

# Bildgrößen Social Media

## 2026



Mawo:Ka



# 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

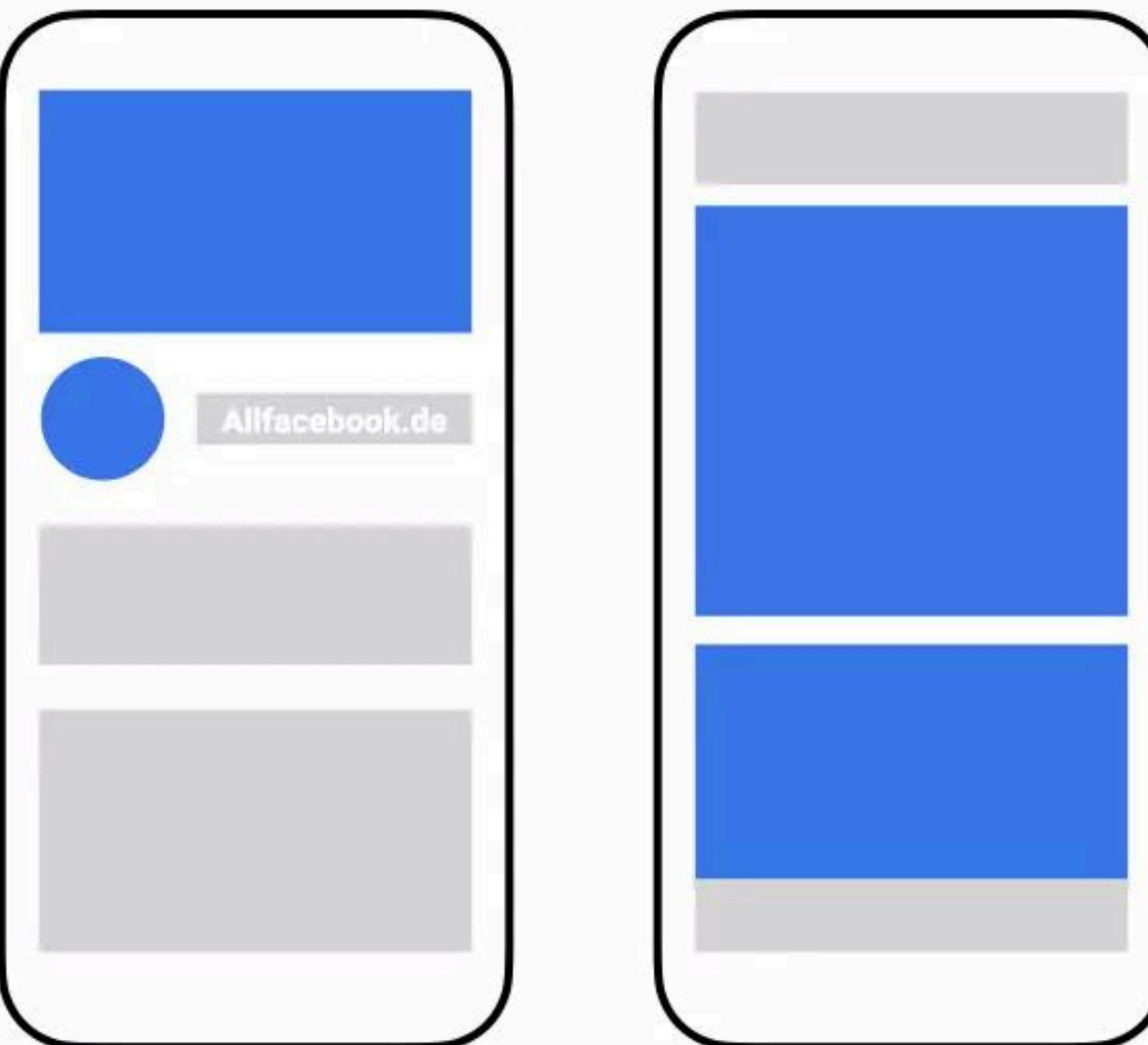
180 x 180 Pixel  
