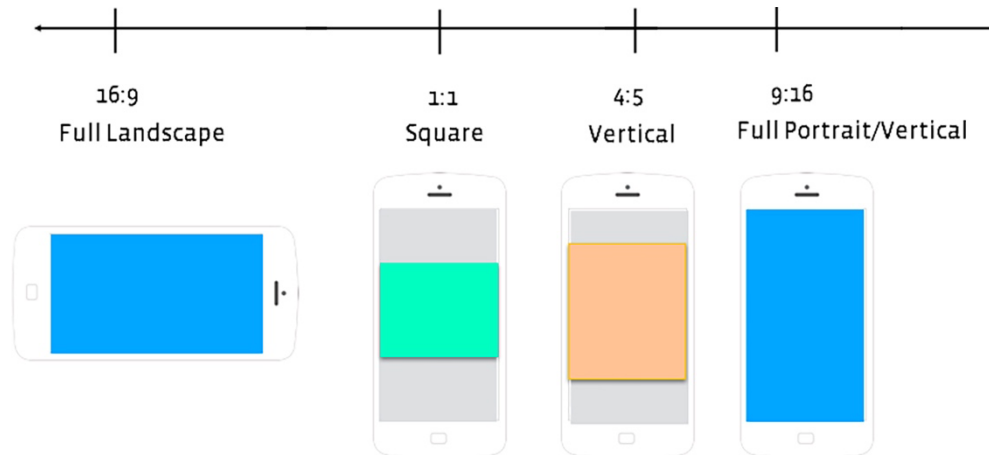


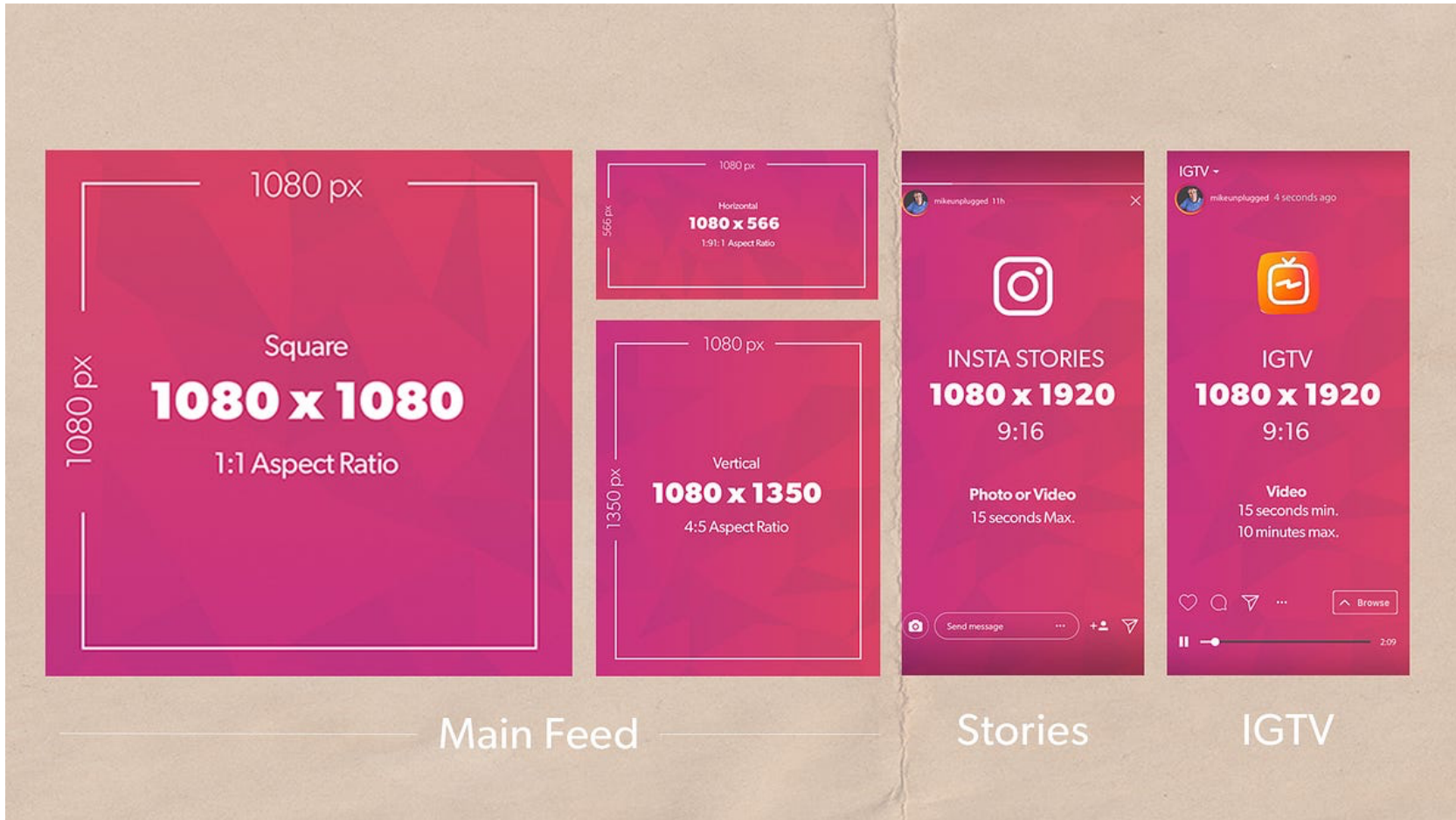
### Aspect Ratios for popular social media pages

