

pepper it.

authentic marketing

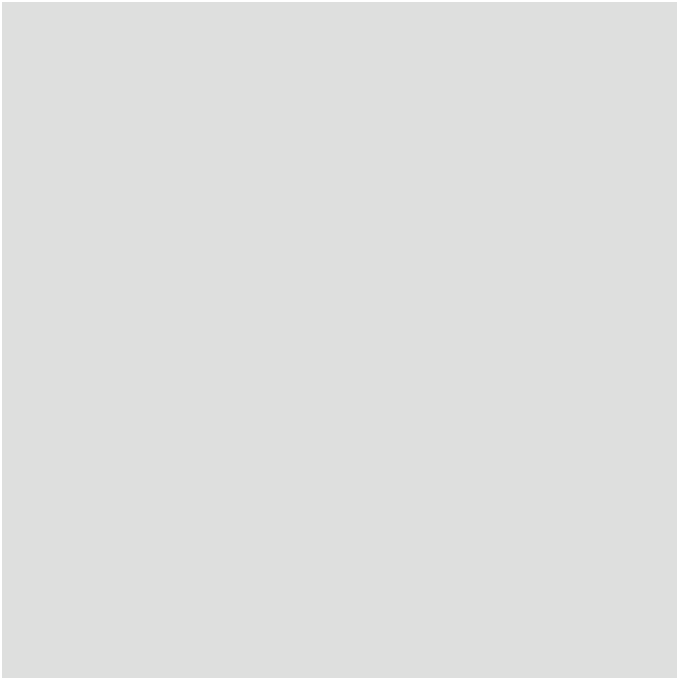
Social Media Size Guide.

Version 2: February 2021

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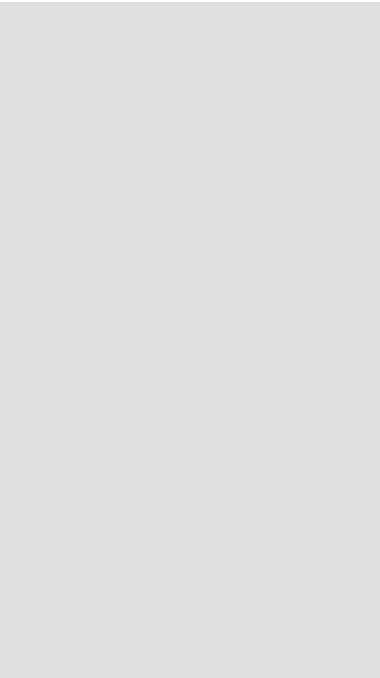
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Facebook



