

Helpful Network Settings

What is the best image size for my social media posts?

All networks are different and follow different rules when it comes to images sizes.

To prevent your images from appearing pixelated or not at all you should make sure to consider each network's individual requirements for image sizes. Images that are too large or too small might appear blurry or will not be posted at all.

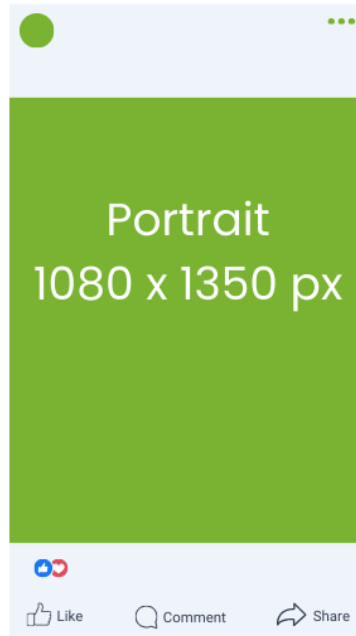
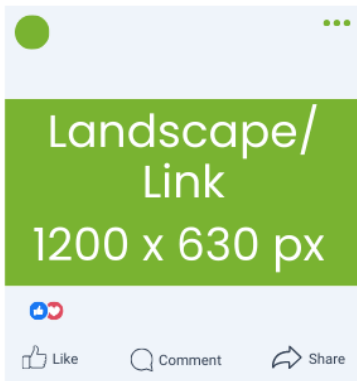
Please also make sure that your images are in ".jpg" or ".png" format. For example, ".webp" images are not supported by a lot of networks.

Since the update to version 7.2.0, Blog2Social supports the optimized transfer of ALT metadata for your images (e.g. on Facebook, Twitter, Pinterest and Tumblr). If this data is stored in your media library, Blog2Social includes this data in your posts and forwards it to the above-mentioned networks.

Overview of the best image sizes

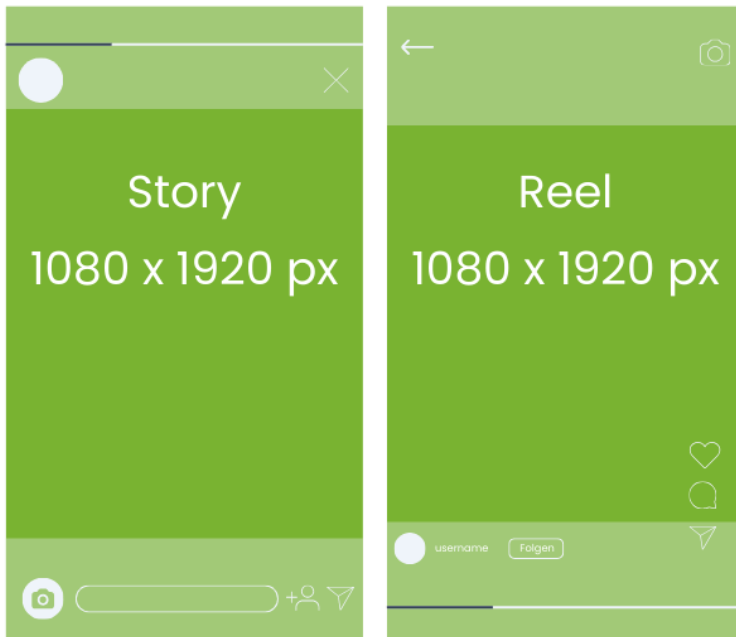
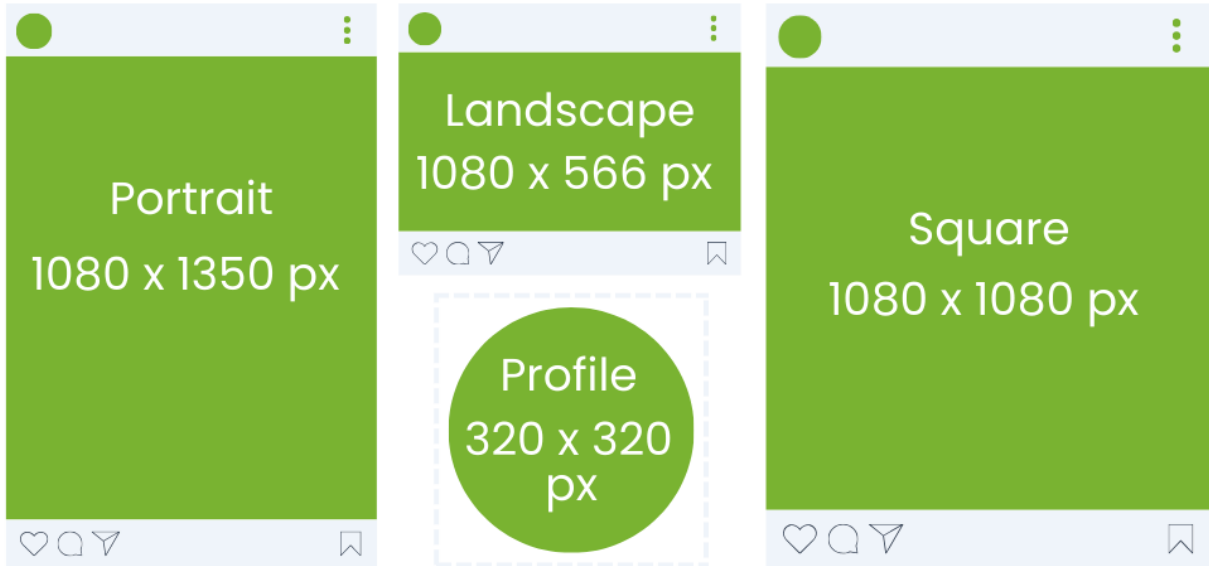


