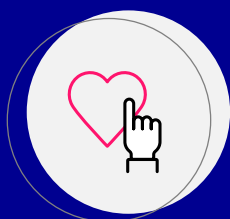


WHITEPAPER

Social Media

Specs

**An overview of the most common formats
for corporate communications**



Videos are used in all areas of corporate communication. It's hard to imagine social media without them; short or long videos are omnipresent across every platform, be it Twitter, Instagram or YouTube.

Regardless of whether you wish to inform or entertain your audience, it's important to know ahead of time whether parts of the primary film to be produced will need to be adapted for social media, as this may require different aspect ratios, specific durations or a creative montage of certain highlights.

These days, we frequently see new platforms emerge which offer new exciting options and ways to present video content, In this overview, we have compiled the most important channels for corporate communications and their specific requirements.

YOUTUBE

Format	Resolution	Aspect ratio	Duration	File size	File types
Feed Video Videos appearing in the regular YouTube feed	Recommended: <ul style="list-style-type: none"> • 1,920 × 1,080 px (16:9) • 1,080 × 1,080 px (1:1) • 1,440 × 1,080 px (4:3) • 2,560 × 1,080 px (21:9) Maximum: <ul style="list-style-type: none"> • 3,840 × 2,160 px Minimal: <ul style="list-style-type: none"> • 426 × 240 px 	Recommended: <ul style="list-style-type: none"> • 16:9 (Landscape) • 1:1 (Square) Other supported: <ul style="list-style-type: none"> • 4:3 • 21:9 	Maximum: <ul style="list-style-type: none"> • 12 hours for verified accounts, non-verified 15 min. 	Maximum: <ul style="list-style-type: none"> • 128 GB 	<ul style="list-style-type: none"> • .MOV • .MPEG4 • .MP4 • .AVI • .WMV • .MPEGPS • .FLV • 3GPP • .WebM • DNxHR • ProRes • CineForm • HEVC (h265)
Shorts Vertical short videos with design elements that can be integrated via the app (modeled on Tik Tok and Instagram Reels)	<ul style="list-style-type: none"> • 1,080 × 1,920 px (9:16) • 1,080 × 1,080 px (1:1) 	<ul style="list-style-type: none"> • 9:16 (Portrait) • 1:1 (Square) 	<ul style="list-style-type: none"> • <60 sec. 		<ul style="list-style-type: none"> • native smartphone format
IN-STREAM VIDEO ADS Skippable Video Ads Video-Ads that can be skipped after 5 seconds Non-skippable Video Ads Video-Ads that cannot be skipped Mid-roll Video Ads Video-Ad delivered in the middle of a partner video Bumper Ads are delivered before a video and are not skippable.	Recommended: <ul style="list-style-type: none"> • 1,280 × 720 px (720p) • 1,920 × 1,080 px (1080p) Maximum: <ul style="list-style-type: none"> • 3,840 × 2,160 px Minimum: <ul style="list-style-type: none"> • 426 × 240 px 	Recommended: <ul style="list-style-type: none"> • 16:9 (Landscape) Maximum Framerate: <ul style="list-style-type: none"> • 60 fps 	Recommended: <ul style="list-style-type: none"> • Skippable: 12 sec. – 6 min. • Maximum: <ul style="list-style-type: none"> • Skippable: 6 min. • Non-skippable: 15, 20 or 30 sec. (depending on region) • Bumper: 6 sec. • Minimal: <ul style="list-style-type: none"> • Mid-roll: 30 sec. 	<ul style="list-style-type: none"> • 128 GB 	<ul style="list-style-type: none"> • .MOV • .MPEG4 • .MP4 • .AVI • .WMV • .MPEGPS • .FLV • 3GPP • WebM

