

# GUIDE DE LA TAILLE DES IMAGES SUR LES RÉSEAUX SOCIAUX

Tout utilisateur des réseaux sociaux s'est, un jour, posé les questions suivantes :

- Quelle est la taille d'une photo de profil sur Facebook ?
- Et celle de la couverture pour le profil, pour une page ?
- Quelles doivent être les dimensions des images à la Une des articles ?
- Quelle est la taille des photos de couverture sur Twitter ?
- Et pour Youtube, Google+ et les autres ?

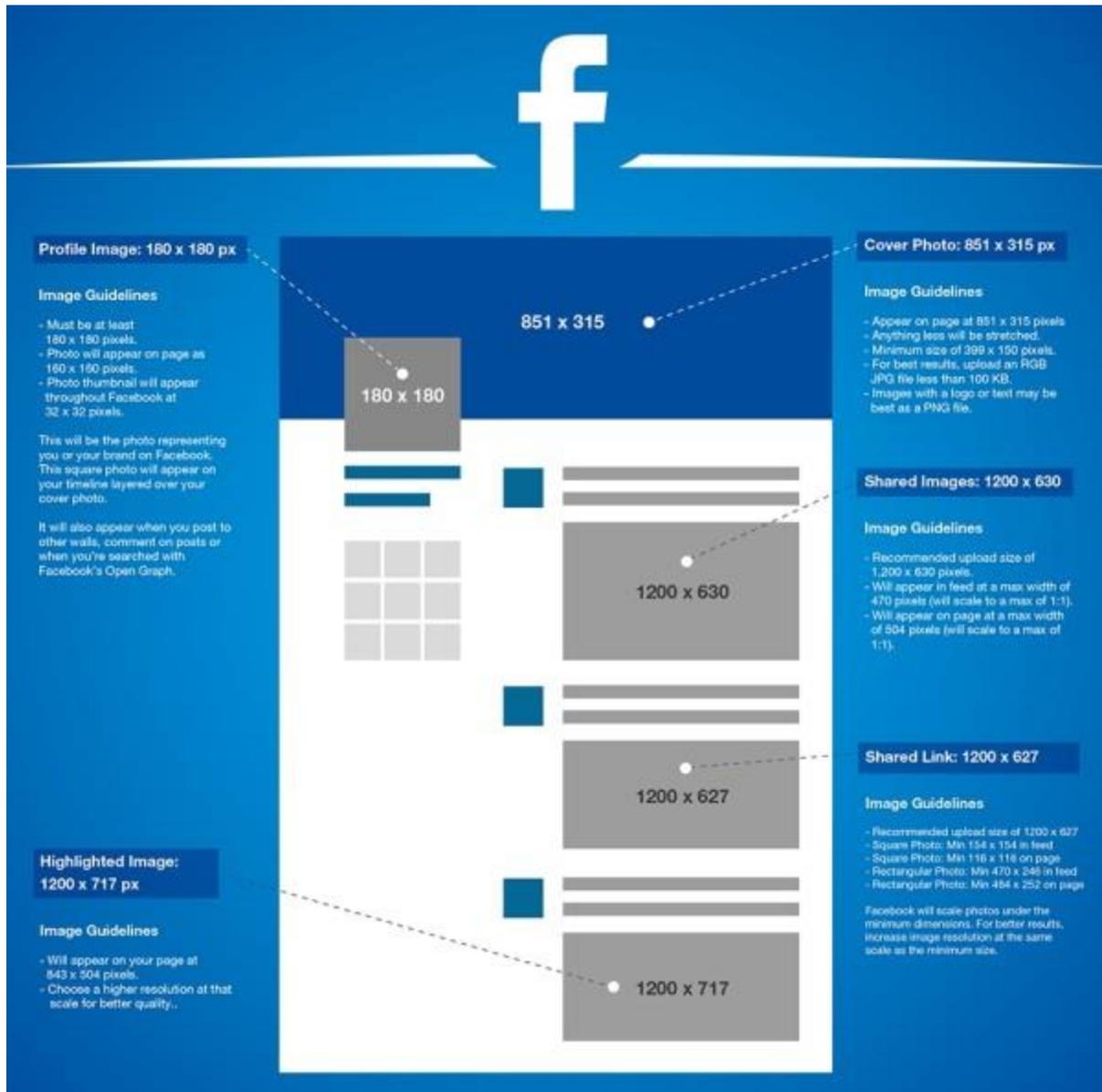
Pour répondre à toutes ces questions, le site Make A Website Hub a eu la bonne idée de réaliser une infographie qui rassemble toutes les tailles des images sur les réseaux sociaux suivants : Facebook, Twitter, Google+, Instagram, Pinterest, LinkedIn, YouTube et Tumblr.

