

Essential Image Dimensions for Small Business Online Presence

Simplifying Digital for Small Business!

Today, having a solid online presence is essential for small businesses to thrive. At Small Business Digital, we understand the vital role that a proper digital footprint plays in your success. One of the most important elements of your online presence is the quality and formatting of your images across various platforms.

This comprehensive guide provides you with the exact dimensions and file formats you need to ensure your business looks professional across all major online platforms in 2025.

Why Image Dimensions Matter

The straight answer is, using the correct image dimensions ensures: - Your brand looks professional and polished - Your content appears as intended across all devices - You avoid awkward cropping that can cut off important elements - Your images load quickly and display clearly.

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Platform-by-Platform Image Dimensions Guide

1. Facebook Business Page

Profile Picture (Logo)

- Recommended size: 196 x 196 pixels
- Display size on desktop: 176 x 176 pixels
- Display size on mobile: 196 x 196 pixels
- Format: JPG or PNG (PNG recommended for logos)
- Note: Will be cropped into a circle, so keep important elements centred

Cover Photo

- Recommended size: 820 x 360 pixels
- Display size on desktop: 820 x 312 pixels
- Display size on mobile: 640 x 360 pixels
- Minimum size: 400 x 150 pixels
- Safe zone: Keep important content in the middle section
- Format: JPG or PNG (less than 100KB for fastest loading)

Post Images

- Landscape: 1200 x 630 pixels (aspect ratio 1.91:1)
- Square: 1080 x 1080 pixels (aspect ratio 1:1)
- Portrait: 1080 x 1350 pixels (aspect ratio 4:5)
- Format: JPG or PNG

2. Facebook Events

Cover Photo

- Recommended size: 1200 x 628 pixels
- Maximum size: 1920 x 1005 pixels
- Minimum size: 400 x 150 pixels - Aspect ratio: 16:9
- Format: JPG or PNG (aim for around 100KB file size)
- Note: You cannot edit an event cover photo after adding it, only replace it

3. Instagram Professional Profile

Profile Picture

- Recommended size: 320 x 320 pixels
- Display size: 110 x 110 pixels
- Format: JPG or PNG
- Note: Will be cropped into a circle, so keep important elements centred

Post Images

- Square: 1080 x 1080 pixels (aspect ratio 1:1)
- Landscape: 1080 x 566 pixels (aspect ratio 1.91:1)
- Portrait: 1080 x 1350 pixels (aspect ratio 4:5)
- Format: JPG or PNG

Instagram Stories/Reels

- Recommended size: 1080 x 1920 pixels
- Aspect ratio: 9:16
- Format: JPG or PNG

4. Google Business Profile

Logo

- Recommended size: 720 x 720 pixels
- Minimum size: 250 x 250 pixels
- Format: JPG or PNG (PNG recommended)
- File size: Between 10KB and 5MB

Cover Photo

- Recommended size: 1024 x 575 pixels
- Aspect ratio: 16:9 - Format: JPG or PNG

Post Photos

- Recommended size: 1200 x 900 pixels
- Aspect ratio: 4:3
- Format: JPG or PNG

5. YouTube Channel

Profile Picture

- Recommended size: 800 x 800 pixels
- Display size: 98 x 98 pixels
- Format: JPG, GIF, or PNG
- Note: Will be cropped into a circle

Channel Cover Photo (Banner)

- Recommended size: 2560 x 1440 pixels
- Safe area for mobile: 1546 x 423 pixels (centred)
- Safe area for desktop: 2560 x 423 pixels
- Minimum size: 2048 x 1152 pixels
- Format: JPG, GIF, or PNG (less than 4MB)

Thumbnail Images

- Recommended size: 1280 x 720 pixels
- Aspect ratio: 16:9
- Format: JPG, GIF, or PNG
- Note: Keep text minimal and use high contrast for visibility

6. LinkedIn Business Page

Profile Picture (Logo)

- Recommended size: 400 x 400 pixels
- Minimum size: 300 x 300 pixels
- Format: JPG or PNG

Cover Photo

- Recommended size: 1128 x 191 pixels
- Minimum size: 1128 x 191 pixels - Format: JPG or PNG

Post Images - Landscape: 1200 x 627 pixels

- Square: 1200 x 1200 pixels
- Vertical: 720 x 900 pixels
- Format: JPG or PNG

7. X (formerly Twitter)

Profile Photo

- Recommended size: 400 x 400 pixels
- Format: JPG or PNG
- Note: Will be cropped into a circle

Cover Photo (Header)

- Recommended size: 1500 x 500 pixels
- Format: JPG or PNG
- File size: Less than 2MB

Post Images

- Landscape: 1280 x 720 pixels
- Vertical: 720 x 1280 pixels
- Square: 720 x 720 pixels
- Format: JPG or PNG (up to 5MB)

8. Pinterest

Profile Picture

- Recommended size: 165 x 165 pixels
- Format: JPG or PNG
- Note: Will be cropped into a circle

Board Cover Photo

- Recommended size: 800 x 800 pixels
- Display size: 222 x 150 pixels
- Format: JPG or PNG

Pin Images

- Recommended size: 1000 x 1500 pixels (2:3 aspect ratio)
- Minimum width: 600 pixels
- Format: JPG or PNG

9. TikTok Business

Profile Picture

- Recommended size: 200 x 200 pixels
- Minimum size: 20 x 20 pixels
- Format: JPG or PNG
- Note: Will be cropped into a circle

Video Thumbnails

- Recommended size: 1080 x 1920 pixels
- Aspect ratio: 9:16
- Format: JPG or PNG

TikTok Story Cover

- Recommended size: 1080 x 1920 pixels
- Aspect ratio: 9:16
- Format: JPG or PNG

10. Apple Business Connect

Logo

- Recommended size: 1024 x 1024 pixels
- Minimum size: 512 x 512 pixels
- Format: PNG with transparent background
- Note: Should have a transparent background for best display

Cover Photo

- Recommended size: 3000 x 1686 pixels
- Minimum size: 1800 x 1012 pixels
- Aspect ratio: 16:9
- Format: JPG or PNG

Gallery Images

- Recommended size: 1920 x 1080 pixels (landscape)
- Minimum size: 1200 x 675 pixels
- Format: JPG or PNG

Best Practices for Business Images

1. **Maintain Brand Consistency:** To strengthen brand recognition, use the same colour palette, style, and visual elements across all platforms.
2. **Quality Over Quantity:** Having a few high-quality images is better than many poor-quality ones.
3. **Mobile-First Approach:** Always check how your images look on mobile devices, as most users will view your content on smartphones. Therefore, Small Business Digital recommends using PNG files that provide a better user experience across all platforms.
4. **File Size Matters:** Compress your images to reduce file size without sacrificing quality, for faster loading times.
5. **Update Regularly:** To keep your presence current, refresh your profile and cover photos seasonally or when launching new products/services.

Small Business Digital is your key to swiftly securing your online establishment. Our Get Digital plans and Digital Services are designed to empower small businesses to establish their online presence and achieve crucial outcomes necessary for success online.

Online platforms change their requirements more often than Australian Prime Ministers change, so always test one piece of content before you commence creating huge batches of content.

Do you need help implementing these image best practices? Contact us today to learn how we can simplify your digital journey.