Facebook Image Sizes





Instagram Image Sizes

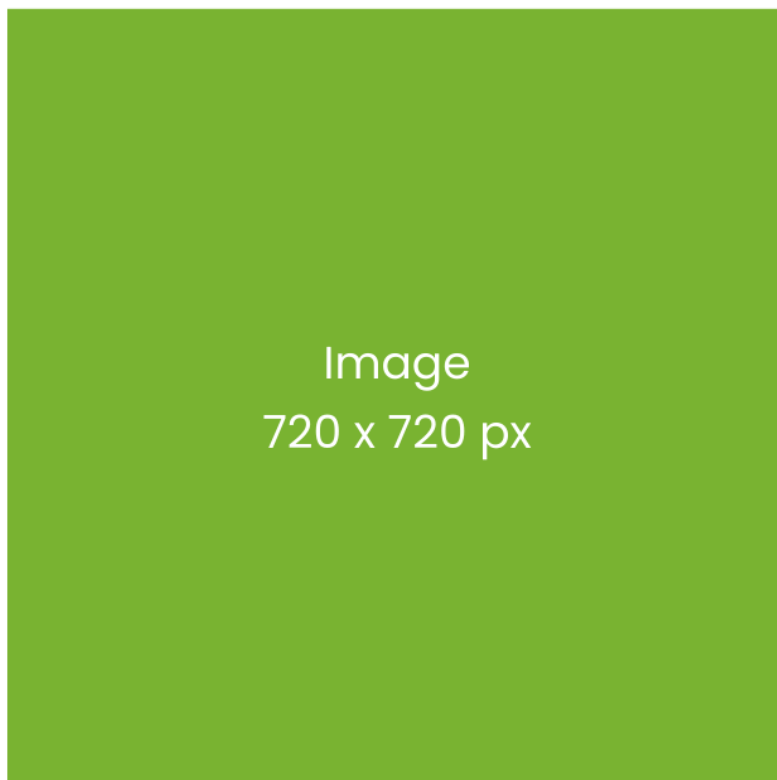
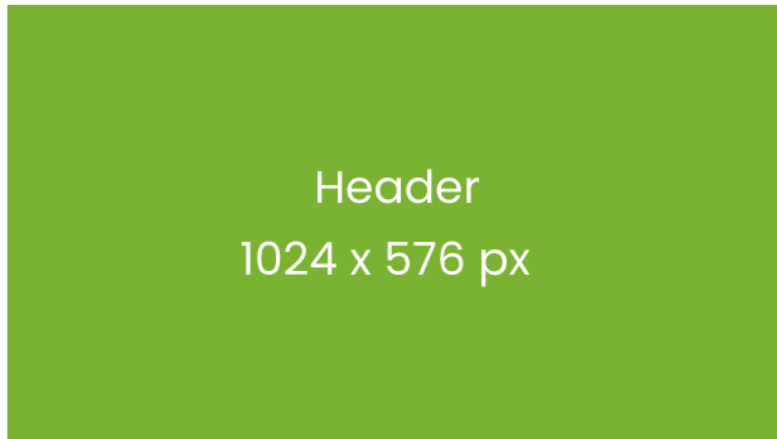


Place all the important information outside the colored spaces.



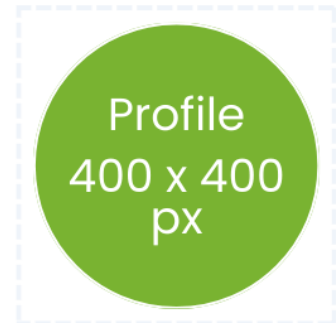
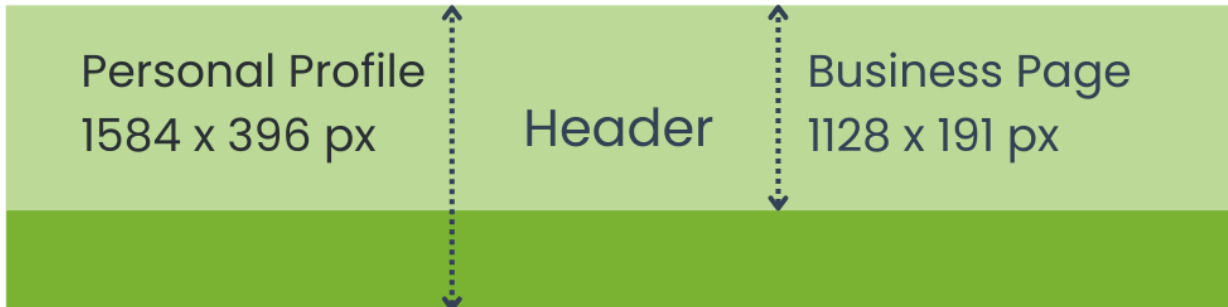


Google Business Profile Image Sizes





LinkedIn Image Sizes



Choose an aspect ratio between 3:1 and 4:5 for ideal display.






