

## A 2021 Video specs cheat sheet for most used social media platforms

	Facebook	Instagram	Tiktok	Youtube	Twitter
<b>Recommended dimensions</b>	1280 by 720 p	1080 x 1080p	1080 x 1920p	Various - check full list down below	1280 by 1024p
Aspect Ratio	16:9 (horizontal), 9:16 (full portrait), 2:3 (vertical), 4:5 (vertical), square (1:1)	16:9 1:1 4:5 9:16	9:16, 1:1, or 16:9.	16:9 and 4:3	1:2.39 – 2.39:1.
Maximum file size	4GB	4GB	500MB	128GB	512 MB (async) /15 MB (sync)
Video Formats	MP4, MOV, or GIF.	.MP4 or .MOV	.MP4 or .MOV	MOV, .MPEG4, MP4, .AVI, .WMV, .MPEGPS, .FLV, 3GPP, or WebM	MOV and MP4
Length Max	241 minutes.	60 seconds	5–60 seconds (9–15 sec recommended)	12 hours long	140 seconds
Maximum frames	30 fps - 60 fps	30 fps	-	30 or 60 fps	40 fps

## Facebook Video

<b>File Format</b>	<b>Shared Post Video Landscape</b>	<b>Shared Post Video Portrait</b>	<b>360 Video</b>	<b>Stories</b>
<b>Recommended Resolution</b>	1280 x 720p	720 x 1280p	Monoscopic: 5120 x 2560 max Stereoscopic: 5120 x 5120 max	1080 x 1920p
<b>Aspect Ratio</b>	16:9	9:16	Monoscopic: 2:1 Stereoscopic 1:1	1.91 to 9:16
<b>Max File Size</b>	4GB	4GB	10GB	4GB
<b>File Type</b>	.MP4, .MOV or GIF	.MP4, .MOV or GIF	.MP4, .MOV or GIF	.MP4 or .MOV or GIF
<b>Length Max</b>	241 minutes	241 minutes	30 minutes	15 seconds
<b>Max Frames</b>	30 fps	30 fps	60 fps	-

## Facebook Video Ads

<b>File Format</b>	<b>Feed Ad</b>	<b>Carousel Video</b>	<b>Collection Video (Mobile)</b>	<b>Instant Experience</b>	<b>Slideshow Video</b>	<b>Stories Ads</b>
<b>Recom. dimensions</b>	1080 x 1080p	1080 x 1080p	1080 x 1080p	720p x 720p	1280 x 720p	1080 x 1080p
<b>Aspect Ratio</b>	16:9 (landscape) or 1:1 (square)	1:1 (square)	1:1 (square)	9:16 portrait or pillarboxed	16:9 (landscape), 4:5 (vertical), 1:1 (square)	1.91 to 9:16
<b>Max File Size</b>	4GB	4GB	4GB	4GB	4GB	4GB
<b>Video Formats</b>	.MP4 or .MOV	.MP4 or .MOV	.MP4 or .MOV	MP4 or	.MP4 or .MOV	MP4 or
<b>Length Max</b>	241 minutes	241 minutes	241 minutes	241 minutes	15 seconds for entire slideshow	2 minutes
<b>Max Frames</b>	30 fps	30 fps	30 fps	30 fps	30 fps	-

## Instagram

<b>File Format</b>	<b>In Feed Landscap</b>	<b>In Feed Square</b>	<b>In Feed Vertical</b>	<b>Stories</b>	<b>Reels</b>	<b>IGTV</b>
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	<b>e Video</b>	<b>Video</b>	<b>Video</b>			
<b>Recom. Resolution</b>	1080 x 1080p	1080 x 1080p	1080 x 1080p	1080 x 1920p	1080 x 1920p	1080 x 1920p
<b>Aspect Ratio</b>	16:9	1:1*	4:5	9:16	9:16	9:16
<b>Max File Size</b>	4GB	4GB*	4GB*	4GB	4GB*	650MB (under 10 minutes) or 3.6 GB (up to 60 minutes)
<b>Video Formats</b>	.MP4 or .MOV	.MP4 or .MOV	.MP4 or .MOV	.MP4 or .MOV	MP4 or .MOV	.MP4
<b>Length Max</b>	2 min	2 min	2 min	15 seconds	15 seconds or 30 seconds	15 minutes when uploaded from mobile (60 minutes on desktop)
<b>Max Frames</b>	60 fps	60 fps	60 fps	60 fps	-	60 fps

## Instagram Ads

<b>File Format</b>	<b>In Feed Landscape Video</b>	<b>In Feed Square Video</b>	<b>In Feed Vertical Video</b>	<b>Stories</b>	<b>Carousel Video</b>
<b>Recom. Resolution</b>	1080 x 1080p	1080 x 1080p	1080 x 1080p	1080 x 1920p	-
<b>Aspect Ratio</b>	16:9	1:1	4:5	9:16	1:1
<b>Max File Size</b>	4GB	4GB*	4GB*	4GB	4GB*
<b>Video Formats</b>	.MP4 or .MOV	.MP4 or .MOV	.MP4 or .MOV	.MP4 or .MOV	MP4 or .MOV
<b>Length Max</b>	2 min	2 min	2 min	2 min	2 min
<b>Max Frames</b>	60 fps	60 fps	60 fps	60 fps	60 fps

