Social networks audio & video specs

When creating audio & video-based social posts, don't forget to keep within your social network's confines. Each has its own format. Here's an overview of 5 of the key networks.



Audio events don't have video, screen sharing, or text

Sharing audio and videos



File types accepted:

ASF MKV VP8 AVI QuickTime VP9 **FLV** WebM WMV2 WMV3 MPEG-1 H264/AVC MPEG-4 MP4

Video Aspect ratio:

16:9

Note:

Landscape videos are more common

Video length:

10 mins max

engagement

Event option.



Max file size: 5gb

Recommended resolution is at least 720p

File size & resolution:



Audio events - LinkedIn Audio Events are real-time, audio-only conversations designed to help companies build relationships and foster connections. They feel like listening to a podcast.

chat. They're not recorded so encourage people to attend the 'live' session. Set them up using LinkedIn's

Note:

Video length: Feed: 60 mins max

It's recommended to keep

them shorter for better

Shared videos: 75 secs max

File size & resolution:

Feed videos: 4gb max size

Stories: 4gb for iOS devices & 2.2gb for Android devices

The recommended frame rate is a minimum of 30 FPS (frames per sec)



File types accepted:

MP4 MOV

Tip: Vertical videos (Stories format) mean the audience can only see your video

Video Aspect ratio:

on their mobile screen (rather than seeing yours & the post before or after).

Audio Options:

You can add audio to your static photos or carousel images now too – you may be able to access trending audio, & you can also add saved audios you've previously liked.

Video length:

Between 15 secs & 240 mins



File size & resolution:

Max size: 4gb

Recommended resolution is at least 720p



File types accepted: Preferred formats

MP4 & MOV

More are supported full list here



Tip: Currently square videos tend to perform better in news feeds

Tip: shorter videos usually have higher engagement rates

Sharing reels: Facebook also lets you post Reels (the same as on Instagram)

Video Aspect ratio:

16:9

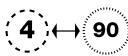
File types accepted:

MP4 & MOV

Video Aspect ratio:

Video length: Between

4 secs & 90 secs



File size & resolution:

No file size limit on Reels

Resolution should be: **540p** x **960p** Min 1080p ×1920p

or greater recommended

Audio Options:

If you want to engage people through audio, you can: · broadcast live audio from your mobile device

In 2022 Facebook closed its audio only version.

· connect with your followers & invite them to join your Facebook Live audio or video broadcast

File types accepted:

MOV **MPEGPS** MPEG4 **FLV** MP4 3GPP AVI WebM **WMV**

Video Aspect ratio:

Various aspect ratios supported

16:9

16:9 is still the most widely used format

Video length:

Up to 12 hours in length



shorter videos tend to

have higher viewer retention rates

Max size: 128gb or 12 hours -

whichever is less

Recommended resolution is at least 720p

File size & resolution:



File types accepted:

.MP4 for web &

.MOV for mobile

Video Aspect ratio:

16:9

Video length:

Most accounts:

File size & resolution:

Max size: 512mb Recommended resolution is 720p

Note: Landscape videos are more commonly used

140 secs

Select publishers & advertisers can upload videos up to 10 minutes long

Tip: You can also live stream on Twitter. This is a good feature for product demos, behind-the-scenes footage or events



Audio Options: Twitter Spaces allow you to host live audio conversations with your followers & industry experts. For example, to discuss relevant topics, share insights & answer questions from your audience in real-time.

Contact us: on **01483 429111**





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