

Customizing Social Media Posts

Why does Instagram not post my image or display my image incorrectly?

All networks are different and follow different rules when it comes to images sizes. If you have posted to Instagram with Blog2Social and your image is not displayed the way you wanted it to or not at all, the size of your image could be the reason.

Overview of the images sizes suitable for Instagram



Profile Image: 110 x 110

Image Guidelines

- Appear on your home page at 110 x 110 pixels.
- Square photo – make sure to maintain an aspect ratio of 1:1.

110 x 110

Photo Thumbnails: 161 x 161

Image Guidelines

- The thumbnails will appear on the page at 161 x 161 pixels.
- Square photo – Make sure to maintain an aspect ratio of 1:1 ratio.

161 x 161

Photo Size: 1080 x 1080

Image Guidelines

- The size of Instagram images has been increased to 1080 x 1080 pixels.
- Instagram still scales these photos down to 612 x 612 pixels.
- Appear in feed at 510 x 510 pixels.
- Smaller featured header images appear as 204 x 204 pixels, and larger featured header images appear as 409 x 409 pixels.

1080 x 1080

Source: <https://makeawebsitehub.com/social-media-image-sizes-cheat-sheet/>

Although Blog2Social adapts your blog's images to the respective networks you are posting them to, images that are too large or too small will result in, either not

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being posted at all or appearing pixelated as Blog2Social tries to fill the images frame in the network.

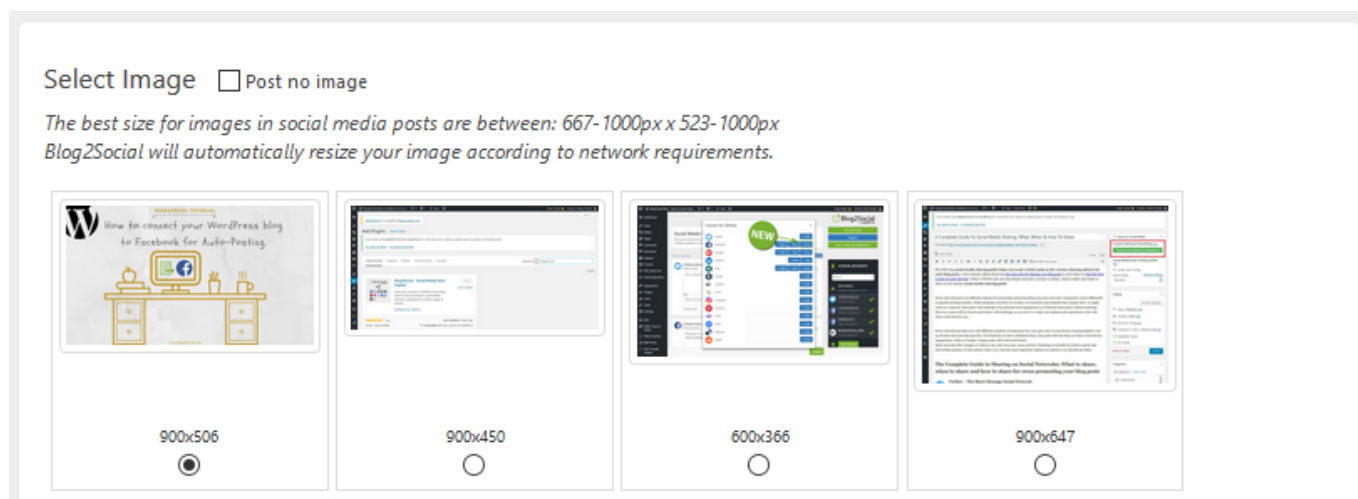
The best image format for Instagram is the square format. However, Instagram recently changed it's settings and can now also display 16:9 or other formats without cutting the images.

The standard images sizes for Instagram are:

1. Profile image: 100 x 100
2. Photo thumbnail: 161 x 161
3. Photo size: 1080 x 1080 maximum for posted images

Instagram will still scale down the images you post to your feed to 612 x 612.

Tip: Check whether you have ticked the box "Post no image" at the bottom of your one-page preview. If it's checked, you tell Blog2Social not to post an image to Instagram, Pinterest, and Flickr. Just uncheck the option and try again.



More troubleshooting solution for images on Instagram

- [Instagram could not post my image, because my image is not available](#)

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