

Image Cheat Sheet for Social



Each social network has its own dimensions for optimal image sizes. However, with the exception of Instagram and Pinterest, **the recommended Open Graph (OG) image size for Facebook can also be used for Twitter, LinkedIn and Google+.** *The OG image is the primary image that is used when sharing blog posts and articles on social networks.*

It's unnecessary to match the image size for every conceivable display option. Instead, create the largest version – typically 1200px wide – and each social network will automatically resize it without losing any clarity. If you have concerns about automated cropping, try to keep the focal point of your images in the center.



Open Graph: **1200 x 630 px**
Profile Image: **1000 x 1000 px**
Background: **828 x 315 px**



Open Graph: **1200 x 600 px**
Profile Image: **1000 x 1000 px**
Background: **1500 x 500 px**



Open Graph: **1200 x 733 px**
Profile Image: **1000 x 1000 px**
Background: **1584 x 396 px**



Open Graph: **1080 x 1080 px**
Profile Image: **1000 x 1000 px**
Background: **N/A**



Open Graph: **1200 x 600 px**
Profile Image: **1000 x 1000 px**
Background: **1080 x 608 px**



Open Graph: **800 x 1200 px**
Profile Image: **1000 x 1000 px**
Background: **N/A**