YOUTUBE

Format	Resolution	Aspect ratio	Duration	File size	File types
Display Ads are delivered in the area above „suggested videos“.	Supported: <ul style="list-style-type: none"> • 426 × 240 (240p) • 640 × 360 (360p) • 854 × 480 (480p) • 1,280 × 720 (720p), • 1,920 × 1,080 (1080p), • 2,560 × 1,440 (1440p) • 3,840 × 2,160 (2160p) 	<ul style="list-style-type: none"> • 16:9 		<ul style="list-style-type: none"> • 128 GB 	<ul style="list-style-type: none"> • .MOV, • .MPEG4, • .MP4, • .AVI, • .WMV, • .MPEGPS, • .FLV, • 3GPP, • .WebM

LINKEDIN

Format	Resolution	Aspect ratio	Duration	File size	File types
Shared Videos Videos in the regular feed of LinkedIn	Maximum: <ul style="list-style-type: none"> • 4,096 × 2,304 px Minimum: <ul style="list-style-type: none"> • 240 × 144 px 	Supported: <ul style="list-style-type: none"> • 1:2,4 bis 2,4:1 Recommended Framerate: <ul style="list-style-type: none"> • 30 fps Maximum Framerate: <ul style="list-style-type: none"> • 60 fps 	Recommended: <ul style="list-style-type: none"> • 15–30 sec. Maximum: <ul style="list-style-type: none"> • 15 min. • 10 min. von mobiler App Minimum: <ul style="list-style-type: none"> • 3 sec. 	Maximum: <ul style="list-style-type: none"> • 5 GB Minimum: <ul style="list-style-type: none"> • 75 KB 	<ul style="list-style-type: none"> • .MP4 • .ASF • .FLV • .MPEG-1 • .MPEG-4 • .MKV • .WebM • H264/AVC • .VP8 • .VP9 • .WMV2 • .WMV3
Video Ads Video ads in the LinkedIn feed	Recommended: <ul style="list-style-type: none"> • 1,920 × 1,920 px (1:1) • 1,920 × 1,080 px (16:9) • 1,080 × 1,920 px (9:16) Minimum: <ul style="list-style-type: none"> • 360 × 360 px (1:1) • 640 × 360 px (16:9) Maximum: <ul style="list-style-type: none"> • 1,920 × 1,080 px 	Recommended: <ul style="list-style-type: none"> • Square (1:1) • Horizontal (16:9) • Portrait (9:16) Other supported: <ul style="list-style-type: none"> • Anamorphic Widescreen (2,4:1) Maximum Framerate: <ul style="list-style-type: none"> • 30 fps 	Recommended: <ul style="list-style-type: none"> • under 15 sec. Maximum: <ul style="list-style-type: none"> • 30 min. 	<ul style="list-style-type: none"> • 200 MB 	<ul style="list-style-type: none"> • .MP4
Live Only available with:	<ul style="list-style-type: none"> • 150 or more connections or followers • Recently shared original content • Compliance with LinkedIn Professional Community Policies 				

