



Comme chaque année, nous mettons à jour la taille des images sur les réseaux sociaux...
Bonne lecture ☐

Nous rassemblons sur cette page toutes les dimensions des images sur les réseaux sociaux. Les tailles des photos sur Facebook, Twitter, Instagram et consorts viennent d'être mises à jour. Vous pouvez conserver cette page en favori pour accéder plus facilement à toutes les dimensions des images et des photos. Nous l'avons conçue car pour tout projet en lien avec les réseaux sociaux, les mêmes questions se posent :

- Quelle est la taille d'une photo de profil sur Facebook ?
- Quelles doivent être les dimensions des images à la Une des articles ?
- Quelle est la taille des photos de couverture sur Twitter ?

- Dans la timeline Twitter, quelles dimensions font les images ?
- Sur Instagram, les images font combien de pixels ?

Pour faciliter la tâche des community managers et des designers, retrouvez ci-dessous toutes les tailles à connaître sur les réseaux sociaux. Nous mettrons régulièrement à jour cette page pour que les tailles des photos sur les réseaux sociaux soient correctes. N'hésitez pas à nous contacter si vous remarquez un changement de dimensions des images. Vous pouvez cliquer sur le réseau social de votre choix pour accéder aux tailles des images : [Facebook](#), [Twitter](#), [Google+](#), [Instagram](#), [Pinterest](#), [LinkedIn](#), [YouTube](#), [Tumblr](#), [Snapchat](#), [Weibo](#) et [WeChat](#).

FACEBOOK

Facebook conseille de télécharger des photos JPEG avec un profil couleur sRGB, sauf pour les photos de profil et couverture comprenant un logo ou du texte (PNG).

- Photo de profil Facebook : 180×180 pixels minimum (ratio 1:1 carré)
- Affichée en 170×170 pixels sur la page, 32×32 pixels en avatar

Rappel : les photos de profil sont affichées en carré sur la page, mais sous une forme circulaire sur les publications et dans les publicités.

- Photo de couverture Facebook : 851×315 pixels (ratio 2,7:1)
- Affichée en 820x312px sur desktop, 640x360px sur mobile

- Image d'un lien web sur Facebook : 1200×628 pixels (ratio 1,91:1)
- Affichée en 450×236 sur les pages et 476×249 sur le fil d'actualité (desktop)

- Image partagée sur Facebook : 1200×630 pixels

- Affichée avec une largeur de 504px sur la page, 470px sur le fil d'actualité
- Image à la une sur Facebook : 1200×717 pixels
- Affichée en 843×504 pixels sur votre page Facebook
- Couverture d'événement Facebook : 1920x1080px
- Parfois réduite à 470x174px (dans le newsfeed)

NDLR : en cas de différence entre le texte ci-dessus et l'image ci-dessous, privilégiez les données indiquées dans le texte ci-dessus (plus régulièrement mis à jour).

Profile Image: 180 x 180 px

Image Guidelines

- Must be at least 180 x 180 pixels.
- Photo will appear on page as 170 x 170 pixels.
- Photo thumbnail will appear throughout Facebook at 32 x 32 pixels.
- 128 x 128 px on smartphones
- Profile pictures are located 24 pixels from the left, 24 pixels from the bottom and 196 pixels from the top of your cover photo on smartphones.

This will be the photo representing you or your brand on Facebook. This square photo will appear on your timeline layered over your cover photo.

It will also appear when you post to other walls, comment on posts or when you're searched with Facebook's Open Graph.

Highlighted Image: 1200 x 717 px

Image Guidelines

- Will appear on your page at 843 x 504 pixels
- Choose a higher resolution at that scale for better quality.

Event Image: 1920 x 1080 px

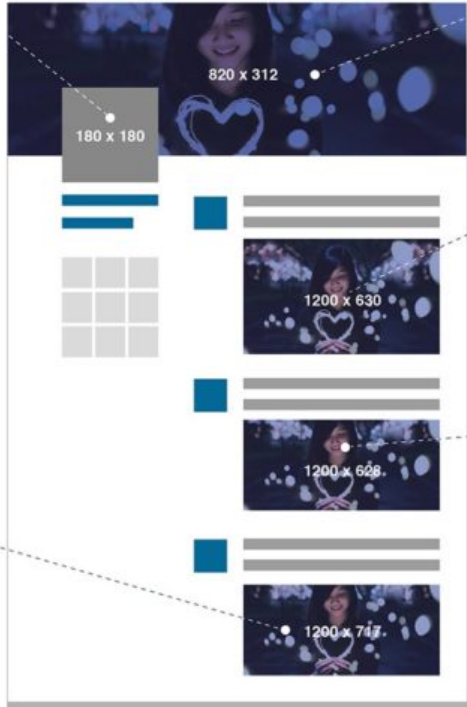
Image Guidelines

- Facebook will scale down to minimum dimensions: 470 x 174.
- Shows in feed: 470 x 174.