JPG, PNG

## Feed-Bild

1200 x 1500 Pixel  
JPG, PNG

## Linkvorschau

1200 x 630 Pixel  
JPG, PNG





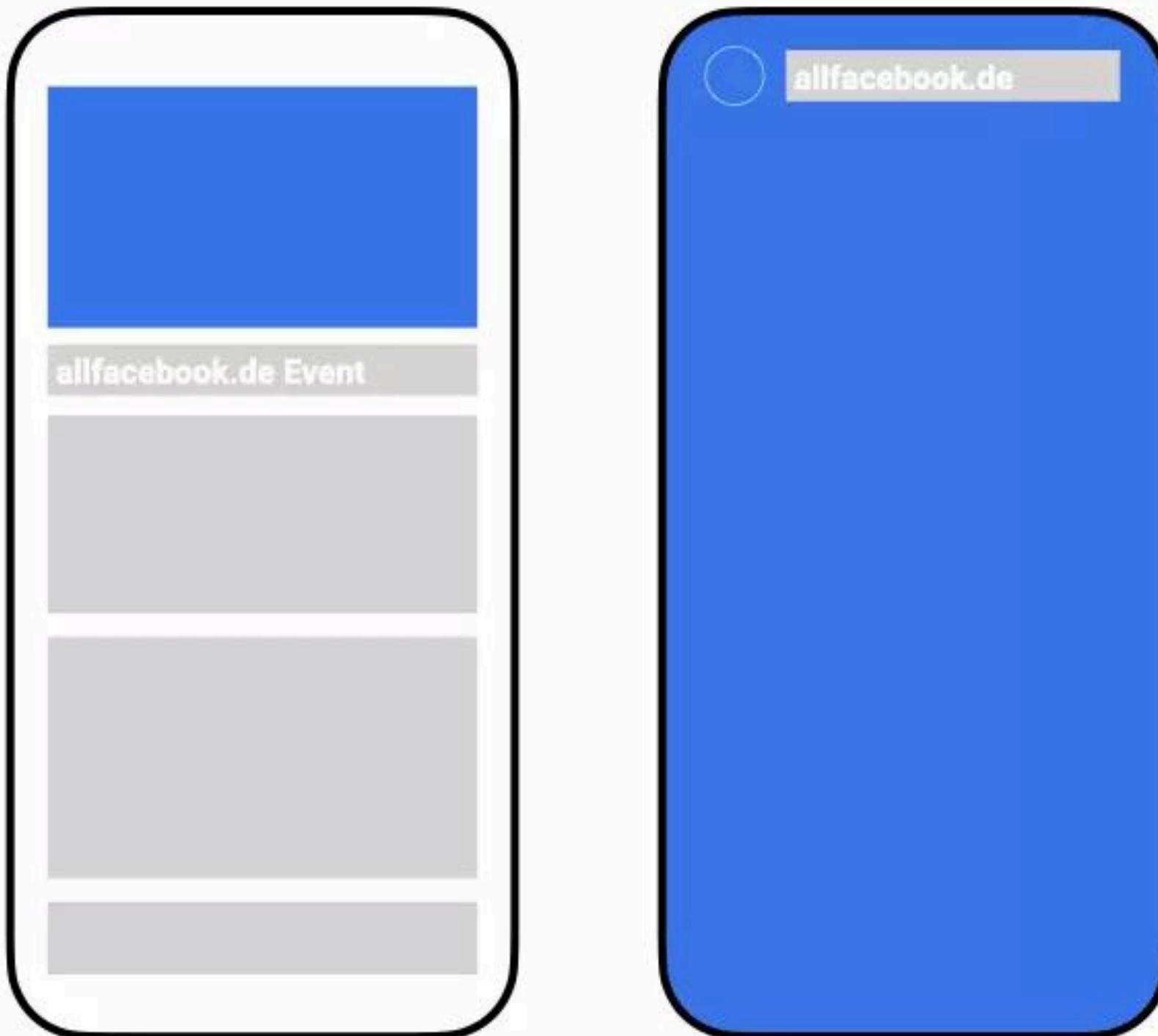
# Facebook

## Event-Coverbild

1200 x 628 Pixel  
