


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




File types accepted:	Video Aspect ratio:	Video length:	File size & resolution:
ASF FLV MPEG-1 MPEG-4 MKV QuickTime WebM H264/AVC MP4 VP8 VP9 WMV2 WMV3	<div>L 1:2.4</div> <div>V 2.4:1</div> <p><i>Note:</i> Landscape videos are more common</p>	3 secs to 10 mins max <div>10</div> <p><i>Note:</i> It's recommended to keep them shorter for better engagement</p>	Max file size: 5gb Recommended resolution is at least 720p


 **LinkedIn Lives** – You can broadcast live video content to a LinkedIn profile, Page, or Event. Using a third-party broadcast tool or a custom stream (RTMP).

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.




File types accepted:	Video Aspect ratio:	Video length:	File size & resolution:
MP4 MOV GIF	<div>V 9:16</div>	Reels: 60 mins max <div>60</div>	Reels: 4gb max size Stories: 4gb for iOS and Android devices The recommended frame rate is a minimum of 30 FPS (frames per sec)

 **Tip:** Stories 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 all posts and reels. You will be shown suggestions for trending audio and can also save audios you have previously liked.



File types accepted:	Video Aspect ratio:	Video length:	File size & resolution:
Preferred formats MP4 & MOV More are supported full list here	<div>L 16:9</div> <div>V 9:16</div>	Between 1 second & 240 mins <div>1 ↔ 240</div>	Max size: 10gb Recommended resolution is at least 720p

 **Tip:** shorter videos usually have higher engagement rates

Reels & Stories:



File types accepted:	Video Aspect ratio:	Video length:	File size & resolution:
MP4 & MOV	<div>L 9:16</div>	Between 3 & 90 secs <div>3 ↔ 90</div>	No file size limit on Reels Resolution should be: 540p x 1080p Min 1080p x 1920p or greater recommended

Reels & Stories:
Facebook also lets you post Reels and Stories (the same as on Instagram)





File types accepted:	Video Aspect ratio:	Video length:	File size & resolution:
MOV MPEG4 MP4 AVI WMV MPEGPS FLV 3GPP WebM	Various aspect ratios supported <div>L 16:9</div> <div>4:3</div> <p>16:9 is still the most widely used format</p>	Up to 12 hours in length <div>12</div> <p> Tip: YouTube Shorts are very popular and are a good format to reach a new audience</p>	Max size: 256gb or 12 hours - whichever is less Recommended resolution is 24, 25 or 30 fps



File types accepted:	Video Aspect ratio:	Video length:	File size & resolution:
MP4 for web & MOV for mobile	<div>L 16:9</div> <div>sq1:1</div>	Most accounts: 140 secs Select publishers & advertisers can upload videos up to 10 minutes long <div>140</div>	Max size: 512mb Recommended 30-60 fps

Note: Vertical videos are most commonly used

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

 **Audio Options:** X 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.

Need help?

Contact us:
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T H I N K I N G

Hands-on Marketing Consultancy