

# 2025 Social Media Image and Post Specifications

In the dynamic world of social media, keeping up with the latest specifications for image sizes and post formats is crucial for optimizing your content. Here's our updated guide to help you navigate the most popular social media platforms in 2025.



## FACEBOOK

### Image Specs:

- Profile Picture: 360 x 360 pixels
- Cover Photo: 820 x 312 pixels
- Shared Image: 1200 x 630 pixels
- Shared Link Image: 1200 x 628 pixels
- Event Cover Photo: 1200 x 628 pixels

### Post Specs:

- Character Limit: 63,206 characters
- Video Length: Up to 240 minutes
- Video Size: Up to 4 GB



## INSTAGRAM

### Image Specs:

- Profile Picture: 320 x 320 pixels
- Post (Square): 1080 x 1080 pixels
- Post (Portrait): 1080 x 1350 pixels
- Post (Landscape): 1080 x 566 pixels
- Story: 1080 x 1920 pixels
- Reels: 1080 x 1920 pixels

### Post Specs:

- Character Limit: 2,200 characters
- Hashtags: Up to 30 per post
- Video Length: Up to 60 seconds (Feed), up to 90 seconds (Reels), up to 60 minutes (IGTV)



## X

### Image Specs:

- Profile Picture: 400 x 400 pixels
- Header Photo: 1500 x 500 pixels
- In-Stream Photo: 1600 x 900 pixels

### Post Specs:

- Character Limit: 280 characters
- Video Length: Up to 2 minutes and 20 seconds
- Video Size: Up to 512 MB



## LINKEDIN

### Image Specs:

- Profile Picture: 400 x 400 pixels
- Background Photo: 1584 x 396 pixels
- Shared Image: 1200 x 627 pixels
- Company Logo: 300 x 300 pixels
- Company Cover Image: 1536 x 768 pixels

### Post Specs:

- Character Limit: 3,000 characters (personal profile), 1,300 characters (company page)
- Video Length: Up to 10 minutes
- Video Size: Up to 5 GB



## PINTEREST

### Image Specs:

- Profile Picture: 165 x 165 pixels
- Pin Image: 1000 x 1500 pixels (recommended)
- Board Cover Image: 600 x 600 pixels

### Post Specs:

- Pin Description: Up to 500 characters
- Board Description: Up to 500 characters
- Video Length: 4 seconds to 15 minutes
- Video Size: Up to 2 GB



## TIKTOK

### Image Specs:

- Profile Picture: 200 x 200 pixels
- Video Dimensions: 1080 x 1920 pixels

### Post Specs:

- Character Limit: 150 characters (including hashtags)
- Video Length: 3 seconds to 10 minutes
- Video Size: Up to 287.6 MB (iOS), 72 MB (Android)