JPG, PNG

## Story-Bild

1080 x 1920 Pixel  
JPG, PNG





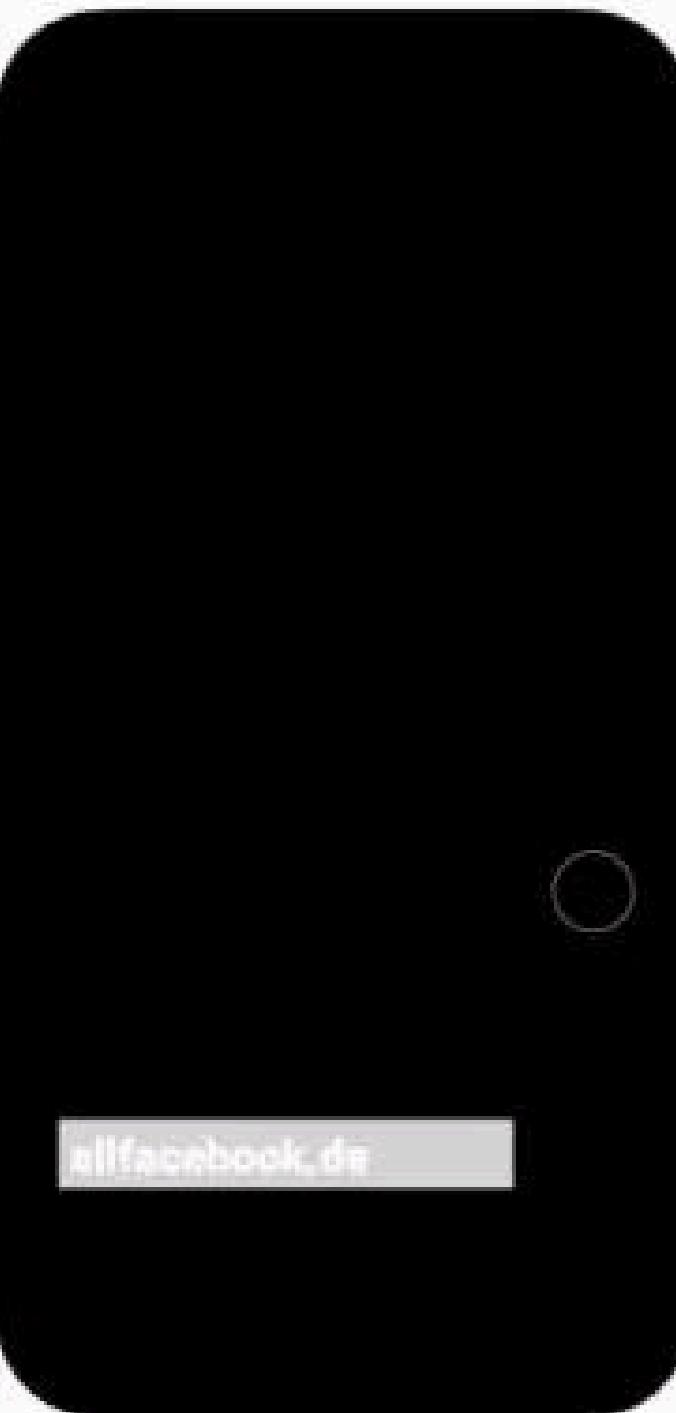
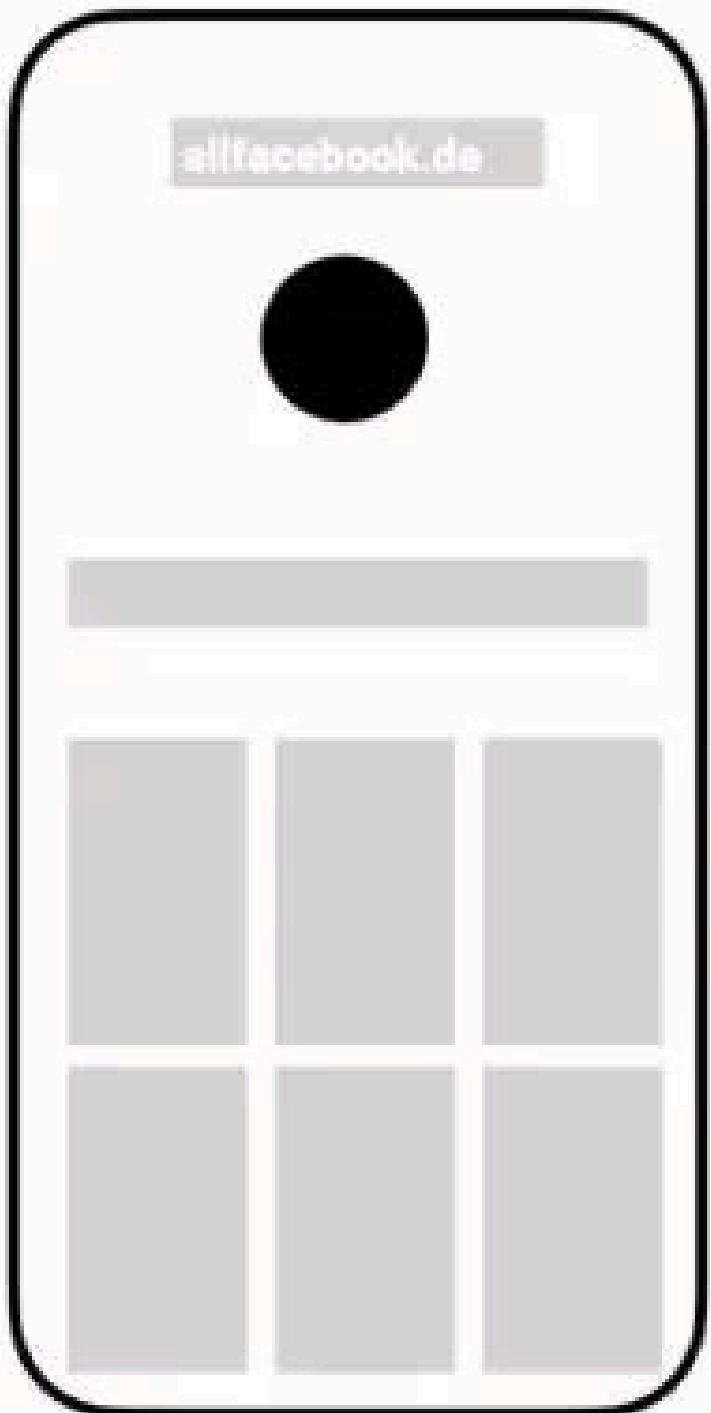
# TikTok