Business Page Profile: 180 x 180 px

Image Guidelines

- At least 180 x 180 pixels
- Appear on page as 170 x 170 on desktop, 128 x 128 on smartphones, and 36 x 36 on most feature phones.
- Photo thumbnail will appear throughout Facebook at 32 x 32 pixels.
- Business Page images will be cropped to fit a square.



Cover Photo: 820 x 312 px

Image Guidelines

- Appear on page at 820 x 312 pixels
- Anything less will be stretched
- Minimum size of 400 x 150 pixels
- Smartphones display as 640 x 360px
- For best results, upload an RGB JPG file less than 100 KB.
- Images with a logo or text may be best as a PNG file.

Shared Images: 1200 x 630

Image Guidelines

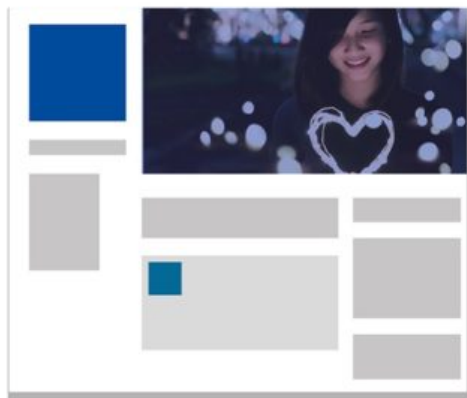
- Recommended upload size of 1,200 x 630 pixels
- Will appear in feed at a max width of 470 pixels (will scale to a max of 1:1).
- Will appear on page at a max width of 504 pixels (will scale to a max of 1:1).

Shared Link: 1200 x 628

Image Guidelines

- Recommended upload size of 1200 x 628
- Square Photo: Minimum 154 x 154px in feed.
- Square Photo: Minimum 116 x 116 on page.
- Rectangular Photo: Minimum 470 x 248 pixels in feed.
- Rectangular Photo: Minimum 484 x 252 on page.

Facebook will scale photos under the minimum dimensions. For better results, increase image resolution at the same scale as the minimum size.



TWITTER

- Photo de profil Twitter : télécharger une photo de 400x400px,
- Affichée en cercle de 200px de diamètre sur le profil Twitter

- Photo de couverture Twitter : 1500x500 pixels

- Photo sur Twitter : privilégiez une photo de 1024px de large
- Affichée sur le flux desktop en 440x220px voire 506x253 pixels (ratio 2:1)
- Affichée en grand format (expanded) en taille originale si l'écran le permet
- Affichée sur le flux mobile avec un ratio 1,78:1 (exemple : 600x338 px)

- Image d'un lien web (Twitter Cards) : 506x254 pixels (ratio proche de 2:1)

NDLR : nous conseillons, dans la plupart des cas, de concevoir des images dans un ratio compris entre 1:1,91 et 1:2 pour illustrer ses articles afin d'obtenir un rendu satisfaisant lors des partages sur Facebook, Twitter et LinkedIn.