Cette information précieuse et utile a été reprise sur le « Blog du modérateur » duquel nous avons puisé les informations reprises dans ce document. Un « guide » à garder précieusement, à portée de clic, pour connaître les tailles d'images recommandées par les réseaux sociaux, mais aussi les formats à privilégier et les dimensions des photos sur les fils d'actualité.



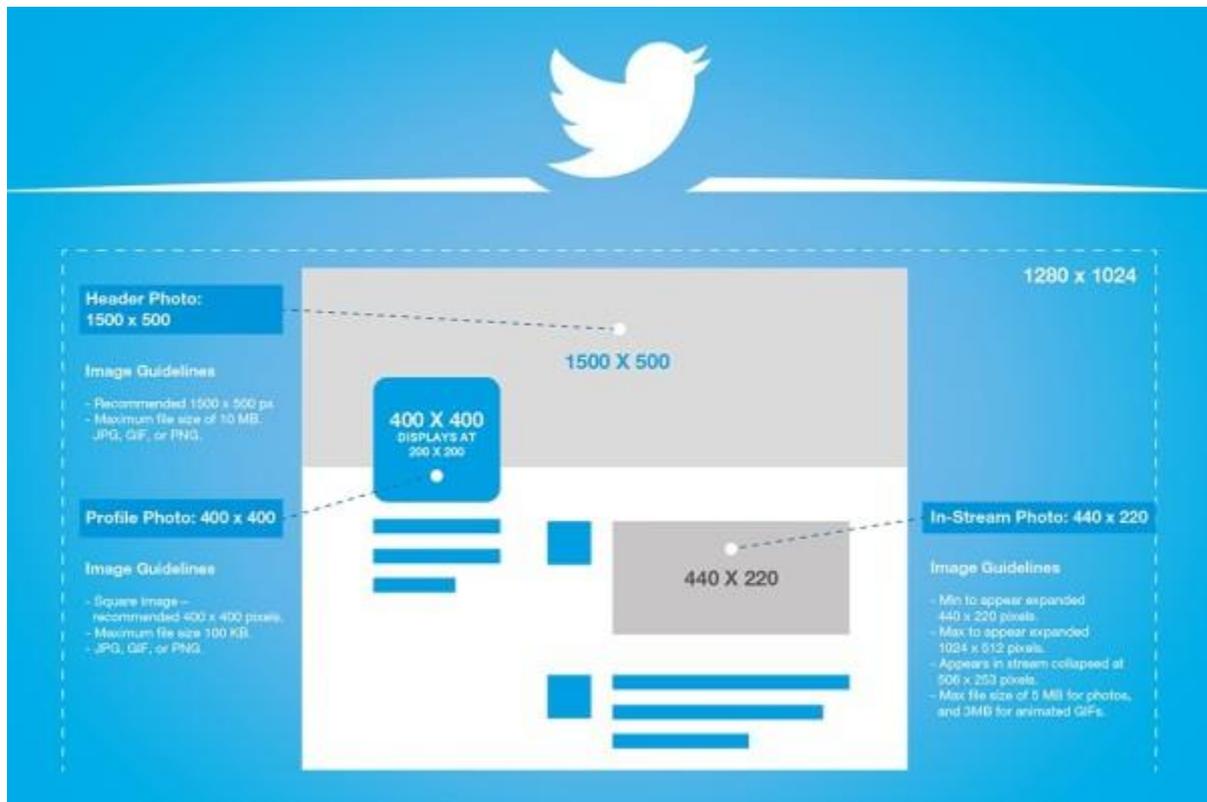
## Facebook

- Photo de profil Facebook : télécharger une photo de 180x180px, elle sera affichée en 160x160px
- Photo de couverture Facebook : 851x315 pixels (privilégiez un fichier JPG RGB ou PNG)
- Image partagée sur Facebook : 1200x630 pixels
- Image à la une sur Facebook : 1200x717 pixels
- Image d'un lien sur Facebook : 1200x627 pixels



## Twitter

- Photo de profil Twitter : télécharger une photo de 400x400px, elle sera affichée en 200x200px
- Photo de couverture Twitter : 1500x500 pixels
- Photo affichée dans le flux Twitter : entre 440x220 pixels et 1024x512 pixels



