spotd.

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Social media video sizes

Every size, ratio and length on one page. Pin it next to your edit desk.

Platform	Format	Ratio	Size (px)	Length
Instagram	Reels	9:16	1080 × 1920	Up to 3 min to be recommended
	Stories	9:16	1080 × 1920	60 sec per story
	Feed post	4:5 or 3:4	1080 × 1350 / 1080 × 1440	–
	Carousel	4:5 or 1:1	1080 × 1350	Up to 20 slides
TikTok	Video	9:16	1080 × 1920	Up to 60 min upload
	Photo post	9:16 or 4:5	1080 × 1920	Up to 35 images
YouTube	Video	16:9	1920 × 1080 / 3840 × 2160	Up to 12 hours
	Shorts	9:16	1080 × 1920	Up to 3 min
	Thumbnail	16:9	1280 × 720	Under 2 MB
Facebook	Reels and video	9:16	1080 × 1920	Uploads post as Reels
	Feed image	4:5	1080 × 1350	–
	Stories	9:16	1080 × 1920	Up to 60 sec
LinkedIn	Video	9:16, 1:1 or 16:9	1080 × 1920	Up to 15 min (10 on mobile)
	Image post	4:5 or 1:1	1080 × 1350	–

Safe zones (1080 × 1920)

Keep text and faces inside these margins.

Instagram Reels
top 220 · bottom 420 · sides 60 / 120

TikTok
top 160 · bottom 480 · sides 60 / 140

YouTube Shorts
top 150 · bottom 400 · sides 60 / 140

Facebook Reels
top 220 · bottom 440 · sides 60 / 120

Free overlay PNGs: spotd.com.au/tools/free-downloads

Export settings

Container
MP4

Video codec
H.264 (H.265 for 4K)

Frame rate
25 or 30 fps, match how you shot it

Bitrate
16 to 25 Mbps for 1080p, 45+ for 4K

Audio
AAC, 48 kHz, 320 kbps

Loudness
About −14 LUFS, peaks under −1 dB

Colour
Rec.709, not HDR, unless you know the platform supports it

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spotd.com.au/tools