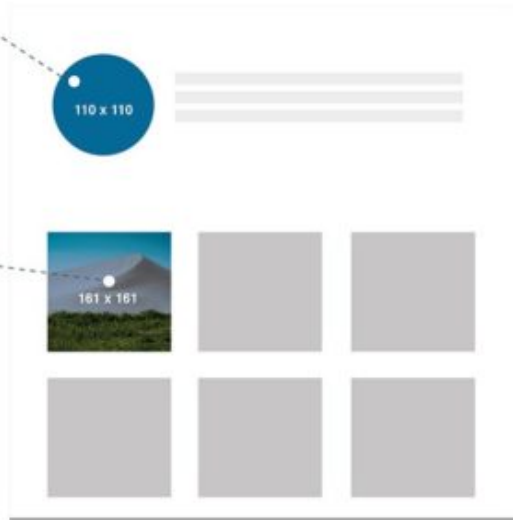
INSTAGRAM

- Photo de profil Instagram : 110×110 pixels (format carré, ratio 1:1)
- Aperçu d'une photo Instagram : 161×161 pixels
- Photo Instagram : télécharger des photos en 1080×1080 pixels
- Redimensionnées automatiquement en 612×612 pixels par Instagram
- Affichée en 510×510 pixels dans le flux Instagram
- Photo paysage Instagram : télécharger des photos en 1080×566 pixels
- Photo portrait Instagram : télécharger des photos en 1080×1350 pixels
- Photo pour les stories Instagram : 1080×1920 px (plein écran full HD)

Profile Image: 110 x 110

Image Guidelines

- Appear on your home page at 110 x 110 pixels.
- Square photo – make sure to maintain an aspect ratio of 1:1.



**Photo Thumbnails:
161 x 161**

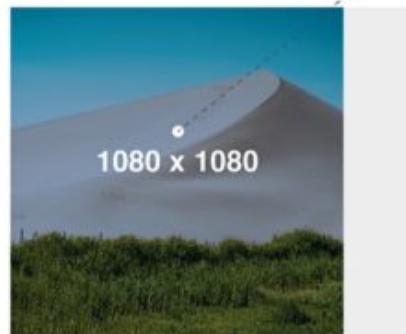
Image Guidelines

- The thumbnails will appear on the page at 161 x 161 pixels.
- Square photo – Make sure to maintain an aspect ratio of 1:1 ratio.

Photo Size: 1080 x 1080

Image Guidelines

- The size of Instagram images has been increased to 1080 x 1080 pixels.
- Instagram still scales these photos down to 612 x 612 pixels.
- Appear in feed at 510 x 510 pixels.
- Smaller featured header images appear as 204 x 204 pixels, and larger featured header images appear as 409 x 409 pixels.



**Instagram Stories:
1080 x 1920**

Image Guidelines

- Recommended resolution is 1080 x 1920.
- Minimum resolution is 600 x 1067.
- Aspect ratio is 9:16.
- Max file size is 4GB.

With more than 300 million daily users, Instagram Stories are a popular source of visuals on the app. There are both video and image options available to publish. And while this feature is meant to be ephemeral, it's possible to upload your own content.



YOUTUBE

- Photo de chaîne YouTube : 800×800 pixels, affiché en 98×98 pixels
- Photo de couverture YouTube : 2560×1440 pixels
- Entre 2560×423 et 1546×423 px visibles sur desktop (zones latérales flexibles)
- 1546×423 pixels affichés sur mobile
- 1855×423 pixels affichés sur tablette
- Images d'aperçu d'une vidéo YouTube : 1280×720 pixels (ratio 16:9)
- Bannière YouTube : 2120×1192 pixels

Channel Profile: 800 x 800

Image Guidelines

Recommended 800 x 800 pixels.
Displays as 98 x 98 pixels.
Image types: JPG, GIF, BMP or PNG.



Channel Cover Photo: 2560 x 1440

Image Guidelines

There are a lot of different platforms and devices that users can stream YouTube on so it's important that your brand has a photo optimized for each one.

Display Sizes:

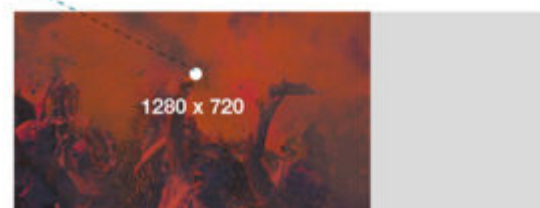
Tablet display: 1,855 x 423
Mobile display: 1,546 x 423
TV display: 2,560 x 1,440
Desktop: 2,560 x 423 (1,546 x 423 pixels are always visible)(Flexible Area (may be visible): 507 pixels to the left and 507 pixels to the right of the safe area.



Video Uploads: 1280 x 720

Video Guidelines

- Videos must maintain a 16:9 aspect ratio.
- In order to qualify as full HD, your dimensions must be at least 1280 x 720 pixels.



