

# 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

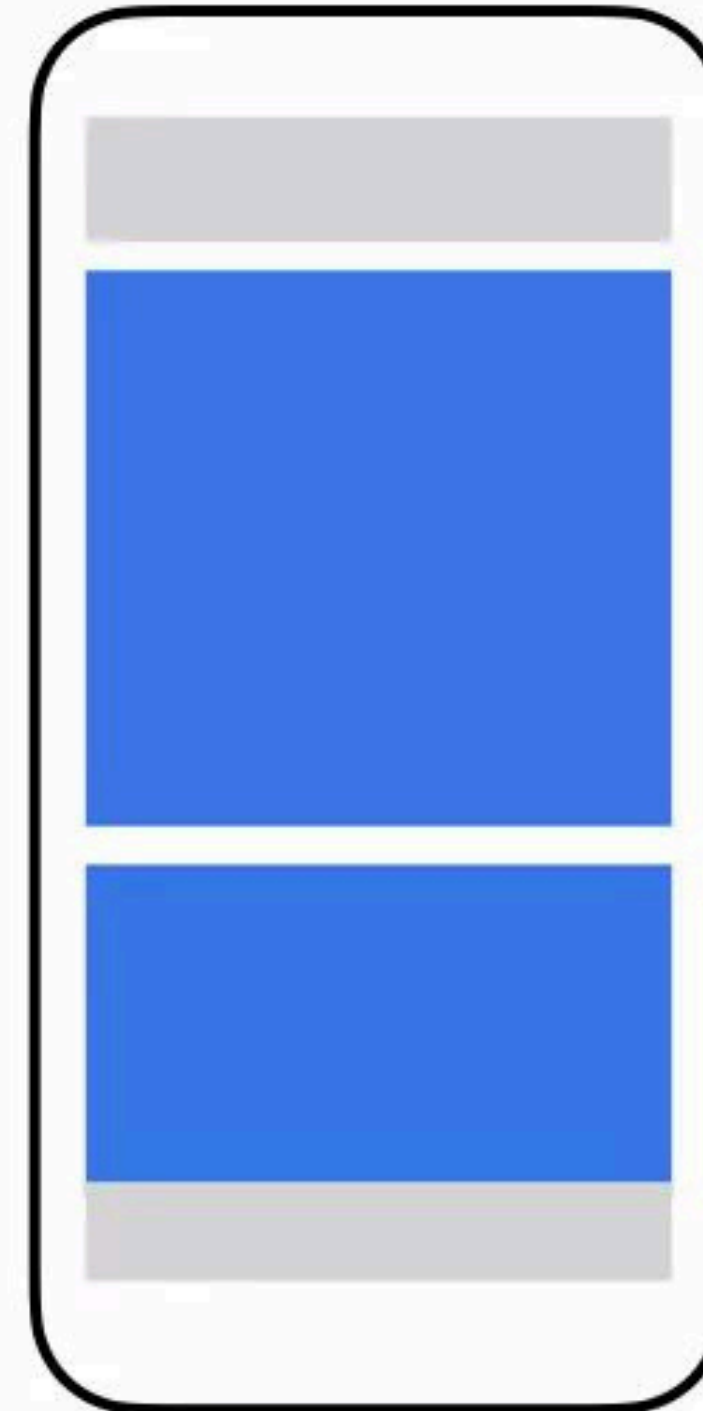