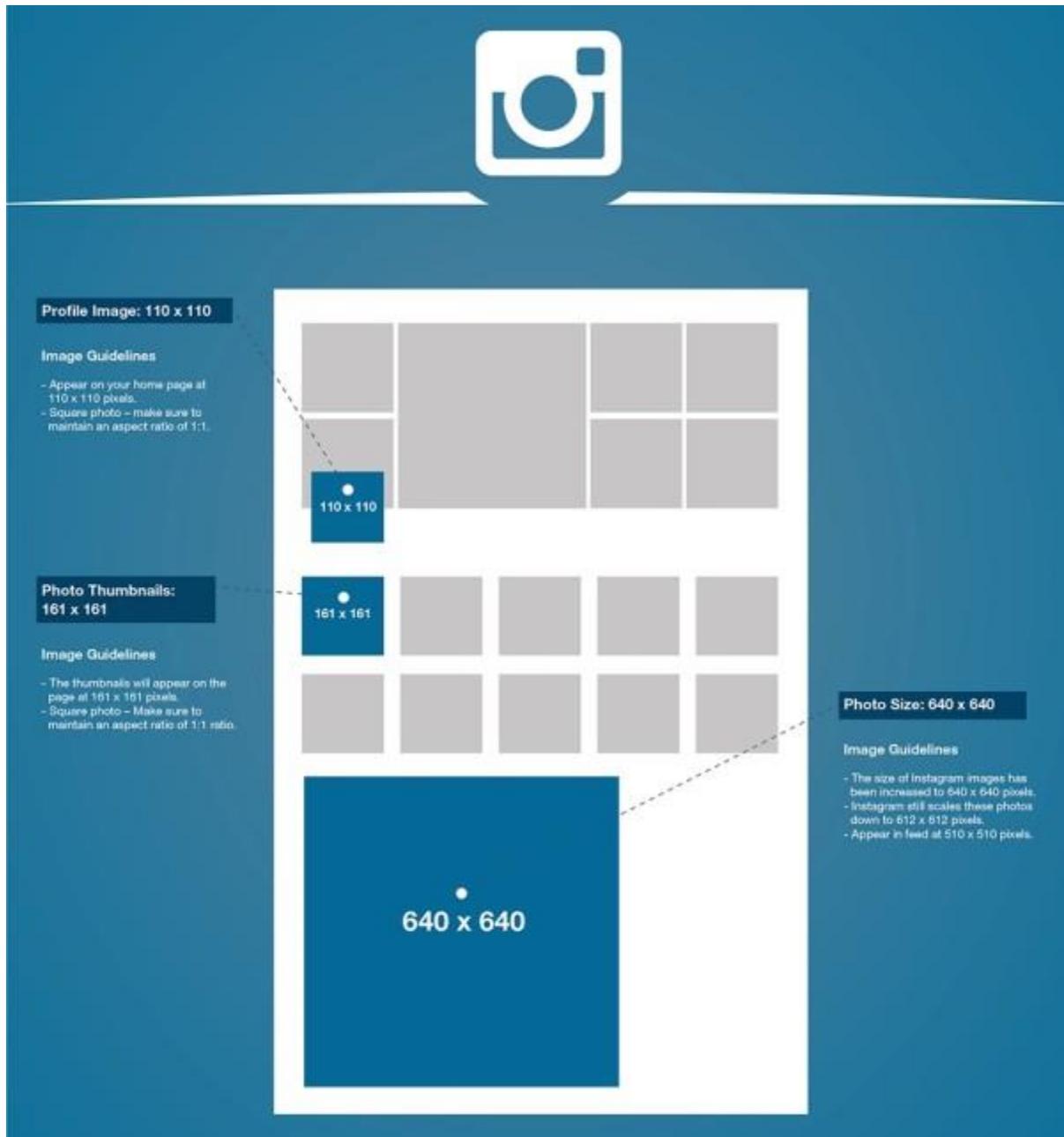
## Google+

- Photo de profil Google+ : 250×250 pixels au format JPG, GIF ou PNG
- Photo de couverture Google+ : 1080×608 pixels (entre 480×270 et 2120×1192 pixels)
- Image partagée dans le flux Google+ : 497×373 pixels