LINKEDIN

- Photo de profil : 400×400 pixels minimum (10Mb max, JPG, GIF ou PNG)
- Photo de couverture LinkedIn : 1584×396 pixels
- Logo des pages LinkedIn (Company) : 300×300 pixels (PNG, JPG ou GIF)
- Photo de couverture des pages LinkedIn (Company) : 1536×768 pixels
- Photo type « bannière » des pages LinkedIn : 646×220 pixels minimum
- Photo type « hero » des pages LinkedIn : 1128×376 pixels (bannière)
- Logo « square » des pages LinkedIn : 60×60 pixels
- Image d'aperçu d'un lien LinkedIn : 520×272 (même ratio que Facebook, 1:1,91)

Personal Background image:
1584 x 396



Profile image: 400 x 400

Image Guidelines

- Recommended between 400 x 400 & 20,000 x 20,000 pixels
- Minimum 200 x 200 pixels
- 10mb maximum file size
- JPG, GIF or PNG files only

BG image: 1536 x 768

Image Guidelines

Recommended: 1536 x 768 pixels.
Minimum size of 1192 x 220.
Maximum 4MB.
Appears as 1400 x 425 pixels.
Image types include: PNG, JPG or GIF.

Brand / Company Pages Image Sizes



Standard Logo: 300 x 300

Image Guidelines

- 300 x 300 pixels recommended (300 x 300 minimum and resized to fit).
- Maximum 4 MB (Square layout).
- PNG, JPG or GIF.

One of the two brand logos that you should be uploading to LinkedIn is the business logo. This is the bigger of the two and is going to show up right next to your brand name on your LinkedIn homepage. This image also appears in the "Companies you may want to follow" section, so the more enticing the photo the more likely the followers!

Hero image:
1128 x 376

Image Guidelines

Minimum 1128 x 376 pixels.
Maximum 2 MB.
Landscape Layout.
PNG, JPG or GIF.

At the top of this page sits a banner that is bigger than any of the other images on LinkedIn. You can use this space to choose a picture that speaks to your company in order to attract some great potential employees.

Business Banner Image:
646 x 220 (Minimum)

Image Guidelines

- Minimum 646 x 220 pixels.
- Maximum 2 MB.
- Landscape Layout.
- PNG, JPG or GIF.

Banner images is one of the newest and most prominent of the images that you can use on LinkedIn. This image appears when a user visits your brand's homepage. Since this image is located on your homepage it's likely the visitor is actively searching for your brand, so use this opportunity to reel them in with a great image.

Square Logo: 60 x 60

Image Guidelines

- 60 x 60 pixels (resized to fit).
- Maximum 2 MB.
- PNG, JPG or GIF.

This is the brand image that shows up when your company is searched.

Make sure you use something recognizable to your brand to make sure customers know which company they want to click on.