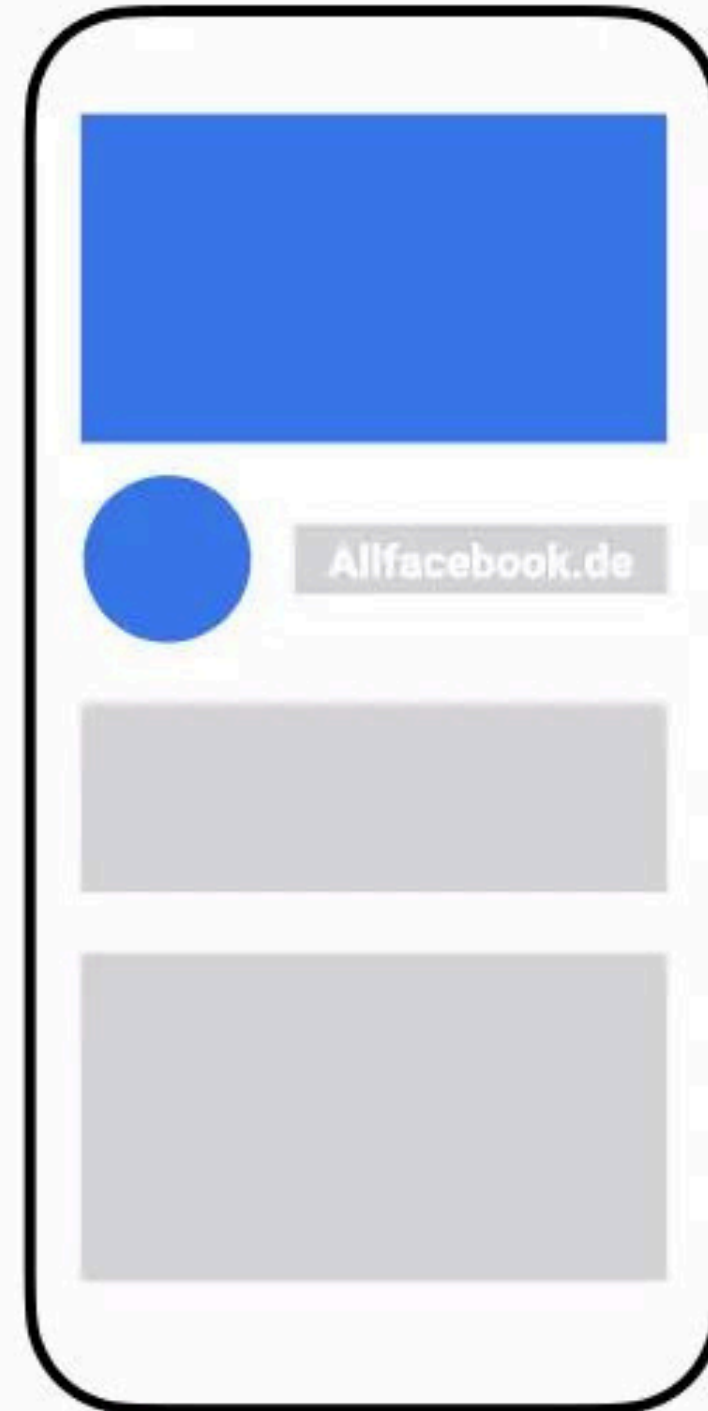
180 x 180 Pixel  
JPG, PNG

