

Guide to Social Media Formats

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16:9 (Widescreen) 1920 x 1080 pixels

1920 pixels

1920 pixels



9:16 (Portrait) 1080 x 1920 pixels

1080 pixels

1920 pixels



1:1 (Square) 1080 x 1080

1080 pixels

1080 pixels



4:5 (Portrait) 1080 x 1350 pixels

1080 pixels

1350 pixels



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Instagram

Feed videos: 1 minute, 1.91:1 (landscape), 1:1 (square), 4:5 (portrait), recommended resolution is 1080 x 566 (landscape), 1080 x 1080 (square), 1080 x 1350 (portrait).

Video posts can be up to 60 seconds long.

Stories : Videos will be segmented into 15-second intervals. While you can record up to a minute in total, this will be split into four 15-second segments. After a minute, you'll need to initiate a new recording.



LinkedIn

Duration: Up to 10 minutes, but 1-2 minutes is often optimal for engagement.

Aspect ratio: 1:2.4 to 2.4:1, but commonly used are 1:1 (square), 16:9 (horizontal), and 9:16 (vertical).

Recommended resolution: 1080 x 1080 (square), 1920 x 1080 (horizontal), 1080 x 1920 (vertical).



Twitter

Duration: Up to 2 minutes and 20 seconds.

Aspect ratio: 1:2.39 to 2.39:1, but commonly used are 1:1 (square), 16:9 (horizontal), and 9:16 (vertical).

Recommended resolution: 1920 x 1200 or 1200 x 1900.

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Facebook

In-feed videos: Up to 240 minutes, but 1-2 minutes is often optimal for engagement. Aspect ratios are 16:9 (landscape), 1:1 (square), and 4:5 or 9:16 (portrait/vertical), with recommended resolutions of 1280 x 720 (landscape and portrait), 1080 x 1080 (square).

Stories: Up to 120 seconds, 9:16 aspect ratio, recommended resolution is 1080 x 1920.



YouTube

Regular Videos: As long as necessary depending on content, but 3-3.5 minutes is often optimal for engagement. Aspect ratio is 16:9. Recommended resolution: 1920 x 1080 (1080p Full HD), although it supports resolutions up to 3840 x 2160 (2160p 4k).

YouTube Shorts: Up to 60 seconds, 9:16 aspect ratio, recommended resolution is 1080 x 1920.



TikTok

Duration: Videos can be up to 3 minutes, but 15-60 seconds is often optimal for engagement.

Aspect ratio: 9:16 (vertical).

Recommended resolution: 1080 x 1920.