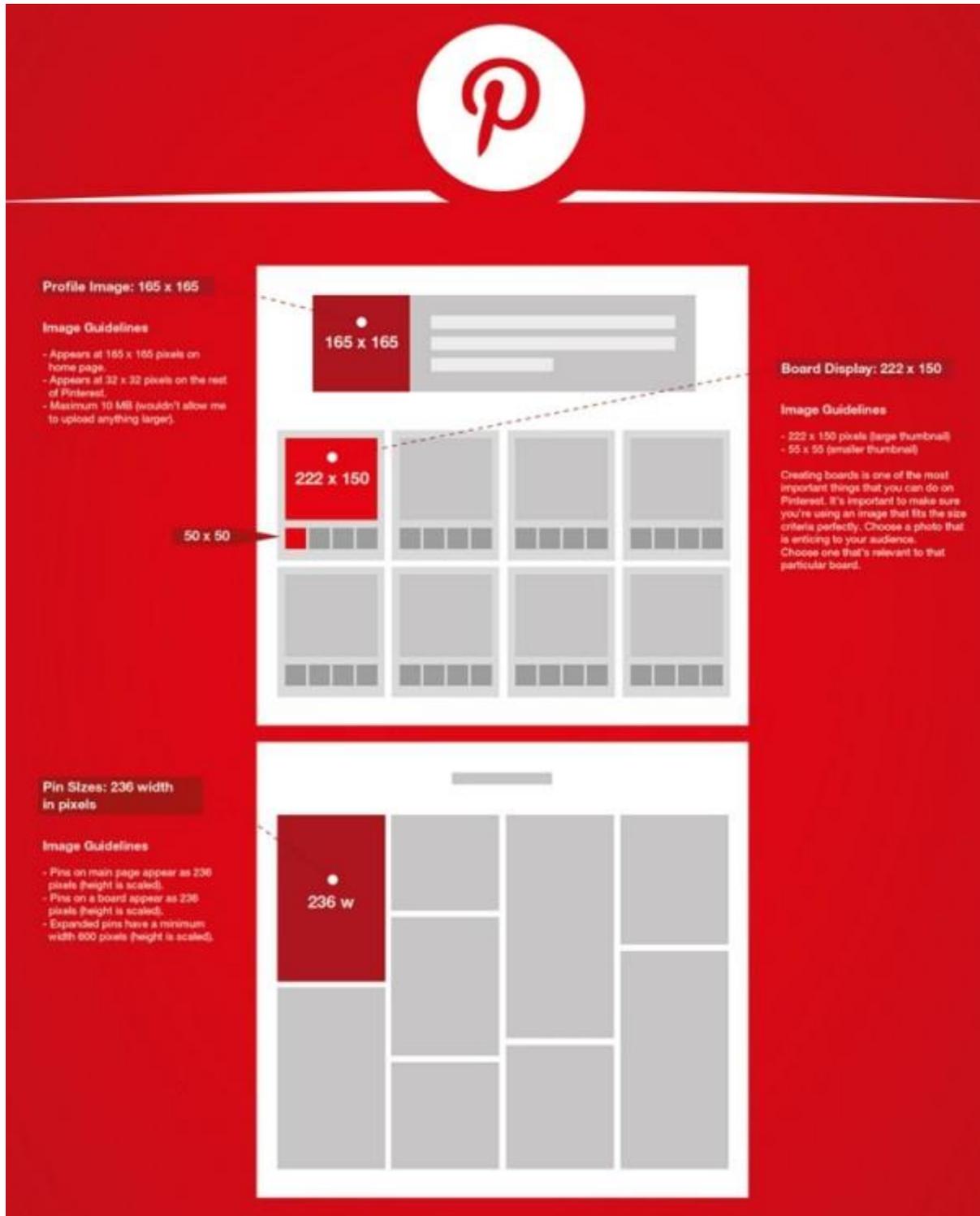
## Instagram

- Photo de profil Instagram : 110×110 pixels (photo au format carré)
- Aperçu d'une photo Instagram : 161×161 pixels
- Photo Instagram : 640×640 pixels, affichée en 510×510 pixels dans le flux Instagram



## Pinterest

- Photo de profil Pinterest : 165×165 pixels
- Photo de tableau Pinterest (board) : 222×150 pixels (petite photo : 50×50 pixels)
- Photo d'épingle Pinterest (pin) : 600 pixels de large (affichée en 236 pixels de large dans le flux)



The infographic is set against a red background with the Pinterest logo at the top center. It is divided into three main sections: Profile Image, Board Display, and Pin Sizes. Each section includes a visual representation of the image size and a list of guidelines.

**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 (we wouldn't allow me to upload anything larger).

**Board Display: 222 x 150**

**Image Guidelines**

- 222 x 150 pixels (large thumbnail)
- 50 x 50 (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.

**Pin Sizes: 236 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).

## LinkedIn

- Photo de profil : 400×400 pixels (maximum : 20000×20000 pixels, 10Mb, JPG, GIF ou PNG)
- Photo de couverture LinkedIn : entre 1000×425 pixels et 4000×4000 pixels
- Logo des pages LinkedIn (Company) : 100×60 pixels (PNG, JPG ou GIF)
- Photo de couverture des pages LinkedIn (Company) : 974×300 pixels

The infographic is set against a blue background with the LinkedIn logo at the top. It features a central white area with various image size callouts and dashed lines pointing to specific sections of a LinkedIn profile layout. The layout includes a profile picture, a banner image, a company logo, and a career cover photo. Each callout is accompanied by a box containing 'Image Guidelines' and a brief explanatory text.

**BG image: 1000 x 425**

**Image Guidelines**

- 1000 x 425 and 4,000 x 4,000 px
- Maximum size 4MB
- .JPG, PNG or GIF files only

A new feature for your personal profile. It's a little bit trickier to find something that really fits that space well, but if you get it right, your profile will look great.

**Background image:**  
Between 1000 x 425 and 4,000 x 4,000

**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

**Standard Logo: 100 x 60**

**Image Guidelines**

- 100 x 60 pixels (resized to fit)
- Maximum 2 MB
- 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!

**Career Cover Photo: 974 x 300**

**Image Guidelines**

Minimum 974 x 300 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.