## Feed-Bild

1200 x 1500 Pixel  
JPG, PNG

## Linkvorschau

1200 x 630 Pixel  
JPG, PNG





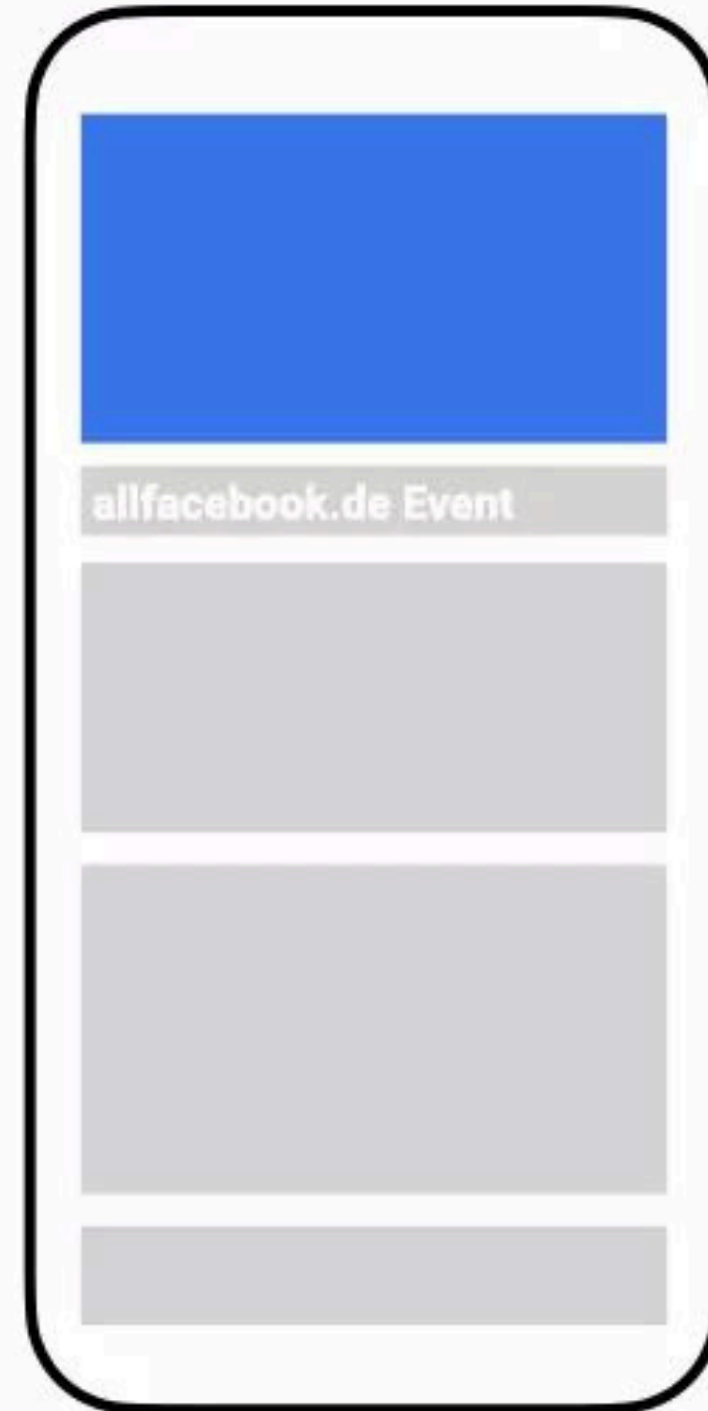
# Facebook

## Event-Coverbild

1200 x 628 Pixel  
