

Social Media Video Specs 2026

A one-page cheat sheet with the exact video sizes, aspect ratios and formats that perform best across major social media platforms.

Platform	Best Aspect Ratio	Ideal Resolution	Typical Length
Facebook Feed	4:5 or 1:1	1080 × 1350 / 1080 × 1080	30–60s
Facebook Reels & Stories	9:16	1080 × 1920	≤ 90s
Instagram Feed	4:5	1080 × 1350	≤ 60s
Instagram Reels & Stories	9:16	1080 × 1920	15–30s
TikTok	9:16	1080 × 1920	15–30s
YouTube (Standard)	16:9	1920 × 1080	Long-form
YouTube Shorts	9:16	1080 × 1920	< 60s
LinkedIn	1:1 or 16:9	1080 × 1080 / 1920 × 1080	30–90s

Pro Formatting Tips

Design centre-safe: Keep faces, text and key action inside the centre third so one video can be cropped for every platform.

Vertical-first mindset: Most social views happen on mobile — plan for 9:16 first, then adapt.

Export smart: MP4 (H.264), constant frame rate (24–30fps), clean 1080p.

Created by Shootlab — practical video production for social platforms.