



Optimise your LinkedIn Images

Make a lasting impression on LinkedIn by perfectly sizing your profile, posts, and ads.

This guide covers everything from photo sizes to video dimensions to enhance your presence.



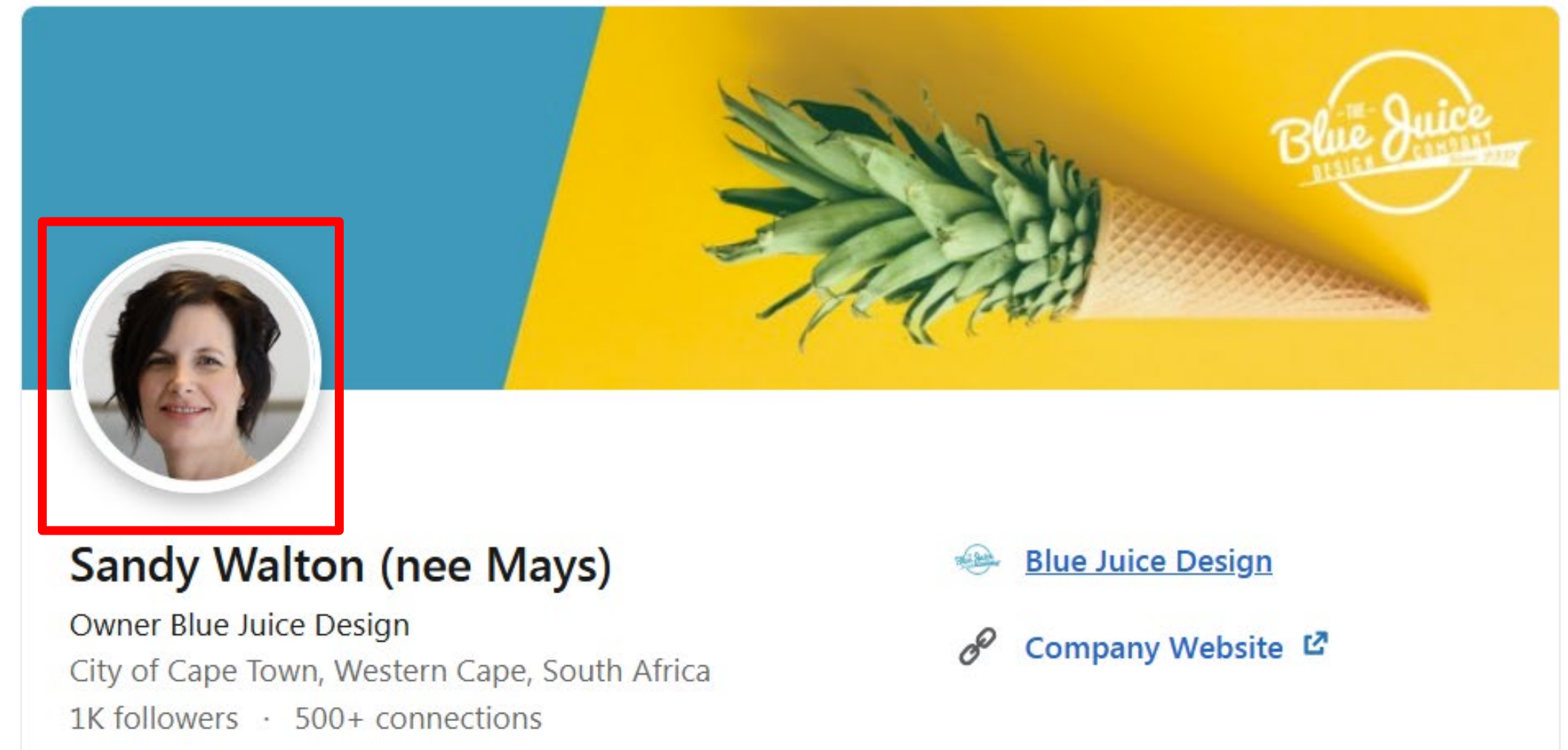
LinkedIn Profile Picture

Your profile picture is often the first thing people notice on LinkedIn. To make a strong and lasting impression, ensure your image is well-sized and professional:

- **Recommended Size:** 400 x 400 pixels
- **Minimum Size:** 200 x 200 pixels
- **Maximum File Size:** 8MB
- **File Types:** PNG, JPEG

LinkedIn automatically crops your profile photo into a circle, so avoid placing important elements near the edges.

