Higher Digital

# Social Media Size Guide

*BEYOND THE BASICS*

Higher Digital

CANVA

# Social Media Size Guide

## ONE MESSAGE. MANY PLATFORMS

Every platform plays by its own size rules, and using the wrong dimensions can make your design look awkward or cropped.

Here's your cheat sheet to Canva sizes that actually fit, no trimming, stretching, or guessing required.

| Platform | Format | Dimensions (px) | Notes |
|---|---|---|---|
| Instagram | Post | 1080 × 1080 | Square. Your safest bet. |
| Instagram | Story / Reel | 1080 × 1920 | Design with top & bottom space |
| Facebook | Post | 1200 × 630 | Slightly wide. Good for sharing links. |
| Facebook | Banner | 1200 × 628 | Keep text centered. Mobile crops the edges. |
| Facebook | Event Cover | 1920 x 1080 | Keep it centred as it adjusts from mobile to desktop |
| LinkedIn | Post | 1200 × 1200 | Great for promo graphics. |
| LinkedIn | Banner | 1584 × 396 | Centre the essentials. |
| Pinterest | Pin | 1000 × 1500 | Taller = better engagement. |
| Youtube | Thumbnail | 1280 x 720 | Landscape mode with large text |