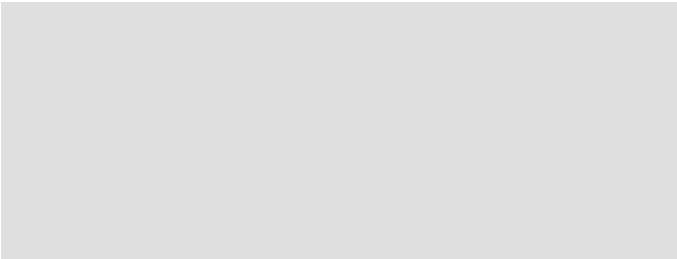
Facebook Post

Image: 1080 x 1080 / 1200 x 630
JPEG, PNG, GIF
Video: GIF / MP4 / MOV



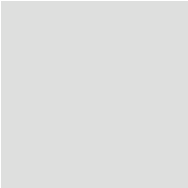
Facebook Stories

Image: 1080 x 1920
JPEG, PNG, GIF
Video: GIF / MP4 / MOV



Facebook Cover

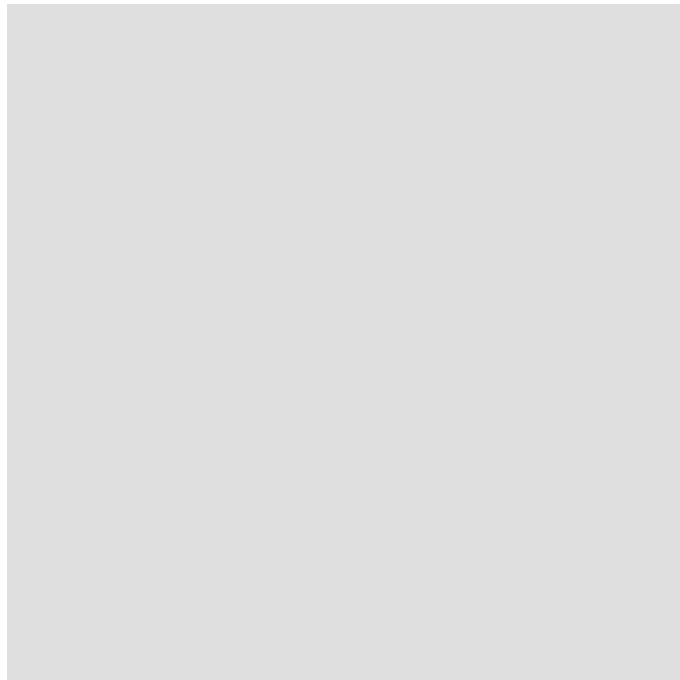
Image: Header: 820 x 312, Event: 1200 x 628
JPEG, PNG, GIF
Video: MP4 / MOV



Facebook Profile

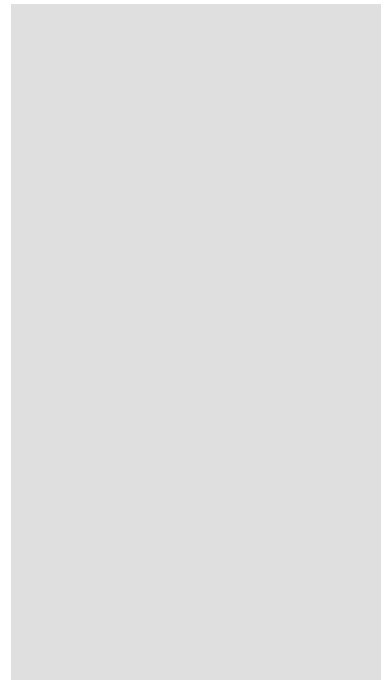
Image: 180 x 180
JPEG, PNG, GIF

Instagram



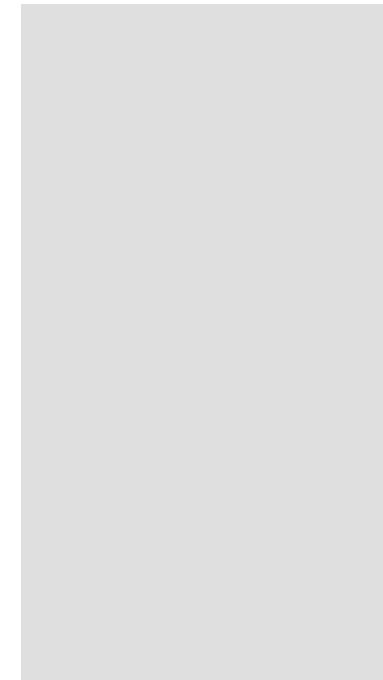
Instagram Post

Image: 1080 x 1080 / 1080 x 608 / 1080 x 1350
JPEG, PNG
Video: 3 - 60 sec
MP4 / MOV



