



Facebook				
Images				
Discipline	Specs	Format	Length	Notes
Square	2000 x 2000	-	-	-
Vertical	1080 x 1920	-	-	-
Horizontal	1920 x 1080	-	-	-
Video				
Horizontal	1920 x 1080	MP4, but Facebook does support .mov	Must be shorter than 120 mins. File size can be no larger than 6GB	For subtitles, please provide a .SRT file.
Square	2000 x 2000	MP4, but Facebook does support .mov	Must be shorter than 120 mins. File size can be no larger than 6GB	For subtitles, please provide a .SRT file.
Stories (Image)				
Full Screen Vertical	1080 x 1920	jpg or .png	-	Recommended Resolution: 1080 x 1920 Max Image size: 30MB
Stories (Video)				
Full Screen Vertical	1080 x 1920	MP4	Max length: 15s per tile	Max size: 15MB
Banner				
Standard	820 x 312	jpg or .png	-	-

Twitter				
Images				
Discipline	Specs	Format	Length	Notes
Square	2000 x 2000	-	-	We recommend using a horizontal (landscape image). Twitter only allows you to upload up to 4x images to each tweet. Animated GIFs and images - file size needs to be less than 15Mb
Vertical	1080 x 1920	-	-	-
Horizontal	1920 x 1080	-	-	-
Video				
Horizontal	1920 x 1080	-	Max length: 9:59	Max size: 500MB
Square	2000 x 2000	-	Max length: 9:59	-
Carousel				
Square	2000 x 2000	jpg, png, .mp4	-	We can upload up to 6x images or videos in one tweet. There must be a link and title attached to each asset. Dimensions should be square.
Banner				
Standard	1500 x 500	jpg or .png	-	-

Instagram				
Images				
Discipline	Specs	Format	Length	Notes
Square	1080 x 1080	-	-	-
Vertical	1080 x 1350	-	-	-
Horizontal	1920 x 1080	-	-	Not recommended, but we will make exceptions on a case-by-case basis
60s In-Feed Videos				
In-Feed	1080 x 1080	MP4 300MB or less Max width: 1080 pixels	Min length: 3s Max length: 60s	Thumbnail images are helpful, but not necessary. Thumbnail images should be the same aspect ratio as the video
Vertical	1080 x 1350	-	-	-
Horizontal	1920 x 1080	-	-	-
Longer Form Video				
Vertical	1080 x 1920	MP4	Min length: 60s seconds	Max video size: 2GB Require a thumbnail. All thumbnails should be 1080 x 1920 (9x16) and should be .jpgs or .pngs
Horizontal	1920 x 1080	-	-	-
Stories (Image)				
Full Screen Vertical	1080 x 1920	jpg or .png	-	Max size: 30MB
Stories (Video)				
Full Screen Vertical	1080 x 1920	MP4	Max length: 15s	Max size: 15MB