

Content Publishing Guidelines

Note: Templates and guidelines include recommended dimensions, unless otherwise specified.



Facebook	Max file size	Dimensions	Supported formats	Note
Profile				
Profile picture Display size – smartphones	25 MB	180 x 180 px 128 x 128 px	jpg. png. tiff	Minimum 170 x 170 px
Cover image Display size – desktop Display size – smartphones	1024 MB	851 x 315 px 820 x 312 px 640 x 360 px	jpg. png. tiff	Minimum 400 x 150 px
Post				
Image	25 MB	1200 x 900 px	jpg. png. tiff	Minimum 470 x 470 px
Highlighted image	25 MB	1200 x 717 px	jpg. png. tiff	
Link image Rectangular image Square image	25 MB	1200 x 628 px Min. 470 x 246 px Min. 154 x 154 px	jpg. png. tiff	
Event image	25 MB	1920 x 1080 px	jpg. png. tiff	Minimum 470 x 174 px
Video				
Video	1024 MB	1280 x 720 px	*	Minimum 600 px wide
Video thumbnail	1 MB	1200 x 675 px	jpg. png	Minimum 470 x 470 px
<small>* 3g2, 3gp, 3gpp, x-ms-asf, x-msvideo, dat, divx, dv, f4v, x-flv, m2ts, x-m4v, x-matroska, mod, quicktime, mp4, mpe, mpeg, mpeg4, mpg, mts, nsv, ogm, ogv, qt, tod, MP2T, vob, wmv, x-ms-wmv</small>				
Ad				
Image ad *	25 MB	1200 x 628 px	jpg. png. tiff	Minimum 600 x 600 px
Video ad Square	25 MB	1280 x 720 px 600 x 600 px (minimum)	jpg. png. tiff	Minimum 600 x 315
Story ad	25 MB	1080 x 1920 px	jpg. png. tiff	Minimum 600 x 600 px

* Applies to Facebook Feed ads, Right Column ads and Instant Articles

Instagram	Max file size	Dimensions	Supported formats	Note
Profile picture	8 MB	180 x 180 px	jpg. png. tiff	Minimum 110 x 110 px
Image	1024 MB	1080 x 1080 px	jpg. png. tiff	Minimum 510 x 510 px
Stories		1080 x 1920 px		Minimum 500 px wide
Video	1024 MB	600 x 600 px		All minimum sizes
Landscape		600 x 315 px		
Vertical		600 x 750 px		
Ad		Min. 500 px wide		

Twitter	Max file size	Dimensions	Supported formats	Note
Profile				
Profile picture	5 MB	400 x 400 px	jpg. png. webp	Minimum 200 x 200 px
Cover image	5 MB	1500 x 500 px	jpg. png. webp	Minimum 1263 x 421 px
Post				
Image	5 MB	1024 x 512 px	jpg. png. webp	Minimum 440 x 220 px
Gif	15 MB			
Card		1200 x 628 px	jpg. png. webp	
Video				
Video	512 MB	1280 x 720 px	mp4. mov	
Square		720 x 720 px		
Portrait		720 x 1280 px		
Ad				
Image ad *		1200 x 675 px		Minimum 600 x 335 px
Video ad		1280 x 720 px	jpg. png. tiff	
Square		720 x 720 px		
Portrait		720 x 1280 px		

LinkedIn	Max file size	Dimensions	Supported formats	Note
Private Profile				
Profile picture	10 MB	400 x 400 px	jpg. png	
Cover image	10 MB	1584 x 396 px	jpg. png	
Company Profile				
Company logo	10 MB	300 x 300 px	jpg. png	
Cover image	10 MB	1536 x 768 px	jpg. png	Minimum 1192 x 220 px
Post				
Image (desktop)	10 MB	1200 x 1200	jpg. png	
Mobile		1200 x 628 px		
Link image	10 MB	1200 x 628 px	jpg. png	
Video				
Video		Max. 4096 x 2304 px		Minimum 256 x 144 px
Ad				
Dynamic ad logo		100 x 100 px	jpg. png	
Sponsored content		1200 x 628 px	jpg. png	Minimum 400 px wide