



# SOCIAL MEDIA SPECS

AUGUST 2025



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# INSTAGRAM CONTENT SIZES

## Portrait post

1080 x 1350 px  
4:5

Max File Size: 4GB  
Format: MP4,  
MOV

## Square post/ad

1080 x 1080  
1:1 square

Max File Size: 4GB  
Format: MP4, MOV

## Profile picture/ Highlights

320 x 320 px  
1:1

## Landscape post/ad

1080 x 566 px  
16:9

Max File Size: 4GB  
Format: MP4, MOV

## Story / Reel

1080 x 1920 px  
9:16

Max File Size: 4GB  
Format: MP4, MOV

# INSTAGRAM COPY & VIDEO INFO

Category	Type	Specification	Notes/Recommendations
Copy	Post Caption	2,200 characters (approx. 300-400 words)	Keep primary text concise (first 125 characters most visible).
	Profile Bio	150 characters	
	Hashtags	Up to 30 per post	Use strategically.
Video	Feed Video	Length: 3 seconds to 60 minutes Aspect Ratio: 1:1, 4:5, 1.91:1	Matches image post aspect ratios.
	Reels Video	Length: Up to 90 seconds (Reels), Aspect Ratio: 9:16 (full screen vertical)	Full screen vertical format. Choose thumbnail from video or upload specific image
	Stories Video	Length: Up to 60 seconds (Stories - split into 15s segments) Aspect Ratio: 9:16 (full screen vertical)	Full screen vertical format.

# TIKTOK CONTENT SIZES

## **Profile picture**

200 x 200 px  
1:1 square

Max File Size: 4GB  
Format: MP4, MOV

## **Video feed/ carousel/ story ads**

1080 x 1920  
9:16

# TIKTOK COPY & VIDEO INFO

Category	Type	Specification	Notes/Recommendations
Copy	Post Caption	2,200 characters (approx. 300-400 words)	Front-load key info, use emojis & hashtags strategically
	Profile Bio	80 characters	Short and sweet
	Comments	150 characters	
Video	Feed Video	Length: 9-15 seconds often perform best Up to 10 minutes (for in-app recorded) Up to 60 minutes (for uploaded) 9:16 aspect ratio recommended 1:1 (square), 16:9 will have black bars	Matches image post aspect ratios.

# LINKEDIN CONTENT SIZES

## Personal profile cover

1584 x 396 px

## Profile photo

400 x 400 px  
1:1

**Carousel** (max  
10 slides) /  
**1:1 Square ad**  
1080 x 1080 px

## Horizontal/landscape ad

1200 x 628 px

## Image post

1200 x 627 px

## Vertical ad

628 x 1200 px

## Company profile cover photo

1128 x 191 px

## Cover article

1584 x 396 px

# LINKEDIN COPY & VIDEO INFO

Category	Type	Specification	Notes/Recommendations
Copy	Post Caption	3,000 characters	Keep primary text concise (first 125 characters most visible).
	Profile Headline	220 characters (desktop), 240 characters (mobile)	
	Profile Summary	2,600 characters	Only first ~200 characters visible before "see more."
	Comments	1,750 characters	
	Articles	Up to 125,000 characters	
Video	Feed Video	Length: 3 seconds to 10 minutes Aspect Ratio: 9:16 (vertical), 1:1 (square), 16:9 (landscape) Max File Size: 5 GB File Formats: MP4 (recommended), MOV, AVI	Recommendation: 30 seconds to 2 minutes for general engagement. Vertical often perform best on mobile.

# YOUTUBE CONTENT SIZES

## Profile picture

800 x 800 px  
1:1 square

## Banner

2560 X 1440 px  
"safe area" is 1235 x 338 px

## Thumbnail

1280 x 720 px

## In-stream/ bumper ad

1920 x 1080 px  
9:16

## Bummpers/display ad

300 x 60 px

## Shorts/Stories

1080 x 1920 px  
9:16

# YOUTUBE COPY & VIDEO INFO

Category	Type	Specification	Notes/Recommendations
Copy	Video Title	Up to 100 characters	70 visible before truncation
	Video Description	Up to 5,000 characters	Use for timestamps, links, keywords, etc
	Comments	Up to 10,000 characters	
	Channel Bio	Up to 1,000 characters	
Video	Main Video	Length: Up to 12 hours (standard users) 1920 x 1080 px 16:9 (widescreen) File Size: Max 256 GB File Formats: MP4, MOV, AVI, WMV	Thumbnails are crucial for click through rates
	Youtube Shorts	Max Length: 60 seconds 1080 x 1920 px 9:16 aspect ratio	

# X (FORMALLY TWITTER) CONTENT SIZES

## Profile picture

400 x 400 px  
1:1 square

## Header

1500 x 500 px

## In-stream image

1600 x 900 px

## Stand alone image

1200 x 1200 px  
1:1 square

# X FORMALLY KNOWN AS TWITTER COPY & VIDEO INFO

Category	Type	Specification	Notes/Recommendations
Copy	Standard Tweet	280 characters	Links (t.co), mentions, hashtags count. Media attachments DO NOT count.
	X Premium Tweet	Up to 25,000 characters	Short and sweet
	Profile Bio	160 characters	
Video	Feed Video (Non-Premium)	Aspect Ratio: 16:9, 9:16, 1:1 Recommended: 1280 x 720 px (landscape), 720 x 1280 px (portrait), 1080 x 1080 px (square) Up to 2 minutes 20 seconds (140 seconds) Max File Size: 1 GB	Aim under 30 MB for performance
	Feed Video (Premium)	Same aspect ratios as above Up to 3 hours. Max 8 GB	

# BLUESKY CONTENT SIZES

## Profile Picture

400 x 400 px  
1:1 square

## Banner image

1500 x 500 px

## Square post

1080 x 1080 px  
1:1 ratio

## Landscape post

1200 x 627 px  
1:91:1 ratio

## Portrait post

627 x 1200  
px  
1:91:1 ratio

# BLUESKY COPY & VIDEO INFO

Category	Type	Specification	Notes/Recommendations
Copy	Post	300 characters	Links, mentions, hashtags count towards limit.
	Alt Txt for Images		Mandatory for accessibility.
Video	Feed Video	Wide range of aspect ratios for video Length: Up to 4 minutes File Formats: MP4, MOV Max File Size: 1 GB	Keep short for engagement (30-60 seconds ideal)

# THREADS CONTENT SIZES

## Profile picture

320 x 320 px  
1:1 square

## Feed, Carousel

1080 x 1920 px  
9:16

1080 x 1080px  
1:1 square

# THREADS COPY & VIDEO INFO

Category	Type	Specification	Notes/Recommendations
Copy	Post	500 characters	Only one hashtag per post is currently supported
Video	Feed Video	Length: Up to 5 minutes Aspect ratio: 9:16. 1:1, 16:9 (not recommended) File Format: MP4 (H.264, AAC audio) Max File Size: 8 MB.	Number of Videos: Up to 10 videos (can be mixed with images in carousel). Important: Design for sound-off viewing (on-screen text, strong visuals).