

Social media

size guide

cheatsheet

Alle formaten voor Instagram,
TikTok en LinkedIn in één
handige cheatsheet.



Posts, carousels, reels, stories,
video's en profielen

www.fuss.agency

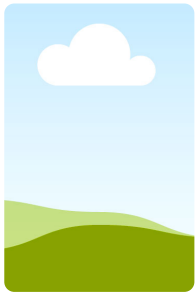


Instagram formats

Use the right format for the right content.
These are the recommended instagram dimensions.

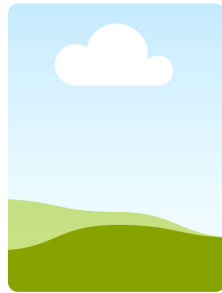
STATICS & CAROUSELS

Portrait 3:4



1080 x 1440

Portrait 4:5



1080 x 1350

Square 1:1



1080 x 1080

Landscape 16:9



1080 x 608

Wide landscape



1080 x 566

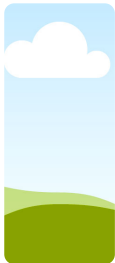
Ultrawide



5120 x 1080

REELS

Vertical 9:16



1080 x 1920

STORIES

Vertical 9:16



1080 x 1920

PROFILE

Profile picture



320 x 320



TIP

For the best viewing experience,
upload reels in 9:16

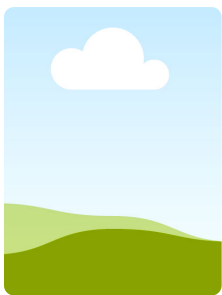
Tiktok formats



Vertical first formats for full screen content.

STATICS & CAROUSELS

Portrait 4:5



1080 x 1350

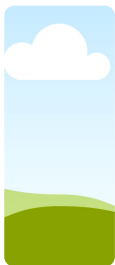
Square 1:1



1080 x 1080

REELS

Vertical 9:16



1080 x 1920

PROFILE

Profile picture



200 x 200



TIP

For the best viewing experience, upload TikTok videos in 9:16. Other formats are supported but won't take up the full screen.

Linkedin formats

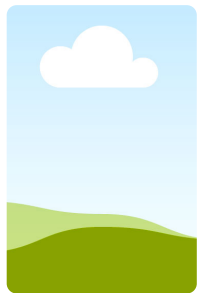


Professional formats for feeds visuals, video and profile assets.

STATICS & CAROUSELS

Image posts and carousels that show up in the LinkedIn feed

PORTAIT



4:5

720 x 900

Best for feed visibility

SQUARE



1:1

1200 x 1200

Best for portret

LANDSCAPE



1.91:1

1200 x 627

Best for link previews & wide visuals

VIDEO

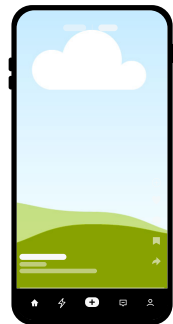
Share video content that performs across desktop and moblie.

PORTAIT

9:16

1080 x 1920

Best for
mobile video

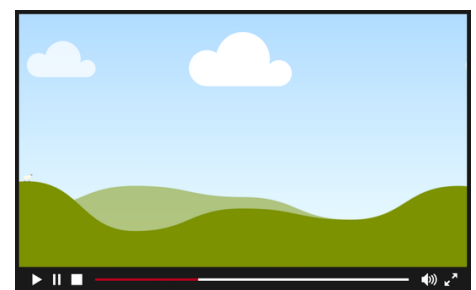


LANDSCAPE

16:9

1920 x 1080

Best for
horizontal video



PROFILE

Essential sizes for you LinkedIn profile branding.

PROFILE PICTURE

1:1

400 x 400



COVER PHOTO

4:1

1584 x 396



TIP

Use **4:5** for feed presence, **16:9** for horizontale video and **9:16** for mobile-first clips.