


# 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.


## Sharing audio and videos


in	File types accepted:			Video Aspect ratio:		Video length:	File size & resolution:
	ASF AVI FLV MPEG-1 MPEG-4	MKV QuickTime WebM H264/AVC MP4	VP8 VP9 WMV2 WMV3	L 16:9	V 9:16	10 mins max  <b>Note:</b> It's recommended to keep them shorter for better engagement	Max file size: 5gb  Recommended resolution is at least 720p

 **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.


Audio events don't have video, screen sharing, or text chat. They're not recorded so encourage people to attend the 'live' session. Set them up using LinkedIn's Event option.


Instagram	File types accepted:	Video Aspect ratio:		Video length:	File size & resolution:
	MP4 MOV GIF	L 16:9	V 9:16	sq 1:1	Feed: 60 mins max Shared videos: 75 secs max  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)

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


Facebook	File types accepted:	Video Aspect ratio:		Video length:	File size & resolution:
	Preferred formats MP4 & MOV  More are supported full list <a href="#">here</a>	L 16:9	sq 1:1	Between 15 secs & 240 mins  <b>15</b> ↔ <b>240</b>	Max size: 4gb  Recommended resolution is at least 720p

 **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)

File types accepted:	Video Aspect ratio:	Video length:	File size & resolution:
MP4 & MOV	L 16:9	Between 4 secs & 90 secs  <b>4</b> ↔ <b>90</b>	No file size limit on Reels  Resolution should be: <b>540p x 960p</b> Min <b>1080p x 1920p</b> or greater <b>recommended</b>

 **Audio Options:** In 2022 Facebook closed its audio only version. If you want to engage people through audio, you can:

- broadcast live audio from your mobile device
- connect with your followers & invite them to join your Facebook Live audio or video broadcast


YouTube	File types accepted:	Video Aspect ratio:	Video length:	File size & resolution:
	MOV MPEG4 MP4 AVI WMV	MPEGPS FLV 3GPP WebM	Various aspect ratios supported  L 16:9 21:9 4:3  16:9 is still the most widely used format	Up to 12 hours in length  <b>12</b>  <b>Tip:</b> shorter videos tend to have higher viewer retention rates

Max size: 128gb or 12 hours - whichever is less  
  
Recommended resolution is at least 720p

Twitter	File types accepted:	Video Aspect ratio:	Video length:	File size & resolution:
	.MP4 for web & .MOV for mobile	L 16:9	sq 1:1	Most accounts: 140 secs Select publishers & advertisers can upload videos up to 10 minutes long  <b>140</b>  Max size: 512mb Recommended resolution is 720p

**Note:** Landscape videos are more commonly used

 **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.

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