

LES FORMATS DES RÉSEAUX SOCIAUX

2024



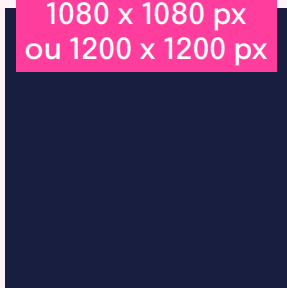
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POSTS

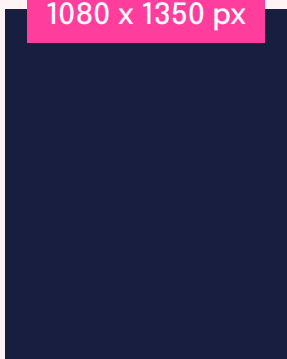
FORMAT CARRÉ

1080 x 1080 px
ou 1200 x 1200 px



FORMAT VERTICAL

1080 x 1350 px



STORIES & REEL

1080 x 1920 px



PROFIL

PHOTO PROFIL

320 x 320 px



BULLE
STORY À LA UNE

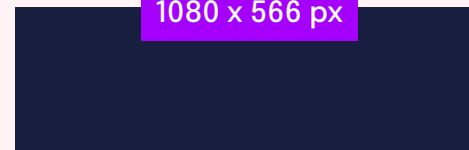
161 x 161 px



ADS

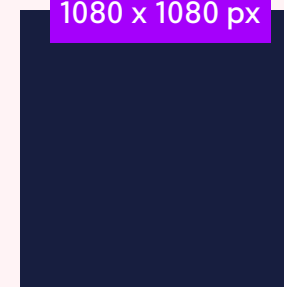
PAYSAGE

1080 x 566 px



CARRÉ

1080 x 1080 px



VERTICALE

1080 x 1920 px





POSTS

FORMAT CARRÉ

1080 x 1080 px
ou 1200 x 1200 px

FORMAT VERTICAL

1080 x 1350 px

FORMAT HORIZONTAL

1200 x 630 px

FORMAT ÉVÈNEMENT

1920 x 1005 px

STORIES & REEL

1080 x 1920 px

PROFIL

PHOTO DE PROFIL

720 x 720 px

PHOTO DE
COUVERTURE

820 x 312 px

ADS

PAYSAGE

1080 x 566 px

CARRÉ

1080 x 1080 px

VERTICALE

1080 x 1920 px





POSTS

FORMAT CARRÉ

1200 x 1200 px

FORMAT VERTICAL

1080 x 1350 px

BLOG AVEC UN LIEN

1200 x 627 px

VIDÉO

256 x 144 px à
4096 x 2304 px

PROFIL

PHOTO DE PROFIL

400 x 400 px

LOGO DE LA PAGE

268 x 268 px

BANNIÈRE PERSONNELLE

1584 x 396 px

BANNIÈRE PROFESSIONNELLE

1128 x 191 px

NEWSLETTER

LOGO

300 x 300 px

PHOTO DE COUVERTURE

744 x 400 px

ADS

PAYSAGE

640 x 360 px à
1920 x 1080 px

CARRÉ

360 x 360 px à
1920 x 1920 px

VERTICALE

360 x 640 px à
1080 x 1920 px

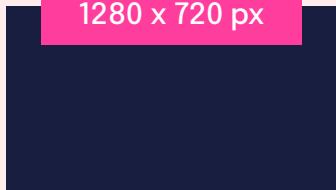




POSTS

FORMAT MINIATURE

1280 x 720 px



PROFIL

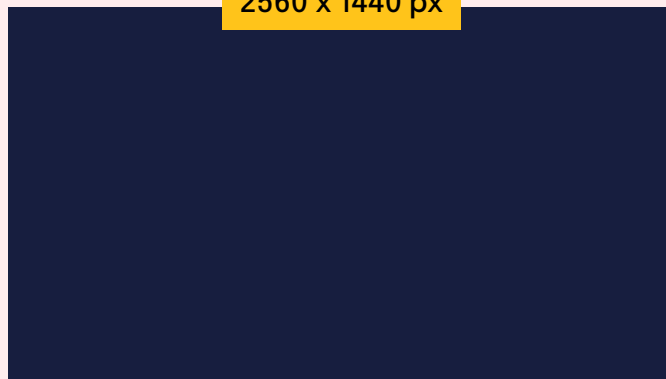
PHOTO PROFIL

800 x 800 px



BANNIÈRE
DE PROFIL

2560 x 1440 px



ADS

BANNIÈRE

300 x 60 px



OVERLAY

480 x 60 px



DISPLAY

300 x 250 px

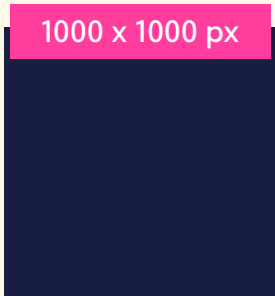




POSTS

FORMAT CARRÉ

1000 x 1000 px



FORMAT VERTICAL
ÉPINGLE

1000 x 1500 px



STORIES

1080 x 1920 px



PROFIL

PHOTO DE PROFIL

180 x 180 px

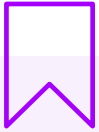


ADS

DISPLAY

222 x 150 px





POSTS



PROFIL

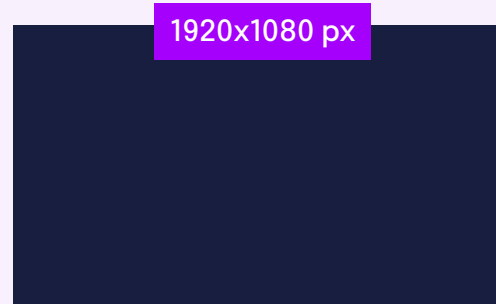
PHOTO DE PROFIL

100 x 100 px



ADS

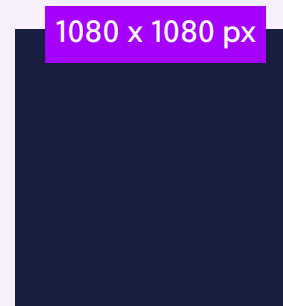
PAYSAGE



VERTICALE



CARRÉ





POSTS

FORMAT CARRÉ

800 x 800 px



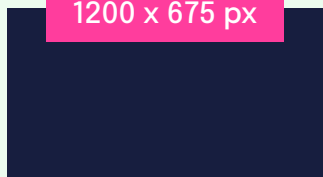
FORMAT VERTICAL

1080 x 1920 px



FORMAT HORIZONTAL

1200 x 675 px



PROFIL

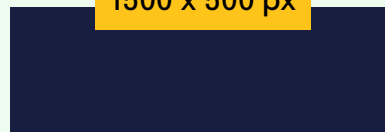
PHOTO DE PROFIL

400 x 400 px



PHOTO DE
COUVERTURE

1500 x 500 px



ADS

FORMAT CARRÉ

800 x 800 px