FACEBOOK

Format	Resolution	Aspect ratio	Duration	File size	File types
Feed Videos Standard placement in own profile and in the feeds of friends and subscribers	Recommended: <ul style="list-style-type: none"> Always highest possible Minimum: <ul style="list-style-type: none"> 600 px Width 	Recommended: <ul style="list-style-type: none"> Square (1:1) Vertical (4:5) Vertical (2:3) Full Portrait (9:16) Other supported: <ul style="list-style-type: none"> Horizontal (16:9) Landscape (1,91:1) Maximum Framerate: <ul style="list-style-type: none"> 30 fps 	Recommended: <ul style="list-style-type: none"> for Ads: max. 15 sec. Maximum: <ul style="list-style-type: none"> 240 min. 	Recommended: <ul style="list-style-type: none"> up to 1 GB Maximum: <ul style="list-style-type: none"> 4 GB 	Recommended: <ul style="list-style-type: none"> .MOV .MP4
360 Videos enable immersive video through wrap-around view when moving the smartphone or tablet, require special recording / editing technology and can be placed in the feed.	Recommended: <ul style="list-style-type: none"> 3,072 × 1,536 px (2:1) Minimum: <ul style="list-style-type: none"> 600 px Width 	<ul style="list-style-type: none"> Landscape (2:1) Maximum Framerate: <ul style="list-style-type: none"> 30 fps 	Recommended: <ul style="list-style-type: none"> 1–3 min. Maximum: <ul style="list-style-type: none"> 30 min. 	Recommended: <ul style="list-style-type: none"> up to 1,75 GB Maximum: <ul style="list-style-type: none"> 5 GB 	<ul style="list-style-type: none"> .MP4
Marketplace Videos can be added to product ads of the platform „Marketplace“.	Recommended: <ul style="list-style-type: none"> Highest possible Minimum: <ul style="list-style-type: none"> 1,080 × 1,080 px 	<ul style="list-style-type: none"> Square (1:1) 	Maximum: <ul style="list-style-type: none"> 240 min. 	Maximum: <ul style="list-style-type: none"> 4 GB 	Recommended: <ul style="list-style-type: none"> .MOV .MP4 .GIF
In-Stream-Video Ads are delivered as pre- or mid-rolls before or in the middle of feed videos.	Recommended: <ul style="list-style-type: none"> 1,280 × 720 px Minimum: <ul style="list-style-type: none"> 600 px Width 	Recommended: <ul style="list-style-type: none"> Horizontal (16:9) Other supported: <ul style="list-style-type: none"> Square (1:1) Vertical (4:5) Vertical (2:3) Full Portrait (9:16) Landscape (1,91:1) 	Recommended: <ul style="list-style-type: none"> 5–15 sec. Maximum: <ul style="list-style-type: none"> 15 sec. 	Recommended: <ul style="list-style-type: none"> up to 2,5 GB Maximum: <ul style="list-style-type: none"> 4 GB 	Recommended: <ul style="list-style-type: none"> .MOV .MP4
Facebook Messenger Video Ads are delivered between or within chats on the Facebook Messenger app and played automatically.	Recommended: <ul style="list-style-type: none"> 1,200 × 628 px Minimum: <ul style="list-style-type: none"> 600 px Width 	Recommended: <ul style="list-style-type: none"> Horizontal (16:9) Other supported: <ul style="list-style-type: none"> Square (1:1) Vertical (4:5) Vertical (2:3) Full Portrait (9:16) Landscape (1,91:1) Maximum Framerate: <ul style="list-style-type: none"> 30 fps 	Recommended: <ul style="list-style-type: none"> 60 sec. Maximum: <ul style="list-style-type: none"> 240 min. 	Recommended: <ul style="list-style-type: none"> up to 4 GB Maximum: <ul style="list-style-type: none"> 4 GB 	Recommended: <ul style="list-style-type: none"> .MOV .MP4