Tip: Choose a high-resolution headshot with good lighting and a neutral background. Your face should be centered and occupy around 60-70% of the frame for optimal clarity and impact.



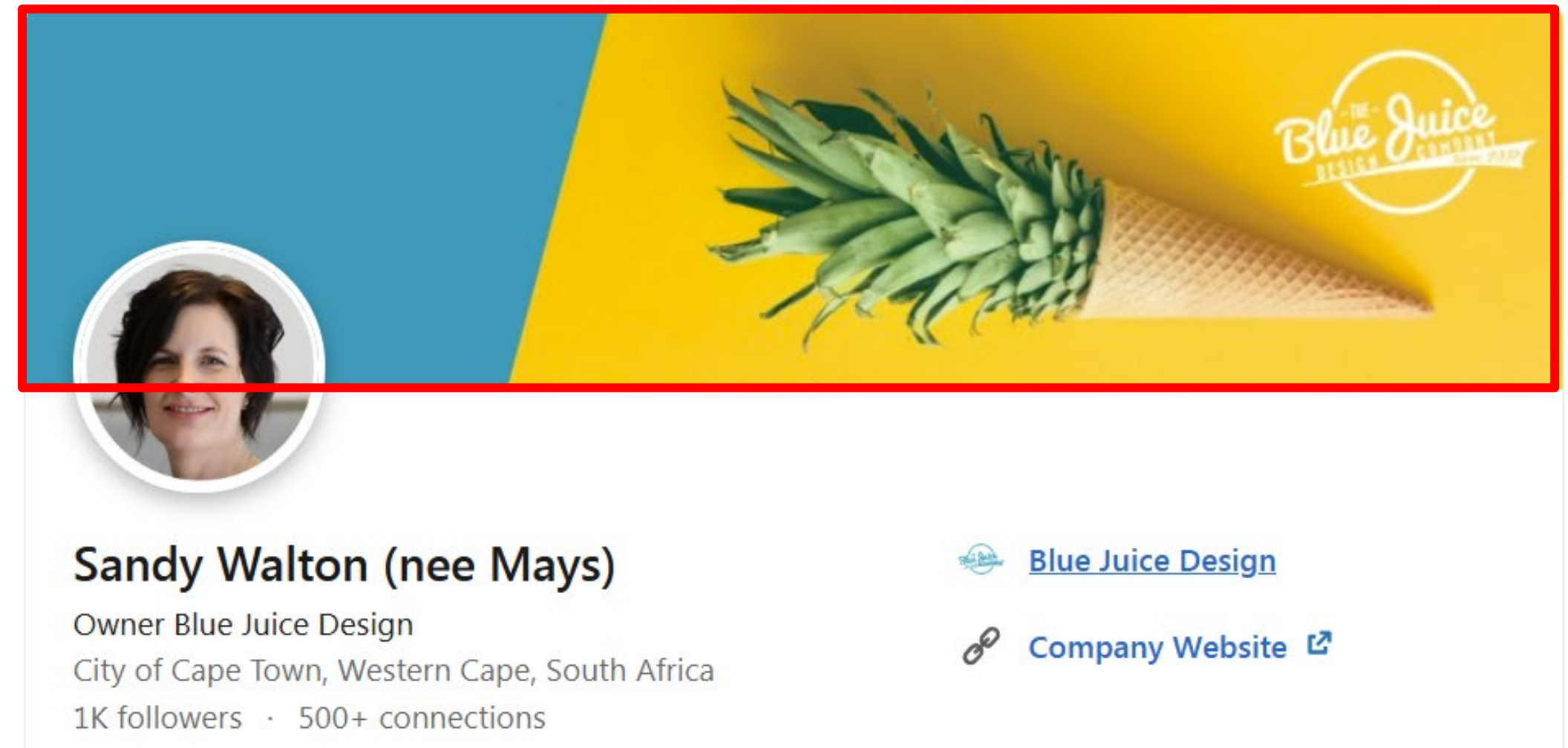
LinkedIn Banner Image

The background image/banner, allows for creativity and provides visual insight into who you are or what your business stands for:

- **Recommended Size:** 1584 x 396 pixels
- **Minimum Size:** 1192 x 220 pixels
- **Aspect Ratio:** 4:1
- **File Types:** PNG, JPEG

Your LinkedIn banner is a branding opportunity. Whether showcasing your company's logo, promoting a product, or your personal brand, this image should be impactful and visually pleasing without distracting from your profile details.

Tip: Avoid text-heavy banners. Instead, use simple, bold visuals or logos. Ensure any text is not hidden by the profile image on a desktop or mobile.



LinkedIn Post Images

Visuals capture attention. Use the correct image dimensions for appealing and professional posts:

- **Recommended Size:** 1200 x 1200 pixels
- **Aspect Ratio:** 1:1 (Square)
- **Maximum File Size:** 5MB
- **File Types:** PNG, JPEG, GIF

LinkedIn resizes images to fit its layout, so using recommended dimensions ensures proper display. A square image displays best across all devices.

Tip: Use minimal text and strong visuals that directly reflect your post content.