Pinterest Image Sizes

Standard Pin & Carousels
1000 x 1500 px



Header
1440 x 810 px


Profile
165 x 165 px




Long Pin
600 x 1260 px
or
1000 x 2100 px



Square Pin
1000 x 1000 px

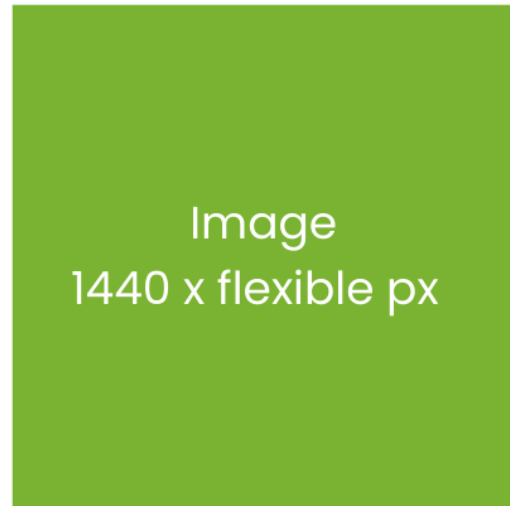


Board Thumbnail
600 x 600 px





Threads Image Sizes



The height and width of images and videos is flexible.



Images that are wider than 1440 pixels are scaled down to that size.

Threads displays all images and videos in full without cropping them.





X (Twitter) Image Sizes

Header
1500 x 500 px

Profile
400 x 400 px

username @handle June 1, 2024

Image
1600 x 900 px

Reply Retweet Like

username @handle June 1, 2024

Card
300 x 157 px
(Minimum)

linkurl.com
Title

Reply Retweet Like

username @handle June 1, 2024

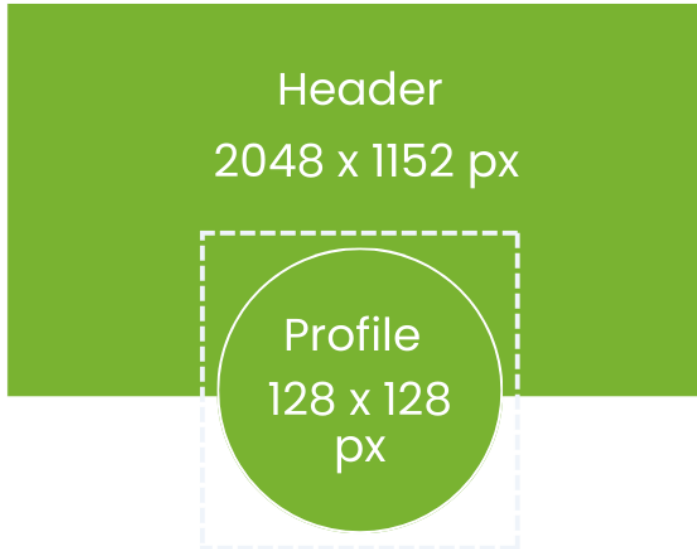
Video
1080 x 720 px

Reply Retweet Like



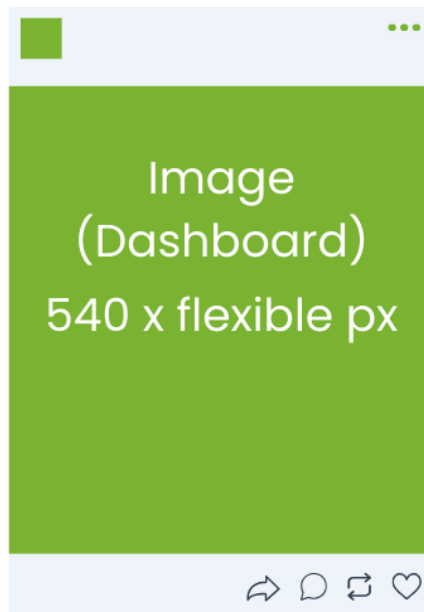


Tumblr Image Sizes



Use an aspect ratio of 2:3 for the ideal display.

On the dashboard your image is displayed with 540 px in width.



Source: [Best Image Sizes for Social Media 2025](#)

Additional helpful guides

Helpful Network Settings

- [Why is my image not displayed in my social media posts?](#)
- [Social Media Post Formats - The differences between Image Post and Link Post](#)

Unique solution ID: #1192

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Last update: 2025-02-06 11:39