JPG, PNG

## Story-Bild

1080 x 1920 Pixel  
JPG, PNG





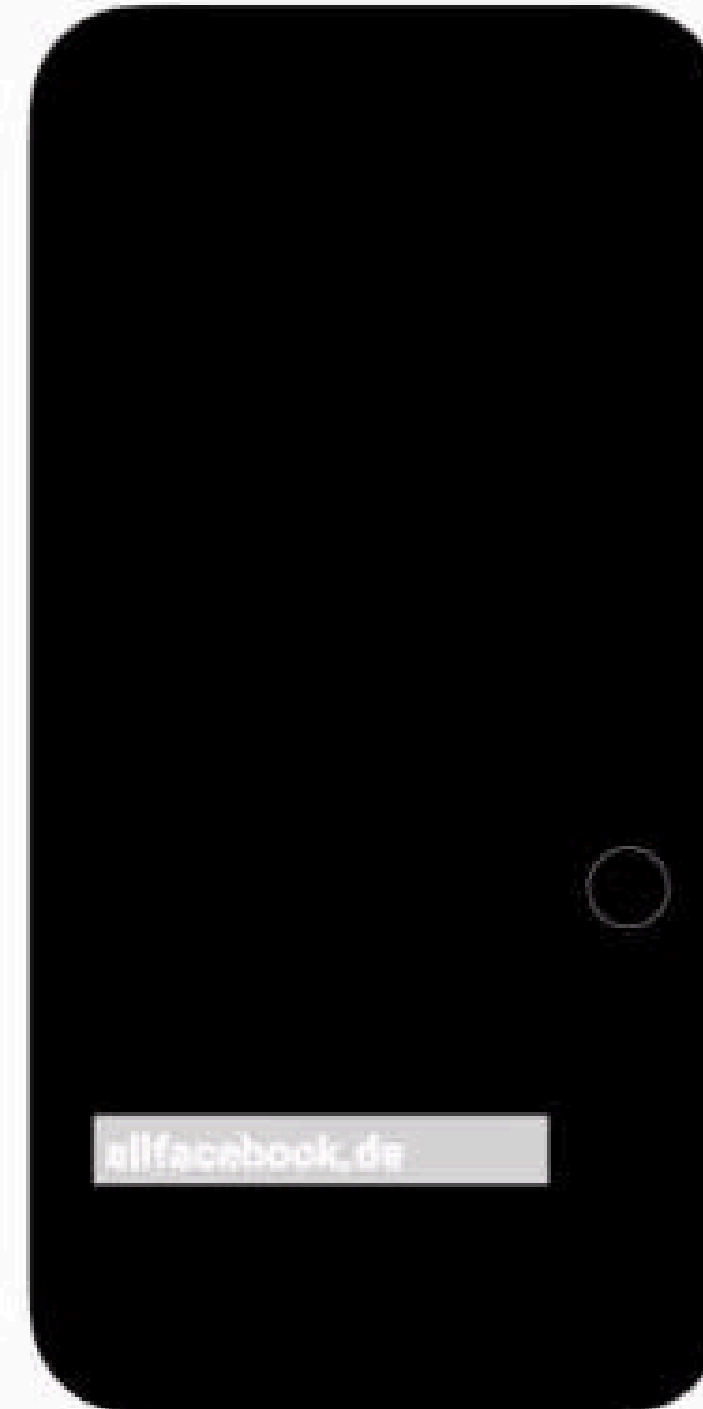
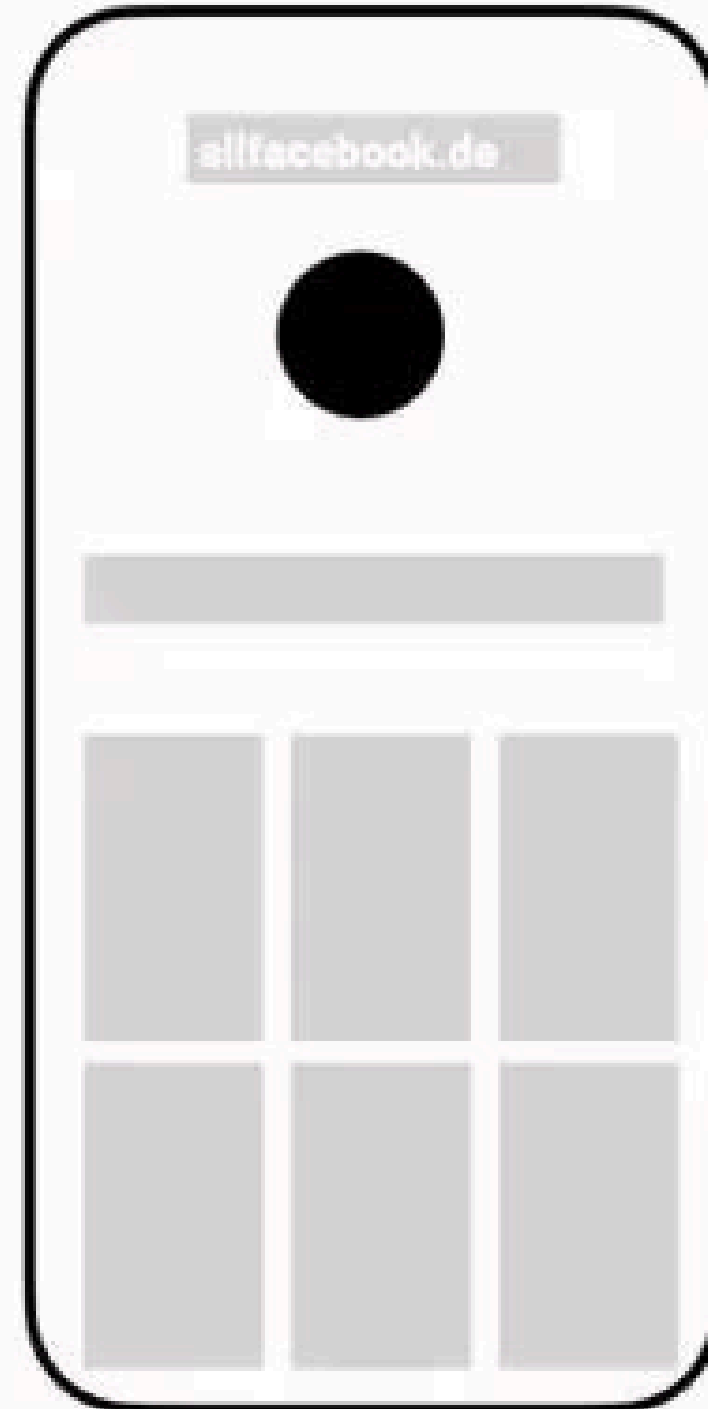
# TikTok