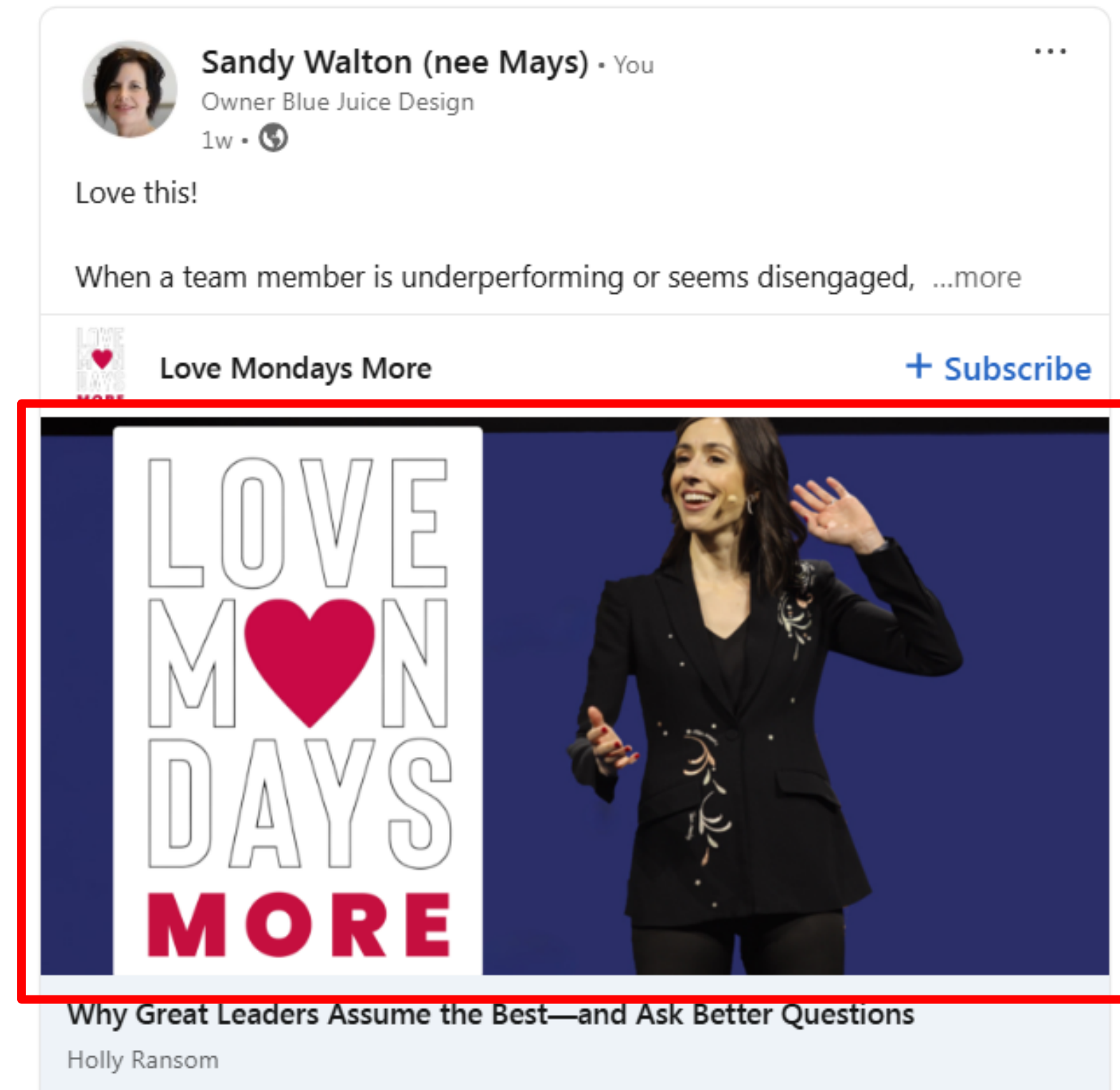
LinkedIn Video Dimensions

Video content is increasingly popular on LinkedIn for engaging audiences and sharing longer-form content:

- **Recommended Size:** 1920 x 1080 pixels (Full HD)
- **Aspect Ratio:** 16:9 (Horizontal)
- **Duration:** 3 seconds to 10 minutes
- **Maximum File Size:** 5GB
- **File Types:** MP4, AVI, MOV

LinkedIn compresses video content for fast loading, so using the correct dimensions helps maintain quality.

Tip: Include captions in your videos, as many LinkedIn users view their feed with the sound off. Captions ensure your message gets across in silent mode.



The image shows a LinkedIn post from Sandy Walton (nee Mays), Owner of Blue Juice Design, posted 1 week ago. The post includes the text "Love this!" and "When a team member is underperforming or seems disengaged, ...more". Below the text is a video thumbnail with a red border. The thumbnail features the text "LOVE MONDAYS MORE" in a stylized font, with a pink heart replacing the letter 'O' in "MON". To the right of the text is a woman in a black blazer, smiling and gesturing. Below the video thumbnail, the title "Why Great Leaders Assume the Best—and Ask Better Questions" and the name "Holly Ransom" are visible.

LinkedIn Sponsored Post Image

Single Image Ads:

- **Recommended Size:** 1200 x 627 pixels
- **Aspect Ratio:** 1.91:1 (Horizontal)