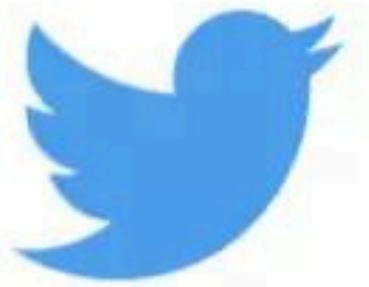
## Profilbild

200 x 200 Pixel  
JPG, PNG

## Video

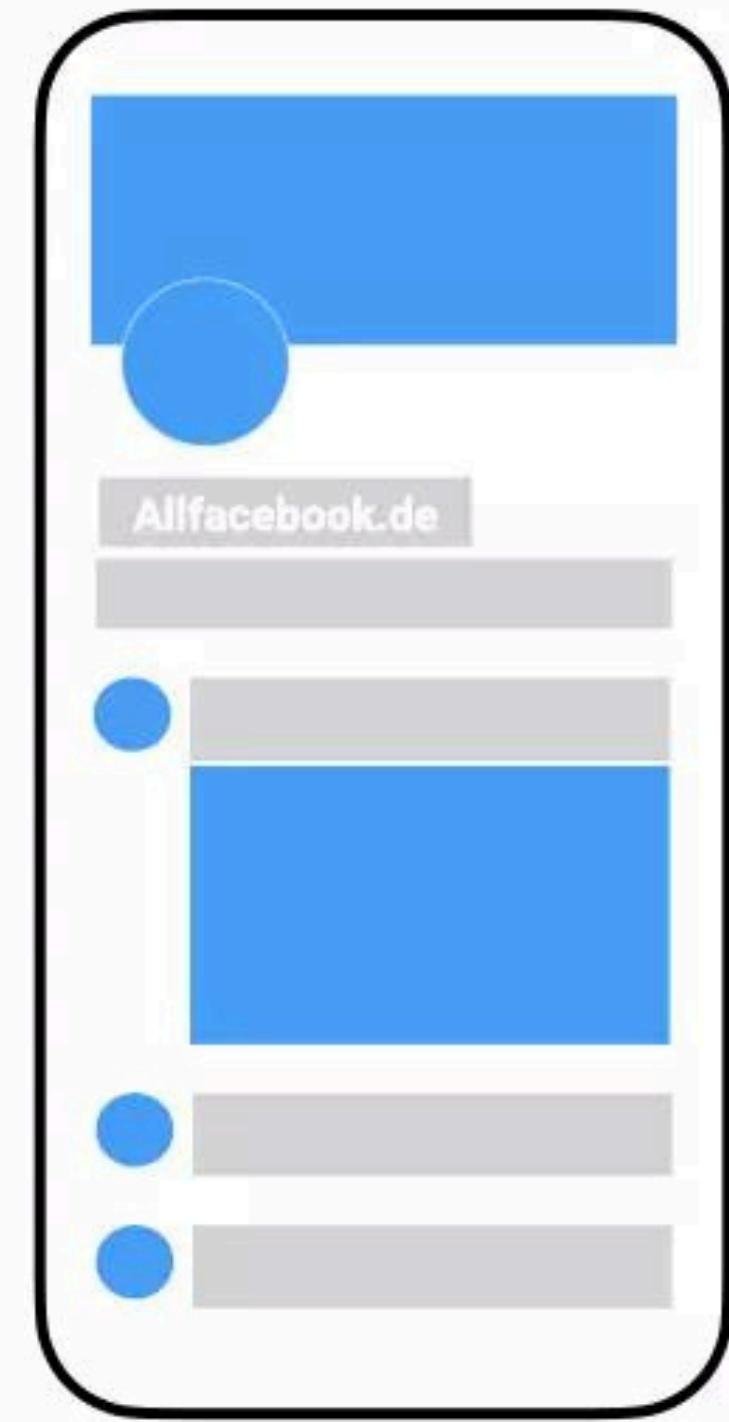
1080 x 1920 Pixel  
JPG, PNG





# 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

