

BEST PRACTICES

Social Media Videos



Best practices for social media videos can vary from platform to platform and they frequently change. Top-performing social media videos should catch the viewer's attention early and keep them engaged throughout the duration of the video. The video's first second will likely determine if the viewer will continue to watch. Always assume many viewers will not be watching with sound and include subtitles. Last updated August 2023.

	Facebook	Facebook Reels	X	Instagram Reels	LinkedIn	YouTube	YouTube Shorts
Aspect ratio	1:1 9:16 16:9 4:5	9:16	1:1 16:9 4:5 9:16	9:16	1:1 16:9	16:9	9:16
Resolution	1080 x 1080 px 1920 x 1080 px 1350 x 1080 px 1080 x 1920 px	1080 x 1920 px	1080 x 1080 px 1920 x 1080 px 1350 x 1080 px 1080 x 1920 px	1080 x 1920 px	1080 x 1080 px 1920 x 1080 px	3840 x 2160 px 1920 x 1080 px	1080 x 1920 px
Frame rate	24 30	30 24	24 30	30 24	24 30	24 30	24 30
Duration	Greater than 3 minutes Up to 241 minutes	Less than 60 seconds Up to 90 seconds	Less than 30 seconds Up to 2 hours (Blue subscription)	Less than 60 seconds Up to 90 seconds	Less than 60 seconds Up to 10 minutes	2-15 minutes Any length	Less than 60 seconds
Style/content	Athletics Spirit Fun	Fun Athletics Spirit	Athletics News Spirit Fun Informative	Fun Athletics Spirit	News Informative	Athletics News Spirit Fun Informative	Fun Informative Athletics Spirit
File type	.mp4 .mov	.mp4 .mov	.mp4 .mov	.mp4 .mov	.mp4 .mov	.mp4 .mov	.mp4 .mov
Codec	H.264	H.264	H.264	H.264	H.264	H.264	H.264
File size	Less than 4 GB	Less than 4 GB	Less than 8 GB	Less than 4 GB	Less than 5 GB	Less than 256 GB	Less than 256 GB

The bold options in each cell are preferred. Additional options are acceptable but are not first-choice.