

Social Media Sizing Guide

SOCIAL MEDIA IMAGE SIZE GUIDELINES

Using the correct image dimensions helps ensure your content looks professional, displays correctly across devices and maximizes engagement. Whenever possible, upload images at the recommended sizes below.

GENERAL BEST PRACTICES

- Design for **mobile first**. Most audiences view social media on smartphones.
- Whenever possible, use the **recommended orientation** for each platform to maximize screen space and engagement.
- Keep important text, faces and logos away from the edges of images to avoid cropping.
- Use high-resolution photos and graphics to maintain image quality.
- Ensure graphics follow institutional brand standards, including approved colors, fonts and logo usage.
- Add alternative text to images when the platform supports it. Describe the meaningful content and purpose of the image.
- Keep text on graphics concise. Include essential information in the post caption as well so it is accessible to people who cannot see the graphic.
- Preview your post before publishing to ensure images display correctly across devices.

QUICK GUIDE

PLATFORM	PREFERRED FEED FORMAT
 INSTAGRAM	1080 × 1350 px (Vertical)
 FACEBOOK	1080 × 1359 px (Vertical)
 X	1280 × 720 px (Horizontal)
 LINKEDIN	720 × 900 px (Vertical)
 TIKTOK	1080 × 1920 px (Vertical)

Following these guidelines helps create a consistent, professional social media presence while ensuring images display at their highest quality across each platform.



ASSET	RECOMMENDED SIZE
PROFILE PHOTO	196 × 196 px
COVER PHOTO	851 × 315 px
EVENT COVER PHOTO	1920 × 1005 px
STORIES & REELS	1080 × 1920 px*
HORIZONTAL POST	1080 × 566 px
VERTICAL FEED POST (RECOMMENDED)	1080 × 1359 px
SQUARE POST	1080 × 1080 px

BEST PRACTICE: Vertical images perform well in the Facebook feed while maintaining excellent image quality across desktop and mobile devices.

**The recommended size for a Facebook event cover photo is 1920 x 1005 pixels (a 1.91:1 or 16:9 aspect ratio). The minimum accepted size is 1200 x 628 pixels, but using the larger dimensions prevents pixelation and unwanted cropping across mobile and desktop devices.*

VERTICAL
FEED POST
(Recommended)

1080 × 1359 px



ASSET	RECOMMENDED SIZE
PROFILE PHOTO	320 × 320 px
STORIES & REELS	1080 × 1920 px
HORIZONTAL POST	1080 × 566 px
VERTICAL FEED POST (RECOMMENDED)	1080 × 1350 px
SQUARE POST	1080 × 1080 px

BEST PRACTICE: Vertical (4:5 aspect ratio) images occupy more screen space in the feed and generally receive higher engagement than square or horizontal images.

VERTICAL
FEED POST
(Recommended)

1080 × 1350 px



ASSET	RECOMMENDED SIZE
PROFILE PHOTO	400 × 400 px
COVER PHOTO	1128 × 191 px
HORIZONTAL POST	1200 × 627 px
VERTICAL POST (RECOMMENDED)	720 × 900 px
SQUARE POST	1200 × 1200 px

BEST PRACTICE: Vertical images help attract attention in the LinkedIn feed while maintaining a professional appearance.

VERTICAL POST
(Recommended)

720 × 900 px



ASSET	RECOMMENDED SIZE
PROFILE PHOTO	20 × 20 px
STORIES	1080 × 1920 px
HORIZONTAL AD	1920 × 1080 px
VERTICAL VIDEO (RECOMMENDED)	1080 × 1920 px
SQUARE AD	640 × 640 px

BEST PRACTICE: Always create content in a vertical format (9:16 aspect ratio) for organic TikTok posts to provide the best viewing experience.

VERTICAL
VIDEO
(Recommended)

1080 × 1920 px



ASSET	RECOMMENDED SIZE
PROFILE PHOTO	400 × 400 px
COVER PHOTO	1500 × 500 px
HORIZONTAL IMAGE (RECOMMENDED)	1280 × 720 px
VERTICAL IMAGE	720 × 1280 px
SQUARE IMAGE	720 × 720 px

BEST PRACTICE: Landscape images display most consistently in the X feed and are ideal for sharing campus news, events and announcements.

HORIZONTAL IMAGE
(Recommended)

1280 × 720 px

SOCIAL MEDIA GUIDANCE:

Wondering which platforms are right for your goals or have other social media questions?
Contact Brooke for guidance.

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