

Bildgrößen Social Media 2025



Mawo:Ka Gründercoaching & Onlinemarketing

Vielen Dank an [allsocial.de](https://www.allsocial.de) für das Zusammenstellen der Bildgrößen



Instagram

Profilbild

110 x 110 Pixel
JPG, PNG

Feed-Bild

1080 x 1080 Pixel
JPG, PNG

Hochformat:
1080 x 1350 Pixel

Querformat:
1080 x 566 Pixel

Story-Bild

1080 x 1920 Pixel
JPG, PNG





Facebook

Coverbild

640 x 360 Pixel oder
851 x 315 Pixel
JPG, PNG

Profilbild

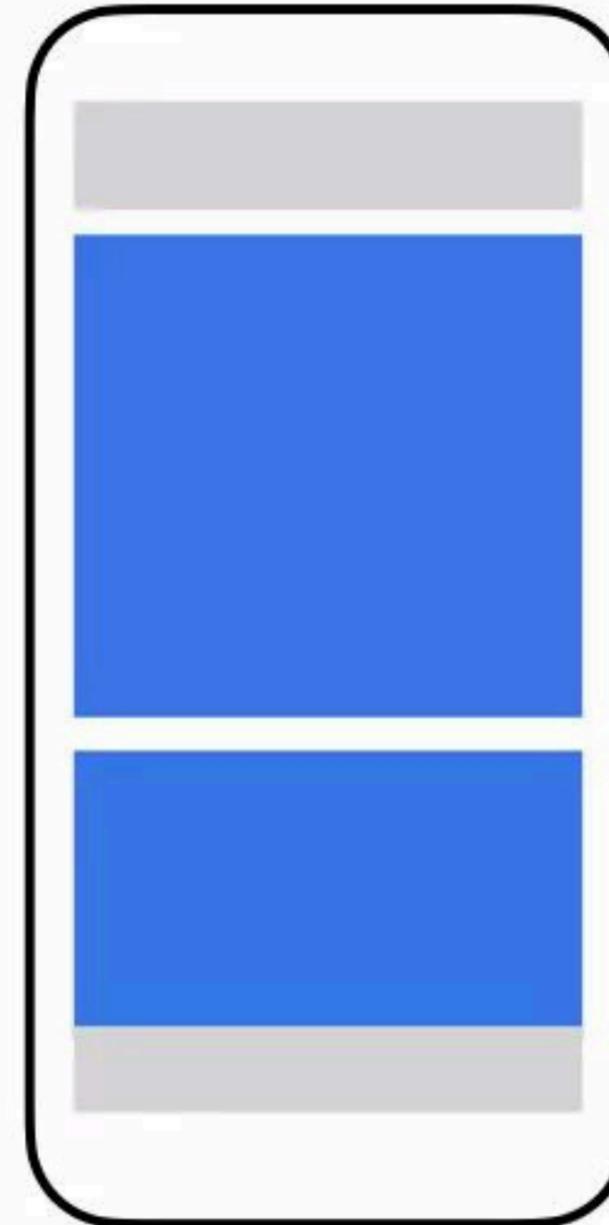
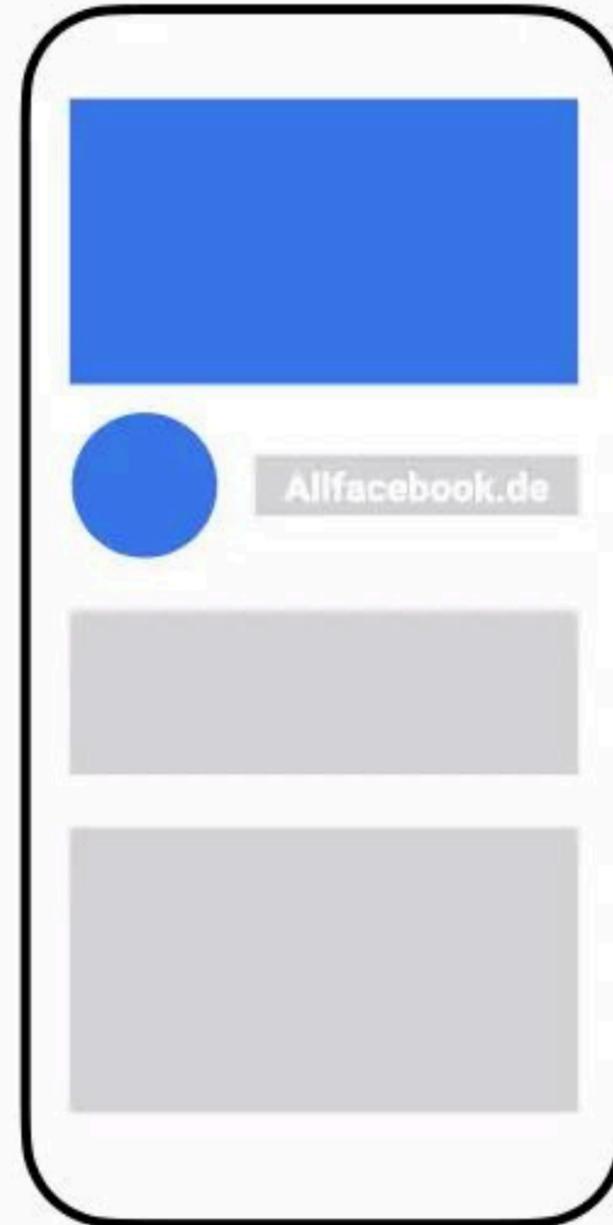
180 x 180 Pixel
JPG, PNG

