



# HEY!

THANK YOU FOR DOWNLOADING OUR GUIDE FOR FACEBOOK IMAGE SIZES!

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- SEO & content marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & online applications
- Graphic- & corporate design
- Motion design & television advertising

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# Facebook image sizes

## Personal profile

### cover photo: 851 x 315 px

- Cover image: 851 x 315 px
- Recommended minimum size: 400 x 150 px
- Displayed size:
  - Desktop: 820 x 312 px
  - Mobile: 640 x 360 px
- Save your image as a JPG file in sRGB
- color profile or as a PNG file for images with text or logos
- File size: recommended < 10 MB, up to 30 MB possible

If your cover photo contains a logo or text, upload it as a PNG file for better quality.

### Reels & Stories: 1080 x 1920 px

- Reels:
- Image/video size: 1080 x 1920 px (9:16)
  - File format: JPG, PNG (images) / MP4, MOV (videos)
  - Duration: Reels up to 90 seconds (max. standard length)
  - Full-screen format (9:16) remains the standard for Reels video ads.
  - Tip: Pay attention to safe zones – the middle area is "text-safe."
- Stories:
- Maximum duration: up to 60 seconds
  - Maximum file size: 4 GB
  - File formats: Image: JPG, PNG Video: MP4, MOV

### Shared link: 1200 x 630 px

- Recommended minimum size: 500 x 261 px
- Facebook automatically generates the image section for other formats

If the image is of insufficient quality, the link can also be shared without an image.

### Highlight Image: 1200 x 717 px

- Displayed size: 843 x 504 px

### Carousel / Album: 1200 x 1200 px

- Recommended minimum size: 1080 x 1080 px
- Minimum number of carousel images: 2
- Maximum number of carousel images: 10
- File formats: JPG or PNG
- Video length: max. 240 minutes
- Maximum file sizes: Image: 30 MB Video: 4 GB

### Facebook Marketplace & Right Column:

- Marketplace Image: 1080 x 1080 px
- Right Column Ad: 1080 x 1080 px

### profile picture: 320 x 320 px

- Recommended minimum size: 180 x 180 px
- Displayed size:
  - Desktop: 170 x 170 px
  - Mobile: 128 x 128 px
  - Photo thumbnail: 32 x 32 px

The profile picture represents your company on Facebook. Your picture should look good in a round format and when very small.

### Feed post landscape format: 1200 x 630 px

- Displayed format: responsive, mobile screen filling
- Aspect ratio: 1.91:1

### Feed post portrait format: 1080 x 1350 px

- Displayed format: responsive, mobile screen-filling
- Aspect ratio: 4:5
- Portrait posts (4:5) are displayed preferentially in the mobile news feed and often achieve greater reach.

### Feed post Square: 1080 x 1080 px

- Image format: 1080 x 1080 px
- Displayed format: 1080 x 1080 px
- Aspect ratio: 1:1

### Shared video: 1200 x 720 px

- Recommended minimum size: 500 px x variable height
- Recommended formats: MP4 or MOV
- Aspect ratio: 16:9, 1:1
- Displayed video size: 500 x 282 px (16:9) or 500 x 500 px (1:1)

Videos must not exceed 240 minutes in length or 4 GB in size. Ideally, the video should have subtitles so that users can watch it on the go.

### Event Image: 1920 x 1005 px

- Aspect ratio: 1.91:1
- Displayed size: 470 x 174 px

### Feed Ads:

- Square Ad: 1080 x 1080 px (1:1)
- Vertical Ad: 1080 x 1350 px (4:5)
- Landscape Ad / Link Ad: 1200 x 628 px (1.91:1)
- Maximum file size: up to 30 MB
- Rule of thumb: approx. 20% text on the image