FACEBOOK

Format	Resolution	Aspect ratio	Duration	File size	File types
<p>Carousel Video Ads enable the inclusion of up to 10 images or videos within a product ad, suitable for multiple item views or episodic content.</p>	<p>Recommended:</p> <ul style="list-style-type: none"> • 1,080 × 1,080 px <p>Minimum:</p> <ul style="list-style-type: none"> • 600 px Width 	<ul style="list-style-type: none"> • Square (1:1) <p>Maximum Framerate:</p> <ul style="list-style-type: none"> • 30 fps 	<p>Recommended:</p> <ul style="list-style-type: none"> • 15 sec. <p>Maximum:</p> <ul style="list-style-type: none"> • 240 min. 	<p>Recommended:</p> <ul style="list-style-type: none"> • 400–800 MB <p>Maximum:</p> <ul style="list-style-type: none"> • 4 GB 	<p>Recommended:</p> <ul style="list-style-type: none"> • .MOV • .MP4
<p>Facebook Stories enable placement of short videos separated into chapters in portrait format in the Stories section.</p>	<p>Recommended:</p> <ul style="list-style-type: none"> • 1,080 × 1,920 px <p>Minimum:</p> <ul style="list-style-type: none"> • 1,080 × 1,080 px 	<p>Recommended:</p> <ul style="list-style-type: none"> • Full Portrait (9:16) <p>Minimum width:</p> <ul style="list-style-type: none"> • 500 px <p>Maximum Framerate:</p> <ul style="list-style-type: none"> • 30 fps 	<p>Recommended:</p> <ul style="list-style-type: none"> • 15 / 30 or 45 sec. • Soon up to 60 sec. without chapter separation <p>Maximum:</p> <ul style="list-style-type: none"> • 15 sec. per story • 2 min. total 	<p>Maximum:</p> <ul style="list-style-type: none"> • 4 GB 	<ul style="list-style-type: none"> • .MOV • .MP4 • .GIF
<p>Facebook Collection Cover Videos can be used for Collection Ads that seamlessly lead to purchase completion without leaving Facebook.</p>	<p>Recommended:</p> <ul style="list-style-type: none"> • 1,080 × 1,080 px <p>Minimum:</p> <ul style="list-style-type: none"> • 600 px Width 	<ul style="list-style-type: none"> • Square (1:1) • Horizontal (16:9) 	<p>Recommended:</p> <ul style="list-style-type: none"> • up to 2 min. <p>Maximum:</p> <ul style="list-style-type: none"> • 120 min. 	<p>Recommended:</p> <ul style="list-style-type: none"> • 300–500 MB <p>Maximum:</p> <ul style="list-style-type: none"> • 4 GB 	<p>Recommended:</p> <ul style="list-style-type: none"> • .MOV • .MP4
<p>Facebook Instant Experience Video (formerly known as Canvas) Fast-loading full-screen moving image content that opens when clicking on an ad</p>	<p>Recommended:</p> <ul style="list-style-type: none"> • 720 px Width • 1,200 × 628 px <p>Minimum:</p> <ul style="list-style-type: none"> • 600 px Width 	<ul style="list-style-type: none"> • Horizontal (16:9) • Square (1:1) 	<p>Recommended:</p> <ul style="list-style-type: none"> • up to 2 min. <p>Maximum:</p> <ul style="list-style-type: none"> • 120 min. 	<p>Maximum:</p> <ul style="list-style-type: none"> • 4 GB 	<ul style="list-style-type: none"> • .MOV • .MP4
<p>Facebook Slide-show Video Ads was developed for users with low bandwidth that allows the integration of moving image content consisting of 3–10 frames.</p>	<p>Recommended:</p> <ul style="list-style-type: none"> • 1,200 × 720 px <p>Minimum:</p> <ul style="list-style-type: none"> • 600 px Width 	<p>Recommended:</p> <ul style="list-style-type: none"> • Horizontal (16:9) • Square (1:1) <p>Other supported:</p> <ul style="list-style-type: none"> • All others 	<p>Recommended:</p> <ul style="list-style-type: none"> • 15 sec. <p>Maximum:</p> <ul style="list-style-type: none"> • 120 min. 	<p>Recommended:</p> <ul style="list-style-type: none"> • up to 1 GB <p>Maximum:</p> <ul style="list-style-type: none"> • 4 GB 	<p>Recommended:</p> <ul style="list-style-type: none"> • .MOV • .MP4
<p>Live Videos enable live-streaming of videos via the Facebook mobile app.</p>	<p>Recommended:</p> <ul style="list-style-type: none"> • 1,920 × 1,080 px <p>Minimum:</p> <ul style="list-style-type: none"> • 1,280 × 720 px 	<ul style="list-style-type: none"> • Horizontal (16:9) • Full Portrait (9:16) • Vertical (2:3) • Vertical (4:5) • Square (1:1) 	<p>Maximum:</p> <ul style="list-style-type: none"> • 8 hours 	<p>Maximum:</p> <ul style="list-style-type: none"> • 4 GB 	<p>Recommended:</p> <ul style="list-style-type: none"> • .MOV • .MP4