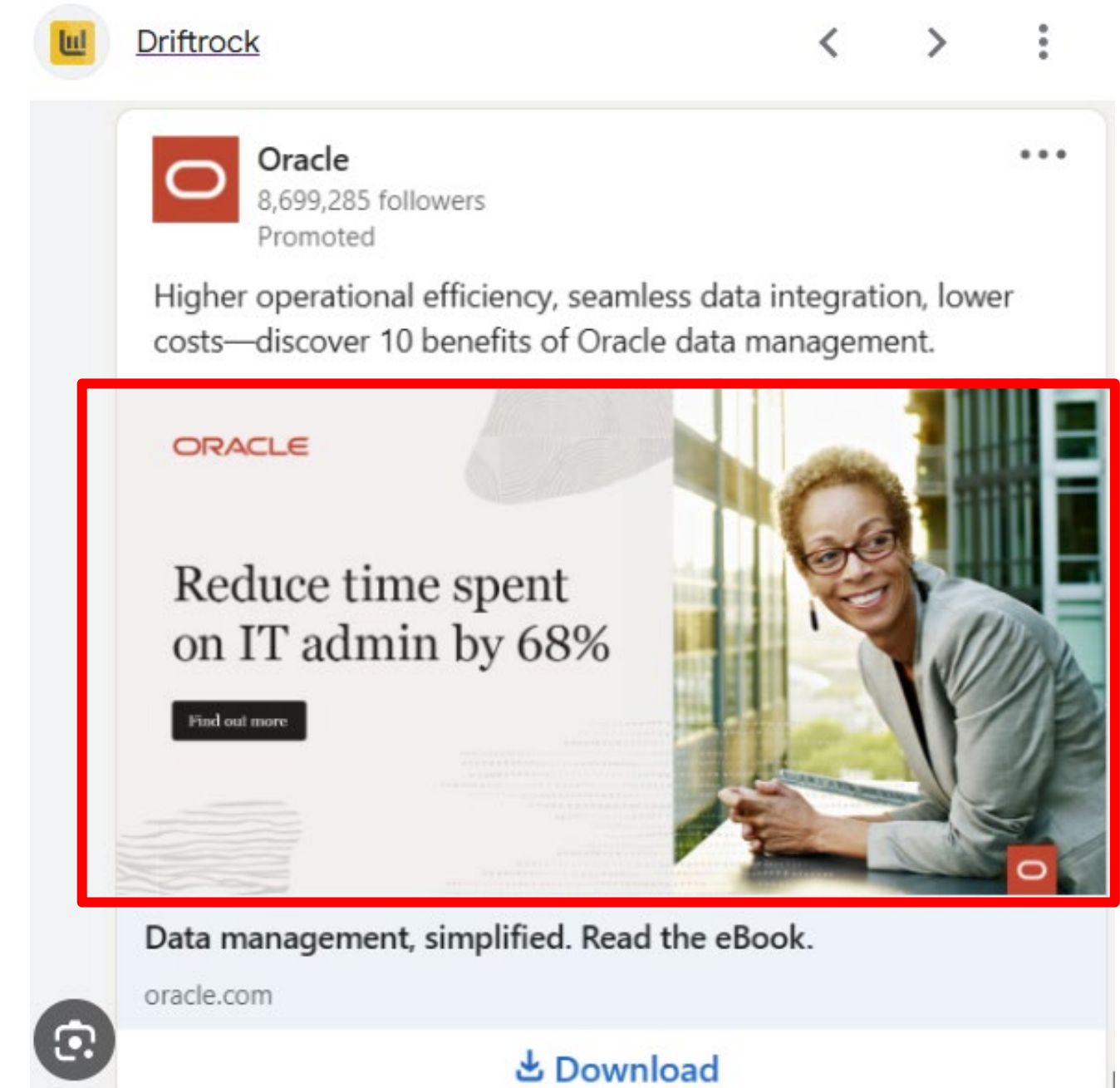
Carousel Ads:

- **Recommended Size:** 1080 x 1080 pixels
- **Aspect Ratio:** 1:1 (Square)

Video Ads:

- **Recommended Size:** 1920 x 1080 pixels
- **Aspect Ratio:** 16:9 (Horizontal)
- **Maximum File Size:** 200MB

Tip: Use A/B testing to experiment with different visuals and include a strong call to action (CTA) to maximize conversion rates.



LinkedIn Articles Image

A well-designed thumbnail image increases the likelihood of readers engaging with your content:

- **Recommended Size:** 744 x 400 pixels

Think of your thumbnail as a book cover. It should invite users in without overwhelming them with too much information.

Tip: Choose visuals that are relevant to the article's topic.



DALL-E Generated image

Breaking Free from the 'End Game Fallacy'



Lokesh Kumar Ramakrishna
Practice Director



February 12, 2025

Need help to create pro LinkedIn posts?

Contact us to juice them up!

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