**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: 50 x 50**

**Image Guidelines**

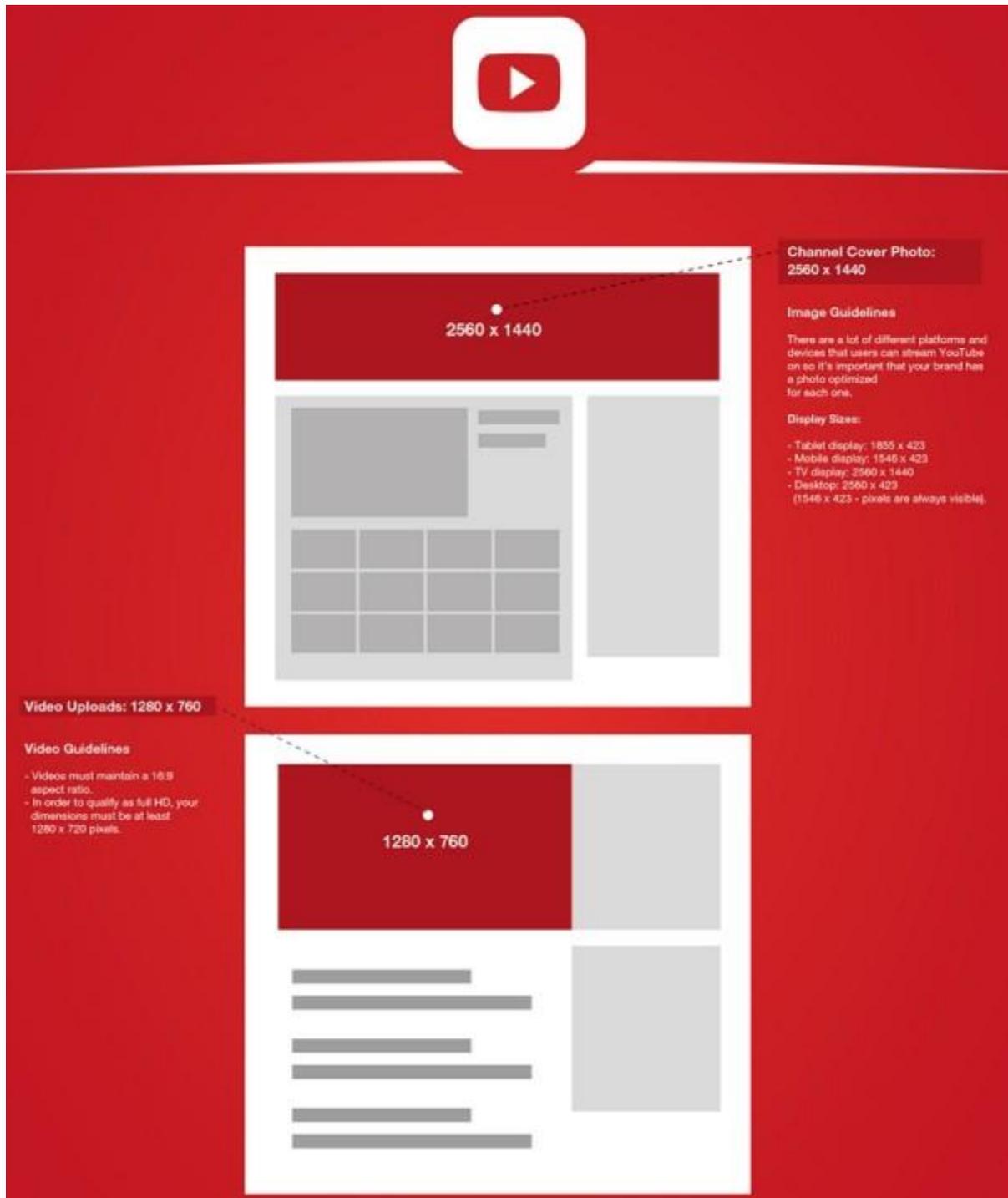
- 50 x 50 pixels (resized to fit)
- Maximum 2 MB
- PNG, JPG or GIF

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.