FACEBOOK

Format	Resolution	Aspect ratio	Duration	File size	File types
Instant Articles Videos External web content can be delivered within the Facebook app as an Instant Article, which loads much faster. The integration of videos is also possible here. Videos with survey buttons that can be integrated.	Recommended: <ul style="list-style-type: none"> • always highest possible Minimum: <ul style="list-style-type: none"> • 1,080 x 1,080 px 	Recommended: <ul style="list-style-type: none"> • Horizontal (16:9) Other supported: <ul style="list-style-type: none"> • all others 	Maximum: <ul style="list-style-type: none"> • 240 min. 	Maximum: <ul style="list-style-type: none"> • 4 GB 	Recommended: <ul style="list-style-type: none"> • .MOV, • .MP4, • .GIF

INSTAGRAM

Format	Resolution	Aspect ratio	Duration	File size	File types
Feed Videos Standard placement in your own profile and in subscribers' feeds.	Recommended: <ul style="list-style-type: none"> • 1,080 x 608 px • 1,080 x 1,350 px 	Recommended: <ul style="list-style-type: none"> • Landscape (1,91:1) • Vertical (4:5) Other supported: <ul style="list-style-type: none"> • Horizontal (16:9) • Square (1:1) • Vertical (2:3) Maximum Framerate: <ul style="list-style-type: none"> • 30 fps 	Recommended: <ul style="list-style-type: none"> • 3 sec. – 1 min. Maximum: <ul style="list-style-type: none"> • 1 min. 	Maximum: <ul style="list-style-type: none"> • 4 GB 	<ul style="list-style-type: none"> • .MOV • .MP4
Instagram Carousel Video Ads Ad format with up to 10 images or videos to promote products and/or follow a narrative story.	Recommended: <ul style="list-style-type: none"> • 1,080 x 1,350 px • 1,080 x 1,350 px Minimum: <ul style="list-style-type: none"> • 600 x 600 px 	<ul style="list-style-type: none"> • Vertical (4:5) Maximum Framerate: <ul style="list-style-type: none"> • 30 fps 	<ul style="list-style-type: none"> • 15 sec. 	Maximum: <ul style="list-style-type: none"> • 4 GB 	<ul style="list-style-type: none"> • .MOV • .MP4
Instagram Video Central video platform that aggregates all moving image content on Instagram	Recommended: <ul style="list-style-type: none"> • 1,080 x 1,920 px 	Recommended: <ul style="list-style-type: none"> • Full Portrait (9:16) • Horizontal (16:9) Other supported: <ul style="list-style-type: none"> • Square (1:1) • Vertical (4:5) • Vertical (2:3) • Landscape (1,91,1) Maximum Framerate: <ul style="list-style-type: none"> • 30 fps 	<ul style="list-style-type: none"> • 15 sec. – 60 min. 	Maximum: <ul style="list-style-type: none"> • <10 min. – 650 MB • Up to 60 min. – 3,6 GB 	<ul style="list-style-type: none"> • .MOV • .MP4

INSTAGRAM

Format	Resolution	Aspect ratio	Duration	File size	File types
Stories Content in vertical format that disappears after 24 hours	Recommended: • 1,080 × 1,920 px Minimum: • 1,080 × 1,080 px	Recommended: • Full Portrait (9:16) Minimum Width: • 500 px Maximum Framerate: • 30 fps	Recommended: • 15 / 30 or 45 sec., soon up to 60 sec. without chapter separation Maximum: • 15 sec. per story • 2 min. total	Maximum: • 4 GB	• .MOV • .MP4 • .GIF
Reels Short videos up to 60 seconds long that can be accompanied by in-app music and effects	Recommended: • 1,080 × 1,920 px (9:16)	Recommended: • Full Portrait (9:16) Maximum Framerate: • 30 fps	• 15, 30 or 60 sec.	Maximum: • 4 GB	Recommended: • .MOV • .MP4
IG Live Instagram livestream feature	Recommended: • 1,080 × 1,920 px	Recommended: • Full Portrait (9:16) Maximum Framerate: • 30 fps	• up to 60 min.	Maximum: • 4 GB	

