAGE IMAGE DIMENSION SPECS

To optimize your LinkedIn Business pages' cover image, be sure to resize your image to the dimensions 1536 x 769 pixels.

Ready?

CREATE GRAPHICS AND VIDEOS WITH THE RIGHT DIMENSIONS WITH PLANN X CANVA IN SECONDS

Whether you want to cross-post your videos across multiple apps or get your graphics looking great on every platform, resizing can be quick and painless.

With Plann's Canva integration you can access templates with the right dimensions for every social media platform, to make sure you get it right every time. If you have a Canva Pro subscription, you can even use the magic resize button to instantly transform your graphics to the right specs with the click of a button!

[Get started with Plann's free 7-day trial!](#)

**START DESIGNING
TODAY, WITH CANVA
INSIDE PLANN!**