## Profilbild

200 x 200 Pixel  
JPG, PNG

## Video

1080 x 1920 Pixel  
JPG, PNG





# X (vormals Twitter)

## Coverbild

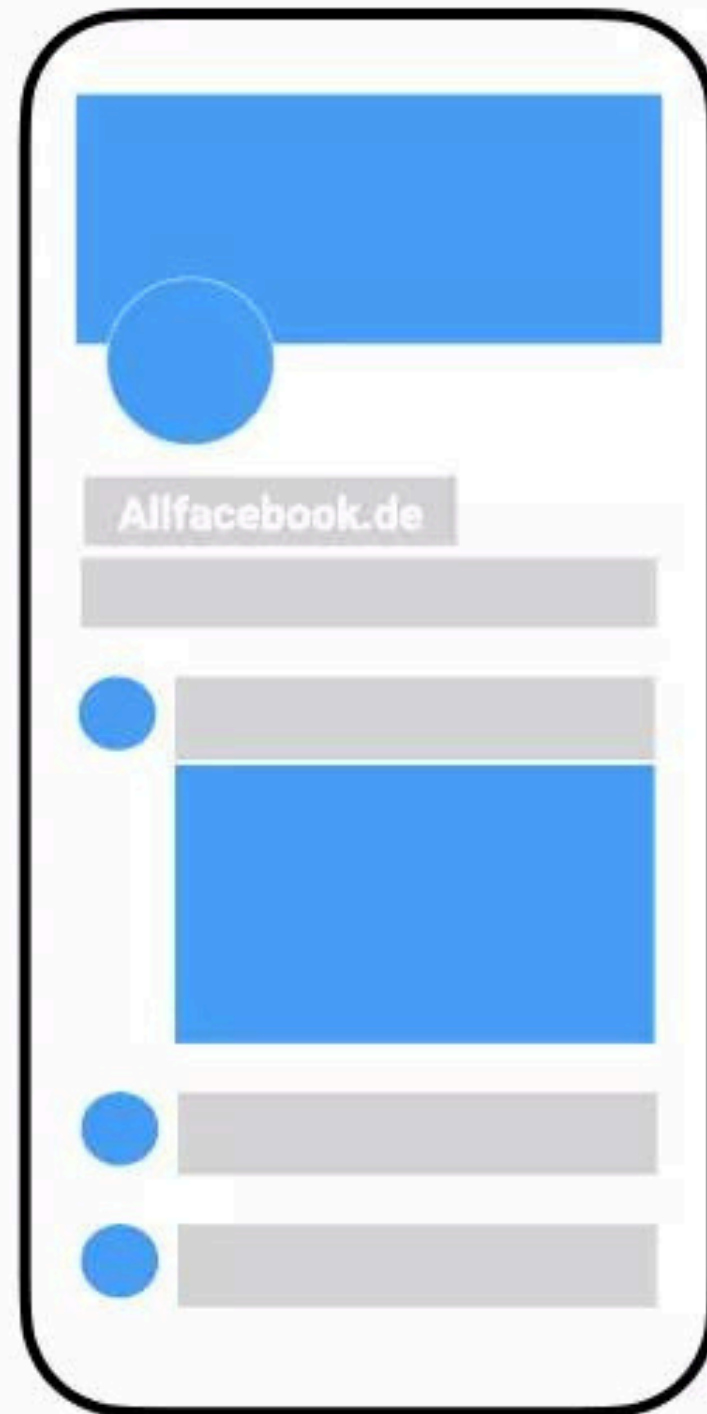
