

Image & Video Social Media Specs Cheat Sheet



Image and video specs for profile and content posting

Post “platform perfect” content

Keep all of your content (both image & video files) aligned with the correct specs for that specific channel. This best practice will ensure best representation of your content regardless of the channel.



2023 Social Media Image Sizes



	Instagram	Facebook	Twitter	LinkedIn	TikTok	YouTube
Profile photo	320 x 320	170 x 170	400 x 400	400 x 400	200 x 200	800 x 800
Cover/Banner Photo	N/A	851 x 315*	1500 x 1500	1128 x 191	N/A	2048 x 1152
Landscape Post Img	1080 x 566	1200 x 630	1600 x 900	1200 x 627	1920 x 1080	N/A
Portrait Post Img	1080 x 1350	630 x 1200	1080 x 1350	627 x 1200	1080 x 1920	N/A
Square Post Img	1080 x 1080	1200 x 1200	1080 x 1080	1080 x 1080	1080 x 1080	N/A
Stories	1080 x 1920	1080 x 1920	N/A	N/A	1080 X 1920	N/A

*Recommended specs are 851 x 315. Desktop specific sizing is 820 x 312, and Mobile specific sizing is 640 x 360.

Have Questions?

We are here to help – call 416.788.6153 or via email at hello@think3creative.com

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2023 Social Media Video Specs



Video Resolution	Landscape: 1920 x 1080 Square & Stories: 1080 x 1080 Vertical: 1080 x 1350	1080 x 1920	Landscape: 1280 x 720 Portrait: 720 x 1280 Square: 720 x 720	256 x 144, 4096 x 2304	1080 x 1920	Varied specs – See YouTube spec guide
Aspect Ratio	9:16**	16:9, 1:1	16:9, 1:1 Recommended: 1:1	1:2.4, 2.4:1	9:16, 1:1 or 16:9	Varied Ratios – See YouTube spec guide
Time Limit	Post Grid: Up to 10 min Stories: 1 min Reels: Up to 90 sec	240 min (4 hrs) Recommended: 3 min	2 min 20 sec (140 sec)	Up to 10 min	Up to 10 min	Up to 12 hrs
File Size	Up to 4GB	Up to 10GB	Up to 512MB	75MB to 5GB	Android Users: 72MB iOS Users: 287MB	128GB
File Type	MP4 or MOV	MP4	MP4 or MOV	MP4	MP4	MP2 or MP4

**Keep in mind that Instagram Reels are cropped to a 1:1 image in your profile feed and a 4:5 image in the home feed.

We hope this has helped you know more about all of the varying social media image and video specs. If you have questions, send us an email at hello@think3creative or call 416.788.6153 – we are here to help!

**Social Media should be an effective tool, not a hard task...
Think3 Creative will make your digital marketing shine.**

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