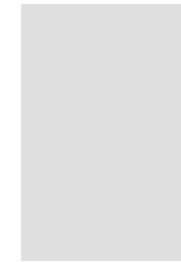
Instagram Stories

Image: 1080 x 1920
JPEG, PNG
Video: 5 - 15 sec
MP4 / MOV



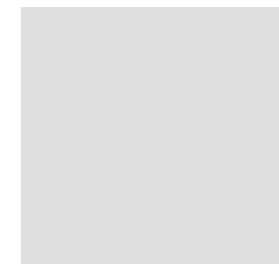
IGTV

Video: 1080 x 1920
5 sec - 10 min
MP4 / MOV



IGTV Cover

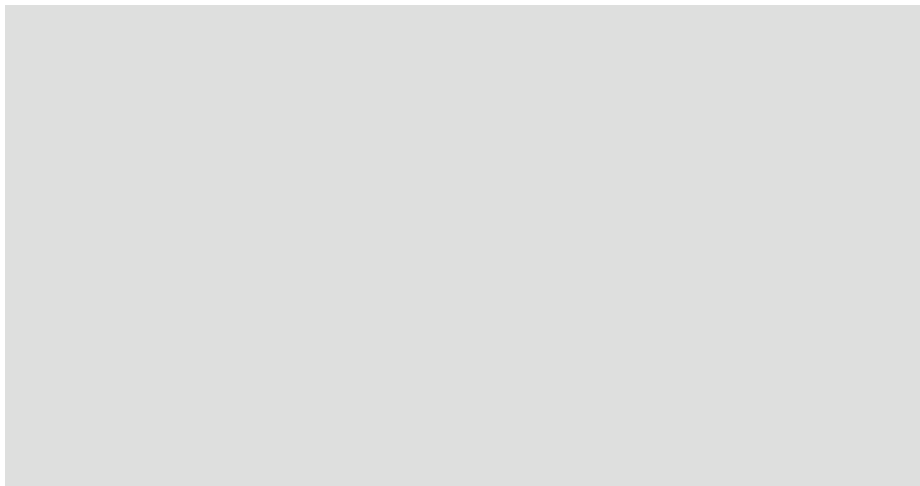
Image: 420 x 654
JPEG, PNG



Instagram Profile

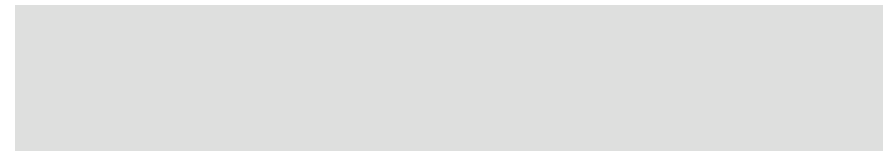
Image: 110 x 110
JPEG, PNG

LinkedIn



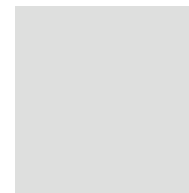
LinkedIn Feed Post

Image: 1200 x 628
JPEG, PNG, GIF
