Cheat sheet

Social media image and video sizes, every platform (2026)

Updated November 17, 2026. Numbers come from each platform's own pages where we say so on the full guide.

Platform	Photo shape	Video length	Caption limit	Watch for
Instagram	4:5 (1080 x 1350)	Reel 15 min (API). Story 60 sec	2,200	Photos taller than 4:5 do not fit
Facebook	4:5 (1440 x 1800)	240 min. Reel 90 sec by API	63,206	Only about 2 lines show before "See more"
TikTok	9:16 (1080 x 1920)	10 min by API	2,200 (photo post 4,000)	Photos must be JPEG or WebP
YouTube	16:9 video, 9:16 Short	Short 3 min. Long 15 min+	Title 100. Description 5,000	No video, no post
LinkedIn	1.91:1 or 1:1	10 min, MP4 only	3,000	MOV is not supported
X (Twitter)	16:9 or 1:1	Docs: 20 min (125 Premium). Free accounts in practice: about 2 min 20 sec	280	Tall photos get cropped
Pinterest	2:3 (1000 x 1500)	15 min	Title 100. Description 800	Taller than 2:3 may get cut off
Google Business	4:3 or 1:1, one photo	One photo per post (profile video 30 sec)	1,500	Google gives no crop shape
Threads	4:5	5 min	500	One topic tag per post
Bluesky	16:9 or 1:1, up to 4	3 min, one video	300	Pictures or video, never both

One picture for every social

1. Start with 4:5. It shows whole on Instagram, Facebook, Threads and LinkedIn.
2. Keep the subject in the middle. X crops tall photos. Google Business gives no crop shape.
3. Make a 9:16 version for Reels, Stories and TikTok.
4. Write one short caption first. Bluesky stops at 300, X at 280.

Keep words out of these strips (9:16)

- Instagram and Facebook Reels, Stories: top 14%, bottom 35%, sides 6%
- TikTok: top 240, bottom 660, sides 120 (pixels on 1080 x 1920)
- YouTube Shorts: top 288, bottom 672, left 48, right 192
- Pinterest full-screen: top 270, bottom 440, left 65, right 195

Marky checks and fixes all of this for you when you schedule. Try it free for 14 days.

Safe zones are published for ads only. Platforms change their numbers, so check the full guide for sources.

mymarky.ai/social-media-image-and-video-sizes