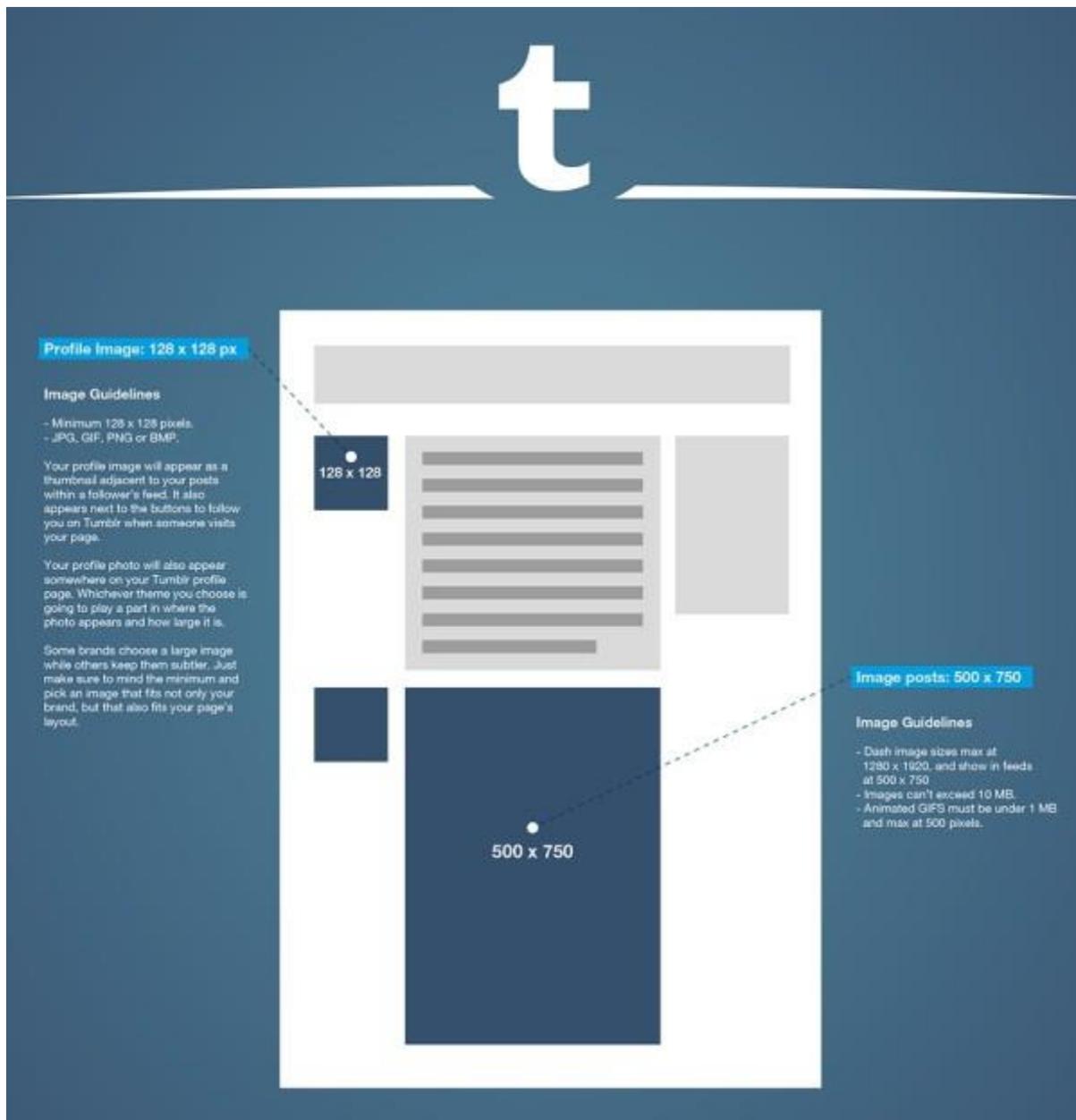
## YouTube

- Photo de couverture YouTube : 2560×1440 pixels – 1546×423 pixels seront toujours visibles
- Images d’aperçu YouTube : 1280×760 pixels



## 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 au maximum



### Sources :

- <http://www.blogdumoderateur.com/guide-taille-images-reseaux-sociaux/>
- <http://makeawebsitehub.com/social-media-image-sizes-cheat-sheet/>