

Social Media Video Specs Cheat Sheet

As companies continue to embrace the need for videos in their social content strategy, and the social networks themselves continue to build out the functionality to support an increasingly visual social world, it's important to stay up-to-date with best video practices. Knowing exactly what networks want in a video will help ensure you're optimizing your content as best as you can.

In an effort to help all of you social media managers, we've centralized the video specs for the top social media networks.

YouTube and Google+ Video Specs

With [over a billion users watching hundreds of millions of hours on YouTube every single day](#), you can imagine that the video site has some robust specifications for videos you upload. You can find [the entire list on their support page](#), but here are some of the most important to bear in mind when creating a video.

We've rolled up the Google+ and YouTube formats, since Google+ automatically converts uploads to YouTube for sharing.

Format MP4 with moov atom at the front of the file and no edit lists.

YouTube Resolution and Aspect Ratio Recommendations YouTube uses a 16:9 aspect ratio, and videos not meeting that standard will be shown with pillar or letter boxes, which are the black bars at the left/right and top/bottom of the screen. To ensure the best visual experience, encode with the following resolutions:

2160p	3840 x 2160
1440p	2560 x 1440
1080p	1920 x 1080
720p	1280 x 720
480p	854 x 480
360p	640 x 360
240p	426 x 240

YouTube Recommended Video and Audio Bitrates for Uploads

Below are the recommended audio and video bitrates for uploads. YouTube does make a point to say content should be encoded and uploaded in the same frame rate that it was recorded at.

Type	Video bitrate, standard frame rate	Video bitrate, high frame rate
2160p (4k)	35 - 45 Mbps	53 - 68 Mbps
1440 (2k)	16 Mbps	24 Mbps
1080p	8 Mbps	12 Mbps
720p	5 Mbps	7.5 Mbps
480p	2.5 Mbps	4 Mbps
360p	1 Mbps	1.5 Mbps

Type	Audio bitrate
Mono	128 kbps
Stereo	384 kbps
5.1	512 kbps

Pinterest and LinkedIn Video Specs

Pinterest, LinkedIn and SlideShare all rely on YouTube for video hosting for their networks, so consult the above numbers.

Facebook Video Specs

Facebook has become an amazing network for sharing your video content on. By building out functionality like autoplay in the Newsfeed, the ability to add call-to-actions and robust Video Insights have made it a must for social video syndication. These specifications come from the [Facebook Ads guide](#) and details how to optimize videos for the network.

Video H.262 video compression, high profile preferred, square pixels, fixed frame rate and progressive scan.

Frames Max of 30fps.

Format .mp4 container ideally with leading mov atom and no edit lists.

Aspect Ratio 1.33:1 / 4:3 / SDTV, 1.375:1 / film, 1.77 / 16.9 / HDTV. 1.85:1 / Film, 2:39:1 or 2:40:1 / Widescreen, no pillar boxing or letter boxing.

Audio Stereo AAC audio compression, 128kbps + preferred.

File Size 1.75GB max.

Bitrate No limit to bitrate file if you're using two pass encoding, as long as your file doesn't exceed 1 GB. Otherwise, 8 megabits per second for 1080p and 4 megabits per second for 720p.

Length 45 minutes max

Instagram Video Specs

Instagram is a Facebook company, so it's safe to say you can expect the network to embrace video marketing as well as Facebook. These specifications come from the [Facebook Ads guide page for Instagram](#).

Aspect Ratio 1.9:1 to 1:1

Video H.264 video compression, high profile preferred, square pixels, fixed frame rate, progressive scan

Format .mp4 container ideally with leading mov atom and no edit lists.

Audio Stereo AAC audio compression, 128kbps + preferred

File Size 30MB max

Frames 30fps max

Bitrate No limit to bitrate file if you're using two pass encoding, as long as your file doesn't exceed 1 GB. Otherwise, 8 megabits per second for 1080p and 4 megabits per second for 720p.

Twitter Video Specs

Incorporating videos into your Twitter strategy can help you reach beyond the platform's 140 character limit. Just make sure to follow Twitter's set guidelines when creating a video for the site.

File Size 15MB max

Duration Between .5 and 30 seconds

Dimensions Between 32x32 and 1280x1024

Aspect ratio Between 1:3 and 3:1

Frame Rate 40FPS or less

Audio Mono or Stereo

Orientation	Width	Height	Video bitrate	Audio bitrate
Landscape	1280	720	2048K	128K
Landscape	640	360	768K	64K
Landscape	320	180	256K	64K
Portrait	640	640	1024K	96K
Portrait	480	480	768K	64K
Portrait	240	240	256K	64K

Tumblr Video Specs

Tumblr is a social media network that thrives on visual content, so it can play a key part when distributing your videos. While the site is somewhat ambiguous on their specifications, keep the following specs in mind when creating your video.

Video specs File type: MOV, MP4, or embed code from: YouTube, Vimeo, Vine Max size: 5 min per day, 100 MB per file Dimensions: 500 x 750px max

Audio specs File type: MP3 or embed Max size: 10 MB