Feed-Bild

1200 x 1500 Pixel
JPG, PNG

Linkvorschau

1200 x 630 Pixel
JPG, PNG





Facebook

Event-Coverbild

1200 x 628 Pixel
JPG, PNG

Story-Bild

1080 x 1920 Pixel
JPG, PNG





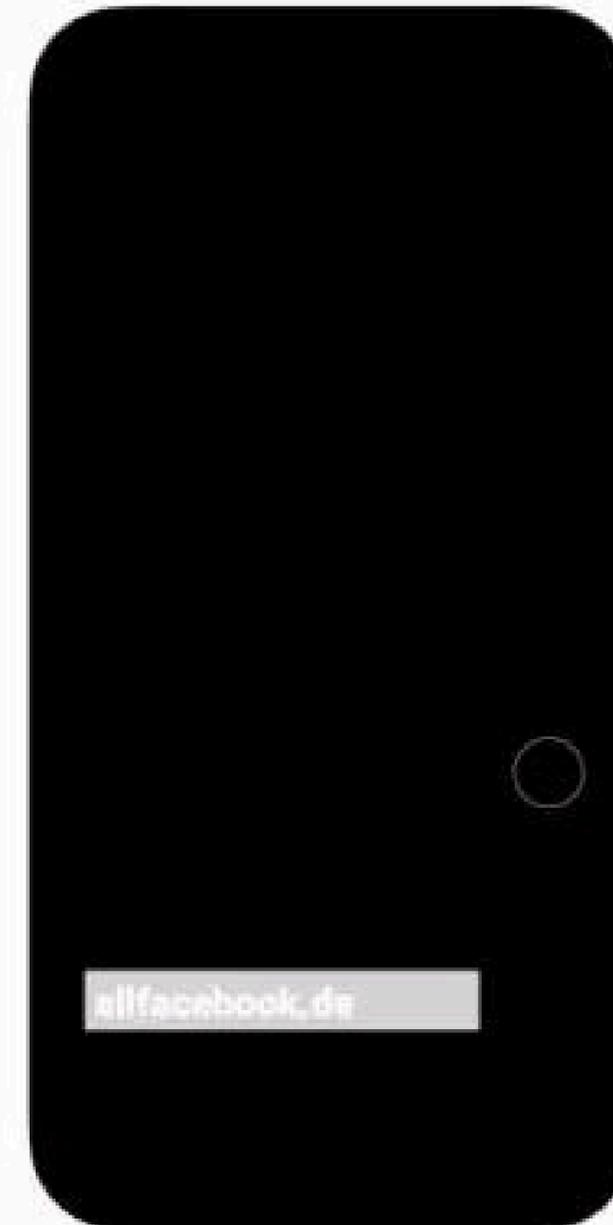
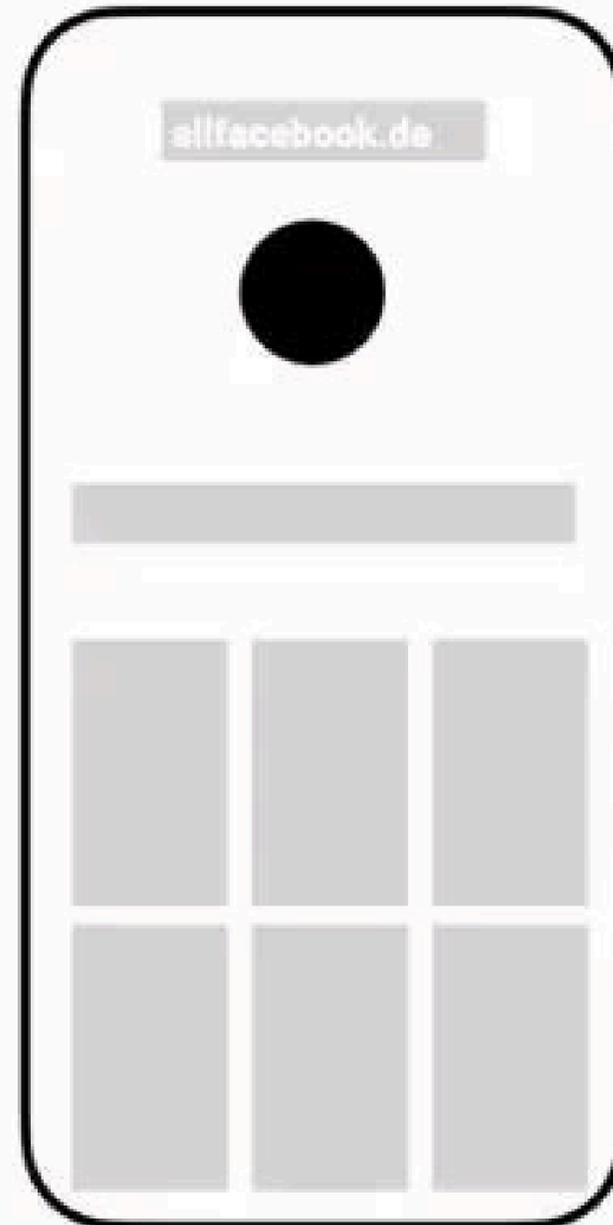
TikTok