1500 x 500 Pixel  
JPG, PNG

## Profilbild

400 x 400 Pixel  
JPG, PNG

## Feed-Bild

1200 x 675 Pixel  
JPG, PNG





# LinkedIn

## Coverbild

1128 x 191 Pixel  
JPG, PNG

## Profilbild

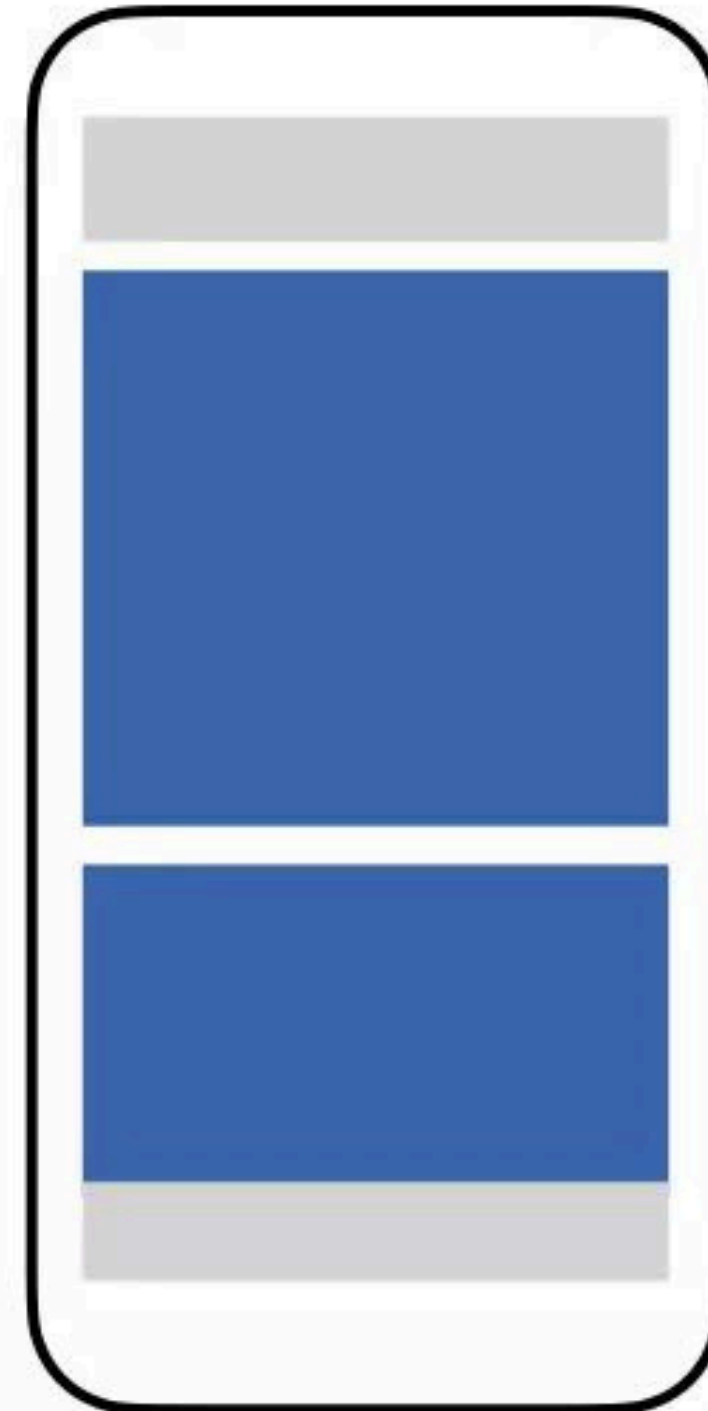
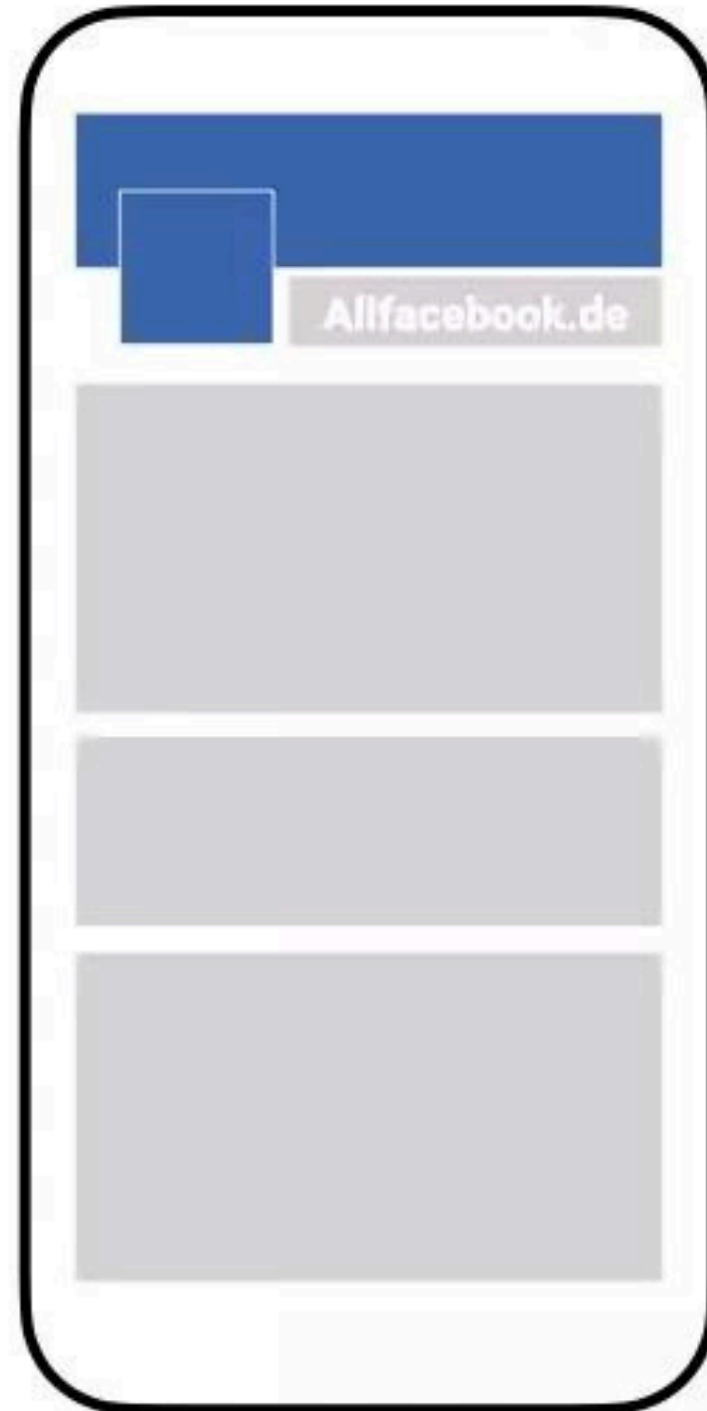
300 x 300 Pixel  
JPG, PNG