## Twitter

<b>File Format</b>	<b>Landscape Video</b>	<b>Square Video</b>	<b>Portrait Video</b>	<b>Stories</b>	<b>Carousel Video</b>
<b>Recom. dimensions</b>	1280x720p	720x720p	720x1280p	1080 x 1920p	-
<b>Aspect Ratio</b>	16:9	1:1	16:9	9:16	1:1
<b>Max file size</b>	512MB	512MB	512MB	512MB	512MB
<b>Video Formats</b>	.MP4 or .MOV	.MP4 or .MOV	.MP4 or .MOV	.MP4 or .MOV	.MP4 or .MOV
<b>Video Length</b>	140 seconds	140 seconds	140 seconds	140 seconds	140 seconds
<b>Max Frames</b>	30 or 60 fps	30 or 60 fps	30 or 60 fps	30 or 60 fps	30 or 60 fps

## Twitter Ads

<b>File Format</b>	<b>Landscape Video</b>	<b>Square Video</b>	<b>Portrait Video</b>	<b>Stories</b>	<b>Carousel Video</b>
<b>Recom. dimensions</b>	1280x720p	720x720p	720x1280p	1080 x 1920p	-
<b>Aspect Ratio</b>	16:9	1:1	16:9	9:16	1:1
<b>Max file size</b>	512MB	512MB	512MB	512MB	512MB
<b>Video Formats</b>	.MP4 or .MOV	.MP4 or .MOV	.MP4 or .MOV	.MP4 or .MOV	.MP4 or .MOV
<b>Video Length</b>	140 seconds	140 seconds	140 seconds	140 seconds	140 seconds
<b>Max Frames</b>	30 or 60 fps	30 or 60 fps	30 or 60 fps	30 or 60 fps	30 or 60 fps

## Tiktok

<b>File Format</b>	<b>Feed post</b>
<b>Minimum dimensions</b>	1080x1920p
<b>Aspect Ratio</b>	9:16:00
<b>Max file size</b>	287.6MB
<b>Video Formats</b>	.MP4 or .MOV
<b>Video Length</b>	5 seconds recorded in-app, 60 seconds in-app (4 sections of 15 seconds), or over 60 seconds when uploaded from desktop

## Tiktok Ads

<b>File Format</b>	<b>Feed post</b>
<b>Minimum dimensions</b>	540x960, 640x64 or 960x540
<b>Aspect Ratio</b>	9:16, 1:1 or 16:9
<b>Max file size</b>	500MB
<b>Video Formats</b>	.MP4, .MOV, .MPEG .3GP, .AVI
<b>Video Length</b>	5–60 seconds (9–15 sec recommended)

## Youtube

<b>Video</b>	<b>Dimensions</b>
<b>240p Video</b>	426 x 240
<b>360p Video</b>	640 x 360
<b>480p Video</b>	854 x 480
<b>720p Video</b>	● 1280 x 720
<b>1080p Video</b>	1920 x 1080
<b>1440p Video</b>	2560 x 1440
<b>2160p Video</b>	3840 x 2160

- **Aspect Ratio:** 16:9 and 4:3
- **Max file size:** 128GB or 12 hours (whichever is less)
- **Video Formats:**.MOV, .MPEG4, MP4, .AVI, .WMV, .MPEGPS, .FLV, 3GPP, WebM
- **Video Length:**12 hours

## Youtube Ads

<b>File Format</b>	<b>Skippable Non-Skippable Mid-roll Bumper</b>	<b>Display Ad</b>
<b>Recommended dimensions</b>	Various - check full list above	300 x 250 (larger view) or 300 x 60 (smaller view).
<b>Aspect Ratio</b>	16:9	16:9
<b>Max file size</b>	128GB or 12 hours (whichever is less)	128GB or 12 hours (whichever is less)
<b>Video Formats</b>	.MOV, .MPEG4, MP4, .AVI, .WMV, .MPEGPS, .FLV, 3GPP, WebM	.MOV, .MPEG4, MP4, .AVI, .WMV, .MPEGPS, .FLV, 3GPP, WebM
<b>Video Length</b>	Skippable: 6 minutes (skippable after 5 sec) Non-Skip: 15 or 20 sec Bumper: 6 sec	-
<b>Max Frames</b>	30 or 60 fps	30 or 60 fps

- Skippable video ads: maximum length of 12 hours, skippable after 5 seconds
- Unskippable video ads: max length of 15 or 20 seconds (depending on region)
- Bumper video ads: maximum length of 6 seconds