

# Video Size/Ratio Cheat Sheet

## Facebook

**Format:** Live or MP4 If Pre-Recorded

**Aspect Ratio:**

16:9 (Landscape) / 1:1 (Square)

4:5 (Vertical) / 2:3 (Vertical)

**Length:** Recommended 30 seconds, Max 60 seconds

## Instagram

**Format:** Live or MP4 If Pre-Recorded

**Aspect Ratio:**

1:1 (Square)

4:5 (Vertical)

9:16 (Full Vertical) for IG Story and IGTV

**Length:** Recommended 30 seconds, Max 60 seconds

## LinkedIn

**Format:** MP4

**Aspect Ratio:**

1:1 (Square)

4:5 (Vertical)

**Length:** Recommended 15 seconds, Max 10 minutes

## YouTube

**Format:** Live or MP4 If Pre-Recorded

**Aspect Ratio:**

16:9 (Landscape)

**Length:** Recommended 2-7 minutes, Max 12 hours

## Pinterest

**Format:** Live or MP4 If Pre-Recorded

**Aspect Ratio:**

1:1 (Square)

2:3 (Vertical)

**Length:** Recommended 30 seconds, Max 30 minutes