

Social Media Cheat Sheet

Quick tips to help you post smarter in 2025.

Image & Video Sizes (px) by Platform (April 2025)

Instagram:

- Feed 1080x1350,
- Reels/Stories 1080x1920

Facebook:

- Feed 1200x630,
- Stories 1080x1920

LinkedIn:

- Post 1200x627,
- Banner 1584x396

Bluesky & X (Twitter)

- Feed Image: 1200 x 675 px
- Header: 1500 x 500 px
- Videos: 1280 x 720 px

TikTok

- Video: 1080 x 1920 px (vertical only)

YouTube Shorts

- Video: 1080 x 1920 px (vertical)
- Thumbnail (optional): 1280 x 720 px

Best Times to Post

Instagram: M-Th 9–11am or 6–8pm

Facebook: T-F 1–3pm

LinkedIn: T-Th 8–10am

X (Twitter): W & F 9am–12pm

TikTok: T, Th, Sat 6–9pm

YouTube Shorts: Th-Su 12–4pm

Bluesky: T to Th, 10am–12pm and 7–9pm

Top-Performing Content

Instagram: Reels, Carousels, BTS Content

Facebook: Community stories, native videos

LinkedIn: Carousels, insights, live events

X (Twitter): Memes, quote tweets, reactions

TikTok: Short tips, trending challenges

YouTube Shorts: Quick wins, funny clips

Bluesky: Image-first posts, smart takes

How Often Should you Post?

Instagram: 3–5 posts per week (Reels 2–3x/week)

Facebook: 3–4 posts per week

LinkedIn: 2–3 quality posts per week

X (Twitter): 1–3 tweets per day (engage + RT often)

TikTok: 3–5 videos per week (aim for trends + value)

YouTube Shorts: 2–4 videos per week (link to longform)

Bluesky: 3–5 per week (engage with threads too)



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