Video: MP4



LinkedIn Company Cover

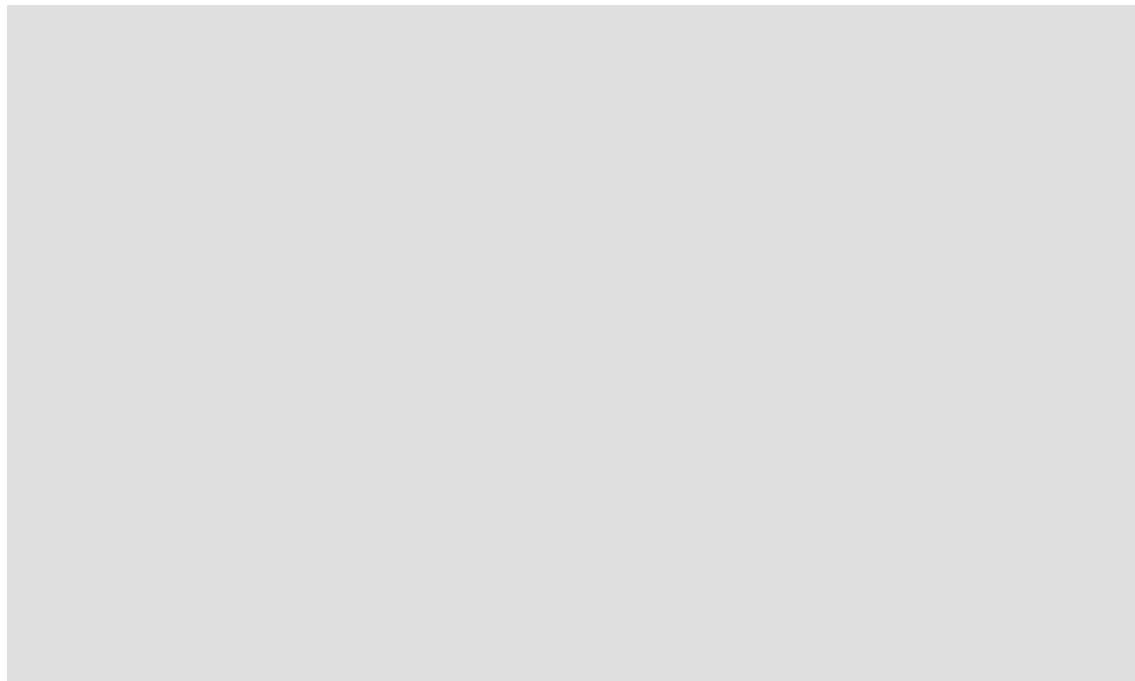
Image: 1192 x 220
JPEG, PNG



LinkedIn Company Logo

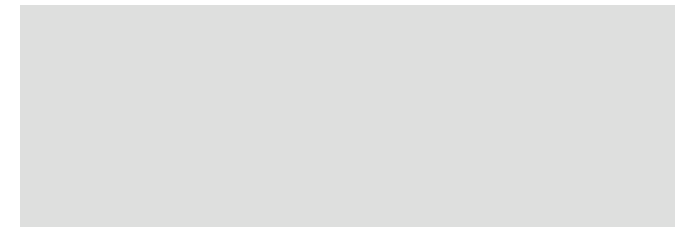
Image: 300 x 300
JPEG, PNG

Twitter



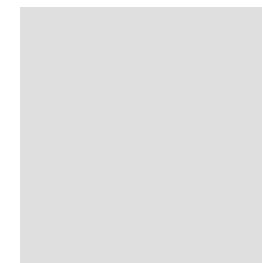
Twitter Post

Image: 1024 x 512
JPEG, PNG, GIF
Video: GIF / MP4 / MOV



Twitter Header Photo

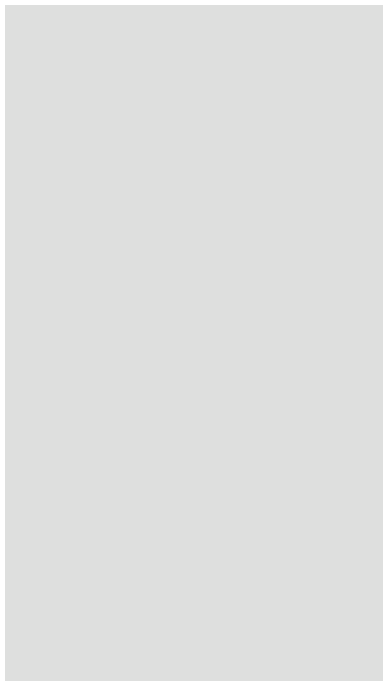
Image: 1500 x 500
JPEG, PNG, GIF



Twitter Profile

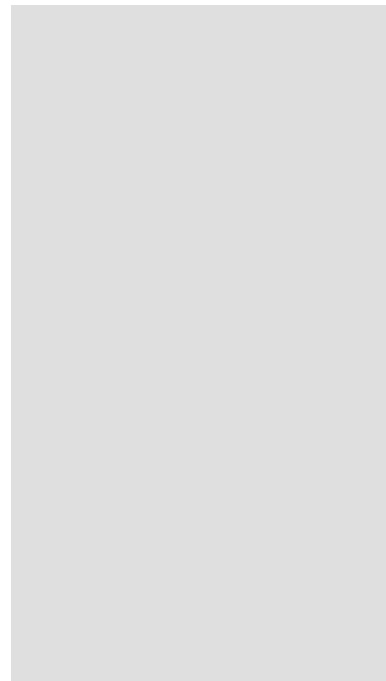