SNAPCHAT

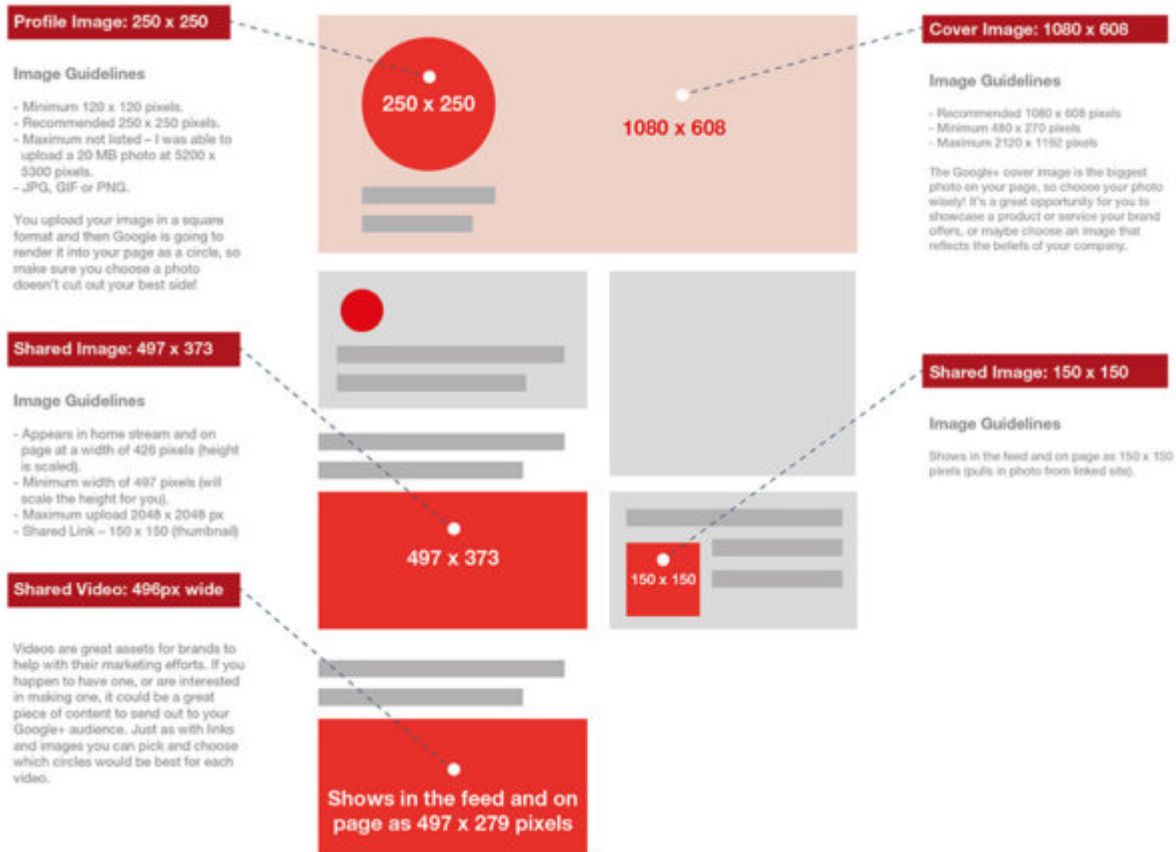
- Geofilter : 1080×1920 pixels, PNG-24 transparent, < 300 Ko.
- Logo pour une vignette de marque : 993×284 pixel avec fond transparent
- Image : 360×600 pixels (prévoir une zone « tampon de 175 pixels en haut de l'image)
- [Tous les détails pour créer un géofiltre Snapchat sont disponibles ici.](#)



GOOGLE+

- Photo de profil Google+ : 250×250 pixels au format JPG, GIF ou PNG
- Photo de couverture Google+ : 1080×608 pixels (recommandé)
- Vous pouvez télécharger une photo entre 480×270 et 2120×1192 pixels
- Image partagée dans le flux Google+ : 497×373 pixels
- Vidéo partagée dans le flux Google+ : 497×279 pixels également

- Lien web partagé dans le flux Google+ : 509 px de large, hauteur variable



PINTEREST

- Photo de profil Pinterest : 165x165 pixels
- Photo de tableau Pinterest (board) : 222x150 pixels (petite photo : 50x50px)
- Photo d'épingle Pinterest (pin) : 600 pixels de large (recommandé)
- Affichée avec une largeur de 236 pixels de large dans le flux Pinterest

Profile Image: 165 x 165

Image Guidelines

- Appears at 165 x 165 pixels on home page.
- Appears at 32 x 32 pixels on the rest of Pinterest.
- Maximum 10 MB (wouldn't allow me to upload anything larger).

165 x 165

Board Display: 222 x 150

Image Guidelines

- 222 x 150 pixels (large thumbnail)
- 55 x 55 (smaller thumbnail)

Creating boards is one of the most important things that you can do on Pinterest. It's important to make sure you're using an image that fits the size criteria perfectly. Choose a photo that is enticing to your audience. Choose one that's relevant to that particular board.

222 x 150

50 x 50

Pin Sizes: 236px width in pixels

Image Guidelines

- Pins on main page appear as 236 pixels (height is scaled).
- Pins on a board appear as 236 pixels (height is scaled).
- Expanded pins have a minimum width 600 pixels (height is scaled).

236 px wide

TUMBLR

- Photo de profil Tumblr : au moins 128×128 pixels (JPG, GIF, PNG ou BMP)
- Images partagées sur Tumblr : affichées dans le flux Tumblr en 500×750 pixels
- GIF partagés sur Tumblr : 500px de large et 1Mb maximum

Profile Image: 128 x 128 px

Image Guidelines

- Minimum 128 x 128 pixels.
- JPG, GIF, PNG or BMP.

Your profile image will appear as a thumbnail (64px x 64px) adjacent to your posts within a follower's feed. It also appears next to the buttons to follow you on Tumblr when someone visits your page.

