

Image Size Cheat Sheet

Common recommended image sizes. Platforms change these from time to time, so double-check the platform's help pages for anything critical.

Formats

JPG for photos · PNG for screenshots, logos and transparency · WebP/AVIF for smaller web images where supported.

Instagram

Square post 1080 × 1080 · portrait 1080 × 1350 (4:5) · story / reel 1080 × 1920 (9:16).

YouTube

Thumbnail 1280 × 720 (16:9) · channel banner 2560 × 1440 with the key content in the centre safe area.

Web speed

Resize to the largest size actually displayed, then compress. Many photos can be shrunk a lot with little visible loss at around 75–85% JPG quality.

Plan ahead

Batch-create a week of posts and schedule them in the content calendar.

Your worksheet

Platform	Post type	Size (px)	Ratio
Instagram			
Story / Reel			
YouTube			
Pinterest			
LinkedIn			
Facebook			

Free calculators that go with this pack: Compress image (<https://pixsquish.pages.dev/compress-image/>) · Resize image (<https://pixsquish.pages.dev/resize-image/>) · Resize for Instagram (<https://pixsquish.pages.dev/resize-image-for-instagram-post/>) · YouTube thumbnail resizer (<https://pixsquish.pages.dev/resize-image-for-youtube-thumbnail/>)
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