Image: 400 x 400
JPEG, PNG, GIF

TikTok



TikTok Post

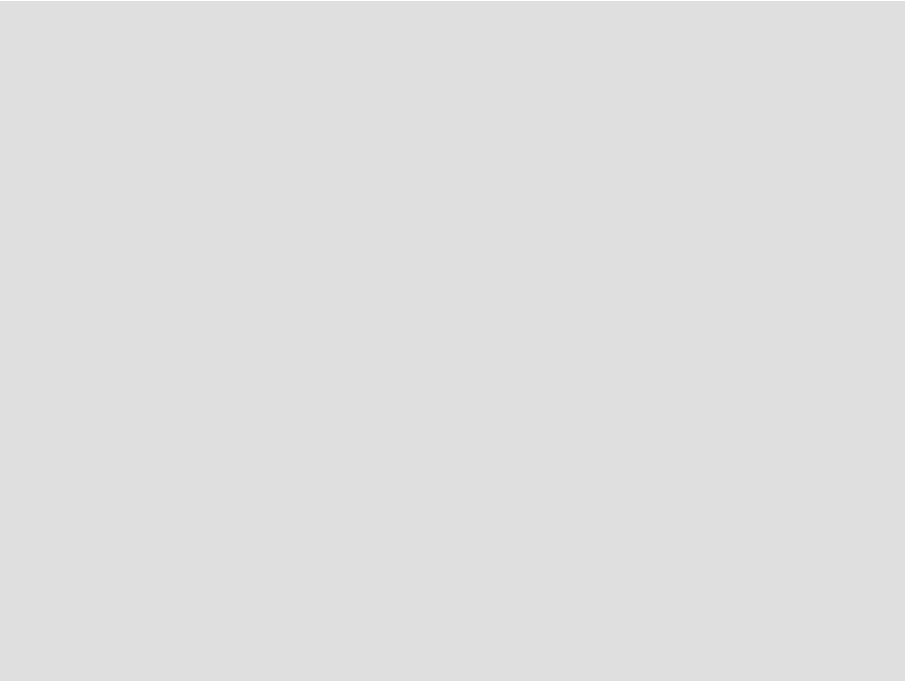
Video: 1080 x 1920
15 - 60 sec
MP4 / MOV



TikTok Ad

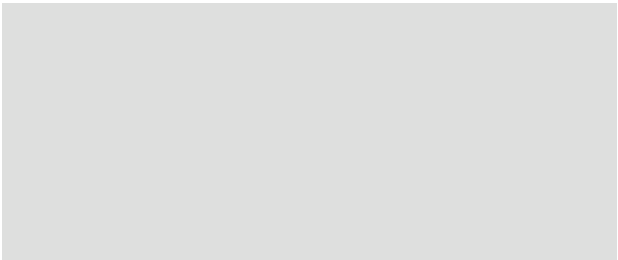
Image: 1080 x 1920
JPEG, PNG
Video: 1080 x 1920 / 1080 x 1080
3 - 60 sec
MP4 / MOV / GIF / AVI

Google My Business



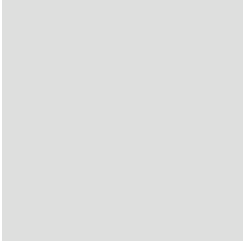
Google Post

Image: 1024 x 576
JPEG, PNG
Video: MP4



Google Cover Photo

Image: 1080 x 608
JPEG, PNG



Google Profile

Image: 250x 250
JPEG, PNG