

| Platform | Headline Copy | Body Copy | Image Post | Video Post |
|-----------|---------------|----------------|---|---|
| Facebook | 30 Characters | 125 Characters | 1.91:1 or 1:1 Ratio at least 1080 px on longest side (1080x566 px, for example) .jpg or .png 30MB max file size | .MP4 or .MOV filetype 1:1 ratio (4:5 supported for mobile-only) H.264 compression, fixed frame rate, AAC audio compression at 128kbps+ At least 1080 x 1080 px resolution .SRT video captions recommended 4GB max file size |
| Twitter | 50 Characters | 250 Characters | 1.91:1 ratio at least 1080 px on longest side .jpg or .png 5MB max filesize | .MP4 or .MOV 16:9 or 1:1 ratio 6,000k bitrate for 1080p+ 29.97 or 30fps best practice, up to 60fps supported AAC LC audio H264 compression with 4:2:0 colorspace Max length: 2:20 Videos under 1:00 will loop .SRT video captions recommended |
| Instagram | N/A | 180 Characters | 1:1 to 4:5 ratio At least 1080 px on longest side, higher resolution recommended .jpg or .png 30MB max file size | .MP4 or .MOV filetype 4:5 ratio (1:1 supported but not best practice) At least 1080 px on shortest side 250MB max file size .SRT video captions recommended |
| LinkedIn | 70 Characters | 150 Characters | 1:1 recommended, 1.91:1 supported 1200 pixels on short side .jpg or .png 5MB max file size | .MP4 only 16:9 or 1:1 ratio AAC or MPEG4 audio 30 FPS recommended 200 MB max filesize |
| TikTok | NA | 100 characters | N/A | .MP4 .MOV or .MPEG 9:16 or 1:1 ratio ≥516 kbps bitrate :09 - :15 length recommended, 1:00 max 500 MB max file size |