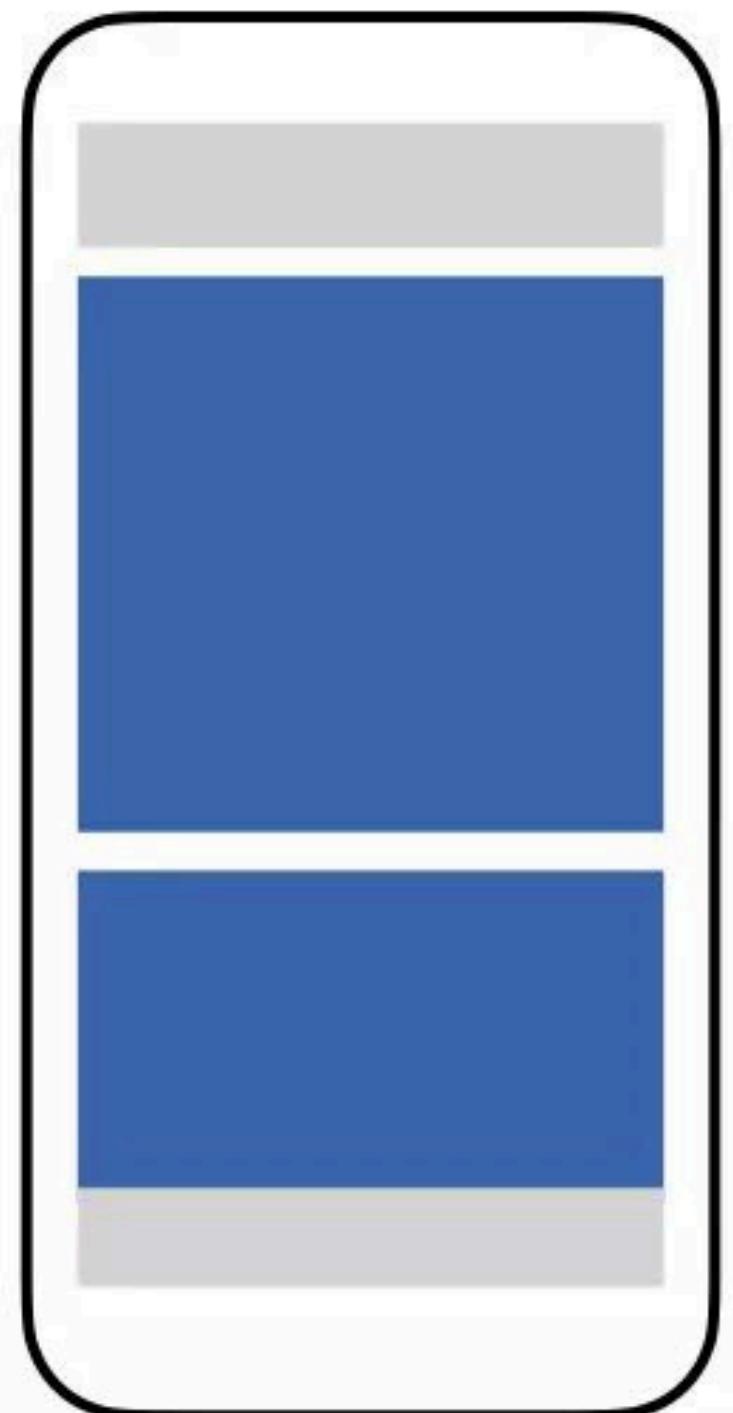
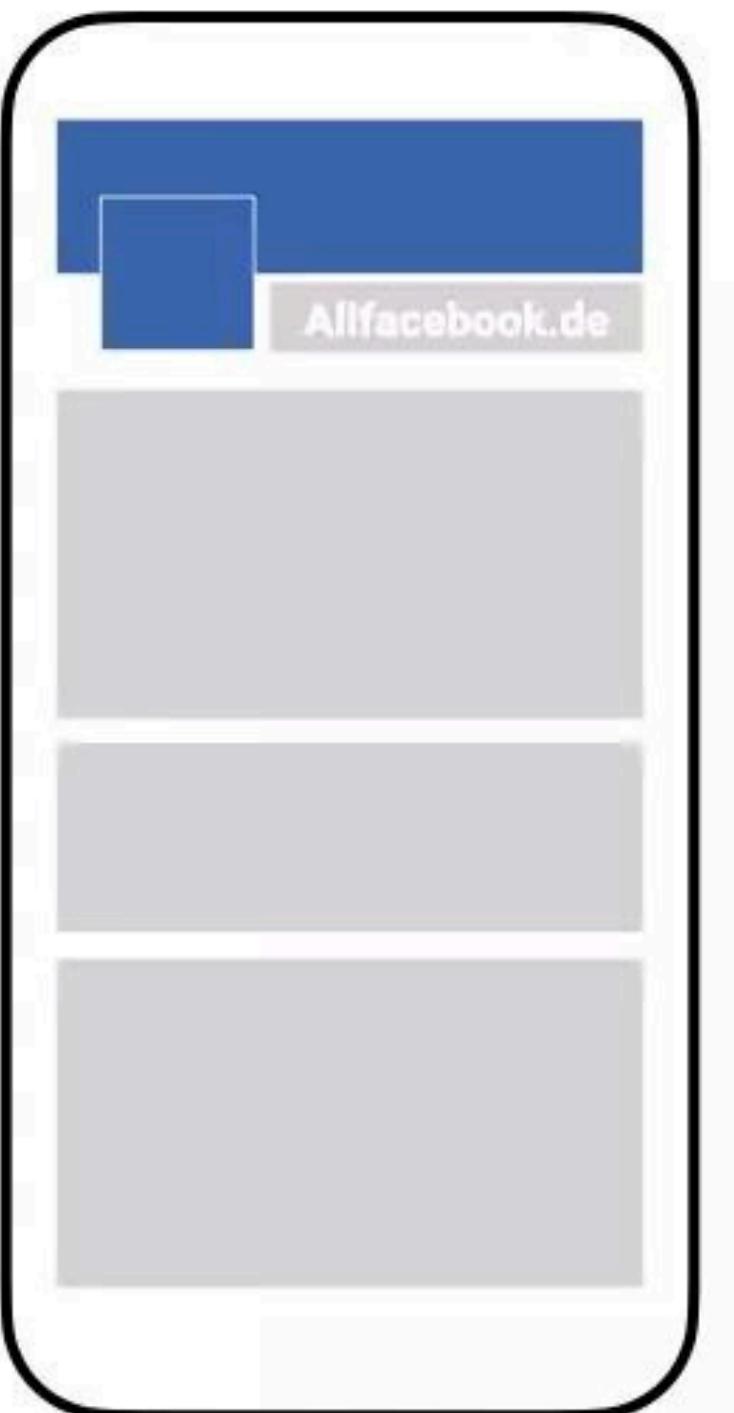
300 x 300 Pixel  
JPG, PNG