Profilbild

200 x 200 Pixel
JPG, PNG

Video

1080 x 1920 Pixel
JPG, PNG





X (vormals Twitter)

Coverbild

1500 x 500 Pixel
JPG, PNG

Profilbild

400 x 400 Pixel
JPG, PNG

Feed-Bild

1200 x 675 Pixel
JPG, PNG





LinkedIn

Coverbild

1128 x 191 Pixel
JPG, PNG

Profilbild

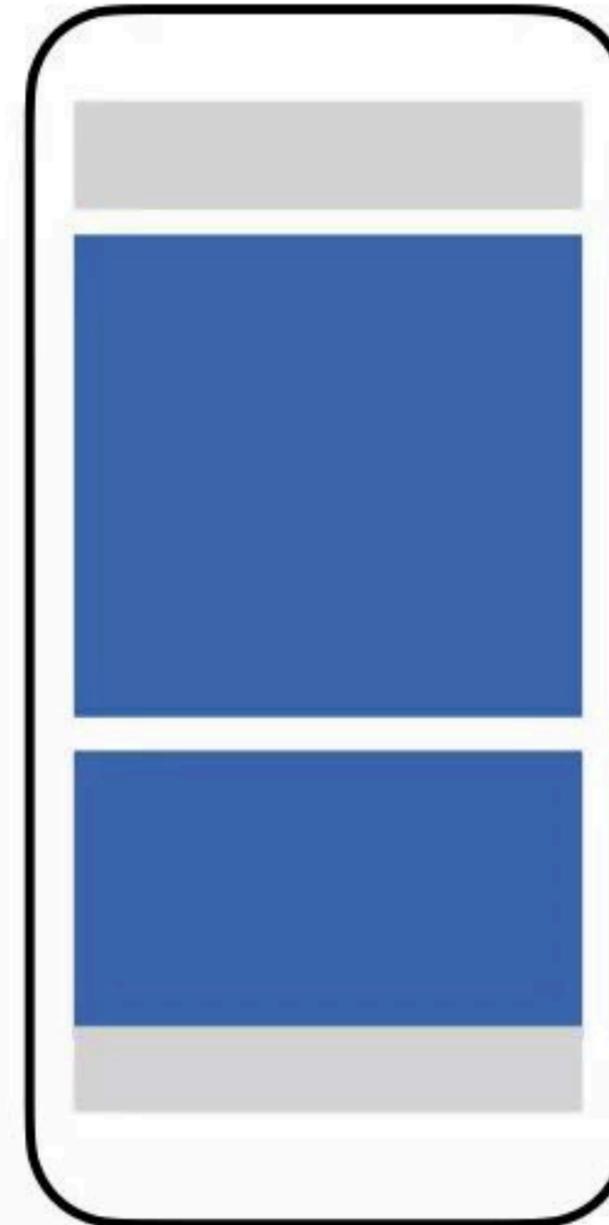
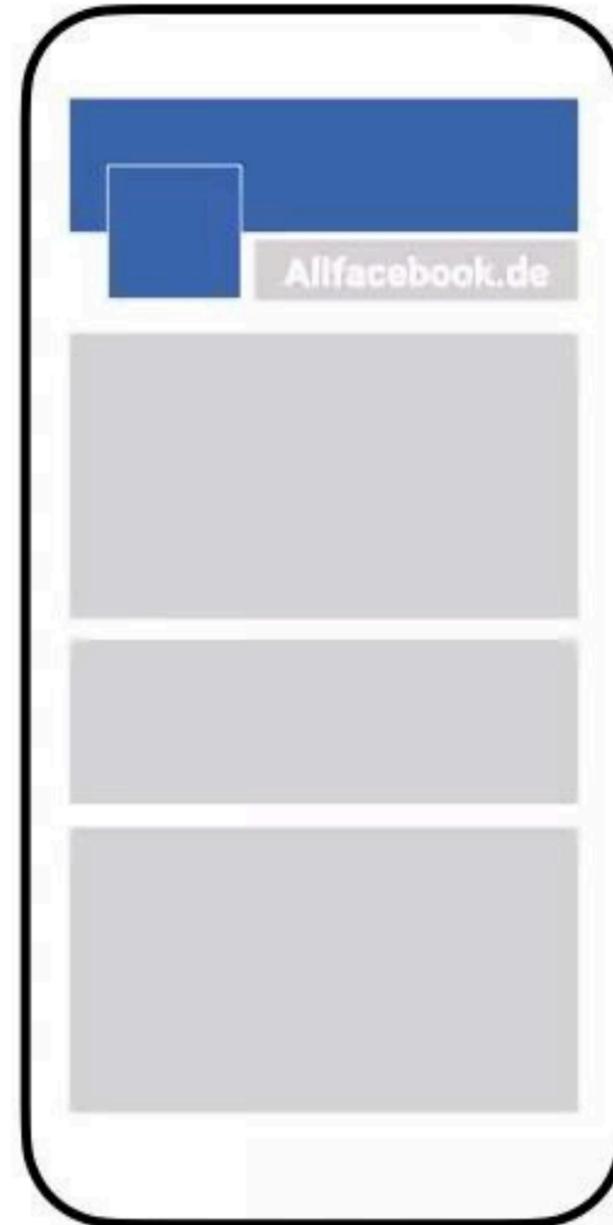
300 x 300 Pixel
JPG, PNG