TWITTER

Format	Resolution	Aspect ratio	Duration	File size	File types
Feed Videos/ Standalone Ads Video posts and ads delivered in the feed	Recommended: • 1,280 × 720 (16:9) • 720 × 1,280 (9:16) • 720 × 720 (1:1) Maximum: • 1,920 × 1,200 px • 1,200 × 1,920 px Minimum: • 32 × 32 px	Recommended: • Horizontal (16:9) • Full Portrait (9:16) • Square (1:1) Other supported: • 1:2,39 bis 2,39:1 Maximum Framerate: • 40 fps	Maximum: • 140 sec.	Recommended: • <30 MB Maximum: • 1 GB	• .MP4 (Web) • .MOV (mobile)
Vertical Video For using the full display space in the Twitter feed	Recommended: • 720 × 1,280 px • 240 × 240 px (bei 256k-Bitrate) • 480 × 480 px (bei 768k-Bitrate) • 640 × 640 px (bei 2,048k-Bitrate) Minimum: • 32 × 32 px	• Vertical (9:16)	Maximum: • 140 sec.	Recommended: • <30 MB Maximum: • 1 GB	• .MP4 (Web) • .MOV (mobile)

TWITTER

Format	Resolution	Aspect ratio	Duration	File size	File types
<p>Conversational Ad Videos with a complementary button with which videos can be forwarded or another call-to-action can be executed</p>	<p>Recommended:</p> <ul style="list-style-type: none"> • 1,280 × 720 (16:9) <p>Maximum:</p> <ul style="list-style-type: none"> • 1,920 × 1,200 px • 1,200 × 1,920 px <p>Minimum:</p> <ul style="list-style-type: none"> • 32 × 32 px 	<p>Recommended:</p> <ul style="list-style-type: none"> • Horizontal (16:9) <p>Other supported:</p> <ul style="list-style-type: none"> • 1:2,39 – 2,39:1 <p>Maximum Framerate:</p> <ul style="list-style-type: none"> • 40 fps 	<p>Recommended:</p> <ul style="list-style-type: none"> • 6–15 sec. <p>Maximum:</p> <ul style="list-style-type: none"> • 10 min. <p>• Video loops automatically when under 60 sec. long.</p>	<p>Recommended:</p> <ul style="list-style-type: none"> • <30 MB <p>Maximum:</p> <ul style="list-style-type: none"> • 1 GB 	<ul style="list-style-type: none"> • .MP4 (Web) • .MOV (mobile)
<p>Videos with surveys Videos with survey buttons that can be integrated</p>	<p>Recommended:</p> <ul style="list-style-type: none"> • 1,280 × 720 (16:9) <p>Maximum:</p> <ul style="list-style-type: none"> • 1,920 × 1,200 px • 1,200 × 1,920 px <p>Minimum:</p> <ul style="list-style-type: none"> • 32 × 32 px 	<p>Recommended:</p> <ul style="list-style-type: none"> • Horizontal (16:9) <p>Other supported:</p> <ul style="list-style-type: none"> • 1:2,39–2,39:1 <p>Maximum Framerate:</p> <ul style="list-style-type: none"> • 40 fps 	<p>Recommended:</p> <ul style="list-style-type: none"> • 6–15 sec. <p>Maximum:</p> <ul style="list-style-type: none"> • 10 min. <p>• Video loops automatically when under 60 sec. long.</p>	<p>Recommended:</p> <ul style="list-style-type: none"> • <30 MB <p>Maximum:</p> <ul style="list-style-type: none"> • 1 GB 	<ul style="list-style-type: none"> • .MP4 (Web) • .MOV (mobile)