## Feed-Bild

1200 x 1200 Pixel  
JPG, PNG

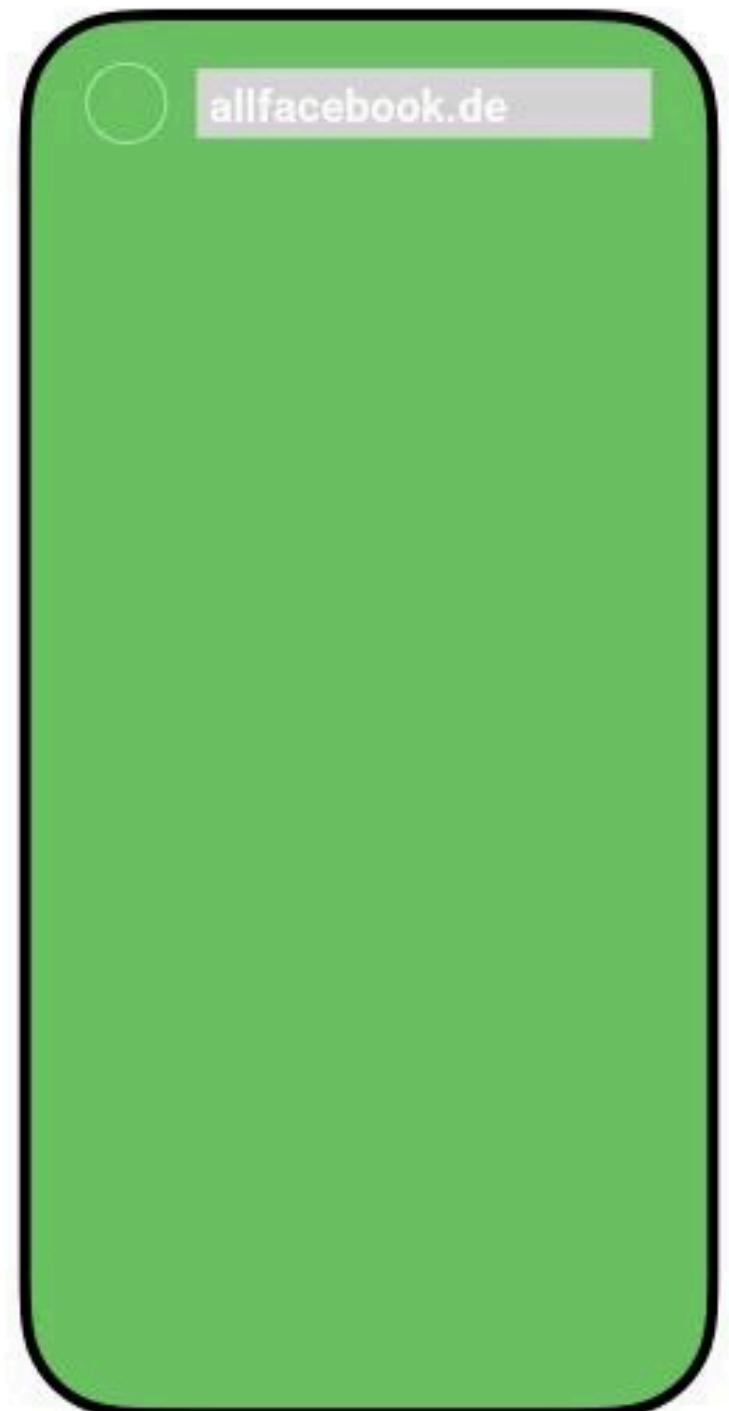
## Linkvorschau

1200 x 627 Pixel  
JPG, PNG





# WhatsApp Business





# Pinterest

## Profilbild

165 x 165 Pixel  
JPG, PNG

## Profil-Cover

1440 x 810 Pixel  
JPG, PNG

## Pinnwand-Cover

600 x 600 Pixel  
JPG, PNG

## Pin-Bild

1000 x 1500 Pixel  
JPG, PNG