## Feed-Bild

1200 x 1200 Pixel  
JPG, PNG

## Linkvorschau

1200 x 627 Pixel  
JPG, PNG





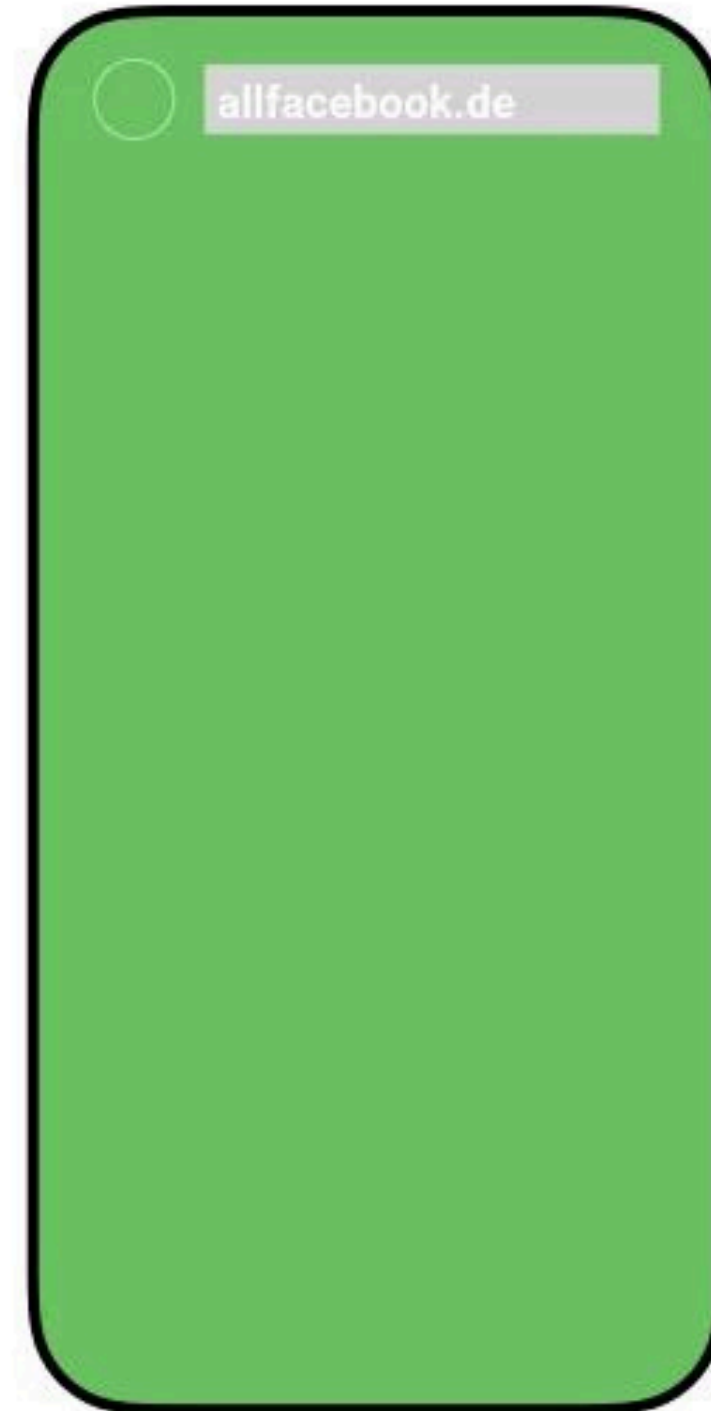
# WhatsApp Business

## 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