Platform	Videos upload	Short video formats	Stories	Live
<i>YouTube</i>	16:9 (1920 x 1080)	Shorts: 9:16 (1080 x 1920)	9:16 (1080 x 1920)	Go live together: 9:16 (1080 x 1920) Live: 16:9 (1920 x 1080)
<i>Facebook</i>	4:5 (1080 x 1350)	Reels: 9:16 (1080 x 1920)	9:16 (1080 x 1920)	16:9 (1920 x 1080)
<i>Instagram</i>	Carousel: 4:5 (1080 x 1350)	Reels: 9:16 (1080 x 1920)	9:16 (1080 x 1920)	9:16 (1080 x 1920)
<i>TikTok</i>	9:16 (1080 x 1920)	-	9:16 (1080 x 1920)	9:16 (1080 x 1920)
<i>Telegram</i>	1:1 (1080 x 1080) 16:9 (1920 x 1080)	-	-	16:9 (1920 x 1080)
<i>Twitter</i>	1:1 (1080 x 1080) 16:9 (1920 x 1080)	-	-	-
<i>LinkedIn</i>	1:1 (1080 x 1080) 16:9 (1920 x 1080)	-	-	-
<i>Viber</i>	1:1 (1080 x 1080) 16:9 (1920 x 1080)	-	-	-

### Aspect Ratio for Smart Phones



## Aspect Ratios for Social Media Pages



## Aspect Ratio for Facebook



**Aspect Ratio**



**File Type**



**File Size**



**Max Video Length**

**Video Feed**

**Reels**

**Video Ads**

**Stories**

16:9, 9:16 & many more

9:16

1:1 (desktop/mobile)  
OR  
4:5 (mobile)

Whatever your device is preferred 9:16

MP4 or MOV preferred

MP4

MP4, MOV or GIF

MP4, MOV or GIF

4GB

No limit

4GB

4GB

240 minutes





Up to 60 seconds

1 second to 241 minutes

1 second to 2 minutes

## Aspect Ratio for Instagram



	Video	Reels	Carousel Video Ads
 <b>Aspect Ratio</b>	1.91:1 & 9:16	9:16	1:1
 <b>File Type</b>	MP4, MOV or GIF	MP4, MOV	MP4, MOV or GIF
 <b>File Size</b>	10 minutes or less - 650 MB up to 60 minutes - 3.6GB	4GB	4GB
 <b>Max Video Length</b>	1 second to 60 minutes	Up to 90 seconds	1 second to 2 minutes

## Aspect Ratio for TikTok & YouTube



### Videos



**Aspect Ratio**

Whatever your phone offers:  
9:16, 1:1 or 16:9



**File Type**

Depending on your device:  
540×960, 640×64 or 960×540



**File Size**

500MB



**Max Video Length**

10 minutes



### Standard video



**Aspect Ratio**

16:9



**File Type**

Variety



**File Size**

128GB



**Max Video Length**

12 hours