



Social Media Platform Video Specifications Quick Reference for 8 Platforms × 22 Formats

PLATFORM	FORMAT	ASPECT RATIO	RESOLUTION	DURATION	MAX SIZE	CODEC / FPS	CAPTIONS	PRO TIP
Instagram	Reels	9:16	1080×1920	15–90 sec	250 MB	H.264 MP4 30 fps	Auto / .srt	⚡ Reels get 2× reach vs. feed posts. Hook in 1.5 sec.
	Feed Video	1:1 / 4:5	1080×1080 1080×1350	3–60 sec	250 MB			
	Stories	9:16	1080×1920	15 sec/slide	250 MB			
TikTok	Video	9:16	1080×1920	15 sec–10 min	287 MB	H.264 MP4/MOV 30 fps	Auto / .srt	⚡ Native feel outperforms polish. Use trending audio.
	Stories	9:16	1080×1920	15 sec	287 MB			
	Ads	9:16 / 1:1	720×1280+	5–60 sec	500 MB			
YouTube	Standard	16:9	1920×1080 3840×2160	Up to 12 hrs	256 GB	H.264 / H.265 MP4 24–60 fps	.srt / auto	⚡ SEO title + thumbnail drive clicks. First 5 sec critical.
	Shorts	9:16	1080×1920	15–60 sec	256 GB			
	Ads (Pre-roll)	16:9	1920×1080	6–15 sec (skip) 15–30 sec (non-skip)	256 GB			
LinkedIn	Native Video	16:9 / 1:1 / 9:16	1920×1080 1080×1080	3 sec–10 min	5 GB	H.264 MP4 30 fps	.srt required	⚡ 80% watch muted. Subtitles mandatory. Professional tone.
	Ads	16:9 / 1:1	1920×1080	15 sec–30 min	200 MB			
Facebook	Feed Video	16:9 / 1:1 / 4:5	1080×1080 1280×720	1 sec–240 min	4 GB	H.264 MP4/MOV 30 fps	Auto / .srt	⚡ 85% sound-off. Captions non-negotiable. Square outperforms.
	Reels	9:16	1080×1920	3–90 sec	4 GB			
	Stories	9:16	1080×1920	20 sec/slide	4 GB			
Twitter / X	Native Video	16:9 / 1:1	1280×720 1920×1080	0.5–140 sec	512 MB	H.264 MP4/MOV 30–60 fps	.srt / burned in	⚡ Concise and punchy. Pair video with strong written copy.
	Ads	16:9 / 1:1	1280×720+	6–15 sec ideal	1 GB			
Snapchat	Snaps	9:16	1080×1920	1–60 sec	32 MB	H.264 MP4/MOV 30 fps	Built-in text	⚡ 6–10 sec max for impact. Immediate hook required.
	Spotlight	9:16	1080×1920	5–60 sec	32 MB			
	Ads	9:16	1080×1920	3–10 sec ideal	32 MB			
Pinterest	Video Pins	1:1 / 2:3 / 9:16	1000×1500 1080×1920	4–15 sec ideal (max 15 min)	2 GB	H.264 MP4/MOV 24–30 fps	Text overlay	⚡ Think inspiration, tutorials, ideas. Vertical dominates.
	Idea Pins	9:16	1080×1920	3–60 sec/clip	100 MB			

KEY: Aspect Ratios — 9:16 = Vertical/Portrait | 16:9 = Horizontal/Landscape | 1:1 = Square | 4:5 = Tall Portrait | 2:3 = Pinterest Standard **Codecs** — H.264 recommended for universal compatibility. H.265 for YouTube 4K.