Feed-Bild

1200 x 1200 Pixel
JPG, PNG

Linkvorschau

1200 x 627 Pixel
JPG, PNG





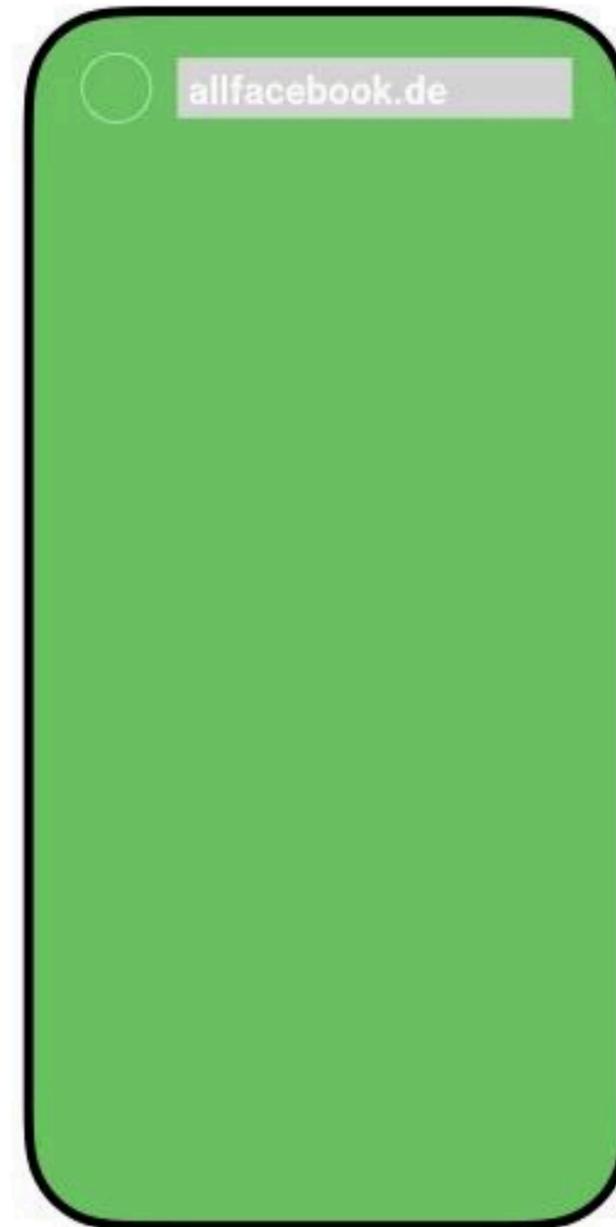
WhatsApp Business

Profilbild

1200 x 1200 Pixel
JPG, PNG

Status-Bild

1080 x 1920 Pixel
JPG, PNG





Pinterest

Profilbild

165 x 165 Pixel
JPG, PNG

Profil-Cover

1440 x 810 Pixel
JPG, PNG

Pinwand-Cover

600 x 600 Pixel
JPG, PNG

Pin-Bild

1000 x 1500 Pixel
JPG, PNG

