






SOCIAL MEDIA SIZE GUIDE 2023

					
PROFILE PHOTO	170 X 170	320 X 320	800 X 800	400 X 400	200 X 200
LANDSCAPE	1200 X 630	1080 X 566	—	1600 X 900	1920 X 1080
PORTRAIT	630 X 1200	1080 X 1350	—	1080 X 1350	1080 X 1920
SQUARE	1200 X 1200	1080 X 1080	—	1080 X 1080	1080 X 1080
STORIES	1080 X 1920	1080 X 1920	—	—	1080 X 1920
COVER PHOTO	851 X 315	—	—	1500 X 1500	—

POPULAR CONTENT RATIOS

4-1-1 | Andrew Davis of Tippingpoint Labs and Joe Pulizzi of Content Marketing Institute

- 4 pieces of relevant, original content from others
- 1 retweet for every 1 self-serving update

5-3-2 | TA McCann from Gist.com

- 5 should be content from others
- 3 should be content from you
- 2 should be personal status updates

Rule of Thirds | Hootsuite blog post by Sam Milbrath

- 1/3 of your updates are about you and your content
- 1/3 of your updates are for sharing content from others and surfacing ideas
- 1/3 of your updates are based on personal interactions that build your brand