Your profile photo will also appear somewhere on your Tumblr profile page. Whichever theme you choose is going to play a part in where the photo appears and how large it is.

Some brands choose a large image while others keep them subtle. Just make sure to mind the minimum and pick an image that fits not only your brand, but that also fits your page's layout.

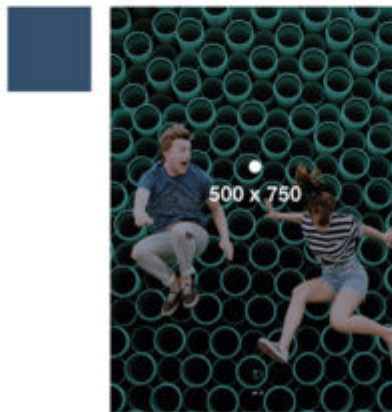


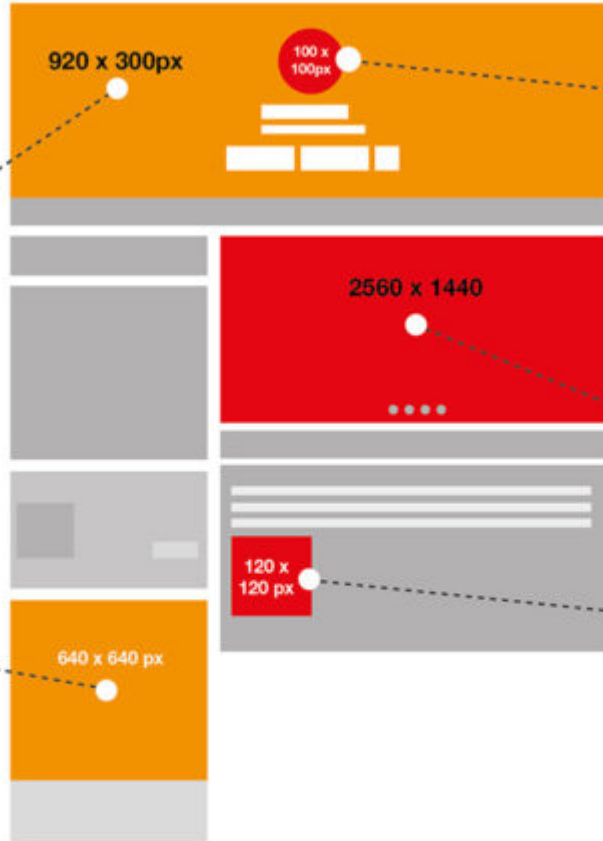
Image posts: 500 x 750

Image Guidelines

- Dash image sizes max at 1280 x 1920, and show in feeds at 500 x 750
- Images can't exceed 10 MB.
- Animated GIFS must be under 1 MB and max at 500 pixels.

WEIBO

- Photo de profil : 200x200px, affichée en 100x100px (en cercle)
- Photo de couverture : 920x300px
- Bannière : 560x260px
- Contest preview : 640x640px
- Instream : 120x120px



Cover Image: 920 x 300 px

Image Guidelines

Recommended 920 x 300 pixels.
Maximum file size of 5MB, JPG, GIF, or PNG.

Profile Pictures
200 x 200px
(Displays at 100 x 100 px)

Image Guidelines

Cropped as a circle, so be careful of cropping on text or logos.

Displays throughout the site as 100x100, 50x50, 30x30

Square Image – Recommended 200 x 200 pixels. Minimum 100 x 100 pixels. JPG, GIF, or PNG.

Banner: 560 x 260 px

Image Guidelines

Maximum file size of 5MB, JPG, GIF, or PNG.

Contest Preview:
640 x 640 px

Image Guidelines

The square-shaped contest preview displays at 288 x 288 pixels in the sidebar of the account's main blog page and full size at 640 x 640 pixels on the dedicated contest page. This image can be uploaded independently of the long form contest poster.

Square Image – 640 x 640 pixels.
Maximum file size of 5MB, JPG, GIF, or PNG.

Instream: 120 x 120 px

Up to 9 images of any dimensions under 5MB can be uploaded to a single post, and may be accompanied by a video.

Posts with a single image have a preview thumbnail that resizes the image at its original proportions so the largest dimension is 120 px.