

SOCIAL MEDIA CHEAT SHEET FOR VIDEO SPECS

	Facebook	Instagram	Twitter	Vimeo	YouTube
Length	120 mins max	60 seconds max.	140 seconds max.	No restriction, based on your weekly upload limit	Up to 15 minutes by default; to upload longer videos, you must verify your account
Maximum file size	4 GB	4 GB	512 MB	500 MB to unlimited per week, depending on membership level	128 GB
Minimum resolution	600 x 315 (1.9:1 landscape) / 600 x 600 (square)	600 x 315 (landscape) / 600 x 600 (square) / 600 x 750 (vertical)	32 x 32	640 x 360	426 x 240
Aspect ratio	1.77:1, 16:9, 2:39:1 or 2:40:1 (HDTV), Widescreen, 9:16, 1:1, 1.33:1, 4:3, 1.375:1 (SDTV), 1.85:1 (film)	1.91:1 (landscape) / 1:1 (square) / 4:5 (vertical)	1:2.39 to 2.39:1	Vimeo does its best to accommodate any aspect ratio, but no guarantees	16:9
Codec	H.264	H.264, VP8	H.264	H.264 recommended but most major codecs are accepted	H.264
Container	MP4 or MOV ideally but others are accepted	MP4 ideally	MP4 and MOV (mobile), MP4 (web)	MP4, MOV, WMV, AVI, FLV and others	MP4
Maximum frames	30 fps	30 fps	40 fps	60 fps (upload content in same frame rate it was recorded in)	Common rates include 24, 25, 30, 48, 50, 60 fps (upload content in same frame rate it was recorded in)
More details	Facebook Video Views	Instagram Video Views	Sharing and Watching Videos on Twitter	Video Compression Guidelines	Recommended Upload Encoding Settings