Media Attachments Guide

Publish allows you to add images or videos to any post you create. However, our platform's recommended specifications for media files may be different from the networks'. Follow our **media attachment guidelines** below to help you create image and video posts that look and sound optimal on any device.

Facebook

Your media files can be published to Facebook as single-image posts, multi-image posts, video posts, or Reels. Other post types, such as Facebook Stories, are not yet supported. Learn more.

Images

Facebook supports one GIF per post or many images.

Specification	Recommendation
File type	JPG/JPEG, PNG, GIF, BMP, TIFF. Only single-frame GIFs are supported. Animat GIFs are not.
Size	10 MB maximum. For PNG files, images exceeding 1MB may appear pixelated
Dimensions (W x H)	1200 x 628 (Landscape 1.91:1) 1200 x 1200 (Square 1:1) 1080 x 1350 (Portrait 4:5) 1200 x 1800 (Portrait 2:3)

Videos and Reels

Facebook supports one video per post.

Specification	Recommendation
File type	3G2, 3GP, ASF, AVI, DAT, DIVX, DV, F4V, FLV, M2TS, M4V, M2TS, M4V, MKV, MOD, MO MP4, MPE, MPEG, MPEG4, MPG, MTS, NSV, OGM, OGV, QT, TOD, TS, VOB, WMV **Note**: Reels must be MP4 files.

Specification	Recommendation
Size	10 GB maximum
Aspect ratio (W / H)	9:16 to 16:9 **Note**: A 9:16 aspect ratio is recommended for Reels to avoid unwanted cropping o blank space.
Duration	4 hours maximum
Audio bitrate	256 kbps maximum
Audio codec	AAC
Audio sample rate	48 KHz
Audio channel layout	Stereo or mono

Thumbnails

The following recommendations are for custom video thumbnails. Custom **link preview thumbnails** follow the same recommendations as Facebook image posts and are only available if the link is from a domain that you own.

Specification	Recommendation
File type	BMP, GIF, JPG/JPEG, PNG, TIFF
Size	10 MB maximum
Aspect ratio (W / H)	The thumbnail's aspect ratio should match the video's.

Instagram

Your media files can be published to Instagram as single image or video posts, carousels, Stories, or Reels. Learn more.

Images

The following recommendations are for single images, carousel images, and Stories.
Instagram supports up to 10 images per carousel post.

Specification	Recommendation
File type	JPG/JPEG, PNG
Size	8 MB maximum
Dimensions (W x H)	**Carousel images:** Recommended image size: 1080 x 1350 Minimum/maximum image width: 320 to 1440 pixels wide. Your image will be scale or down if necessary. (Height will vary based on width and aspect ratio). Grid view: 1012 x 1350 **Note:** Only the center area of the image will be visible in grid view. **Story images:** Recommended image size: 1080 x 1920 Minimum/maximum image width: 320 to 1440 pixels wide. Your image will be scale or down if necessary. (Height will vary based on width and aspect ratio). Safe area: 1080 x 1610 **Note:** Keep important footage and text in the center safe area.
Aspect ratio (W / H)	**Carousel images:** Recommended image ratio: 4:5 Grid view: 3:4 **Note:** Only the center area of the image will be visible in grid view. **Story images:** 9:16 **Note:** Keep important footage and text in the center safe area.
Color profile	sRGB. Your image will be converted if necessary.

Videos and Reels

The following recommendations are for single videos, carousel videos, Stories, and Reels. Instagram supports up to 10 videos per carousel post.

Note:

Instagram's algorithm determines which videos are eligible for its Reels feed. Although a video that meets the specifications below isn't guaranteed to appear in the Reels feed, it **must** meet these specifications in order to be considered.

Specification	Recommendation
Size	100 MB maximum (single video, carousel video, or Story) 1 GB maximum (Reel)
Duration	3 seconds to 90 seconds (single video or carousel video) 3 seconds to 60 seconds (Story) 3 seconds to 15 minutes (Reel) **Note:** Reels under 180 seconds may be eligible to be recommended in places as Explore, Reels, and Feed Recommendations to people who don't already fo the channel.
Aspect ratio (W / H)	Image size: 9:16 Grid view: 3:4 **Note:** Keep important footage and text in center safe area.
File type	MOV, MP4 (MPEG-4 Part 14)
Resolution/picture size (W x H)	Image size: 1080 x 1920 Grid view: 1080 x 1440 **Note:** Keep important footage and text in center safe area.
Frame rate	23 fps to 60 fps
Audio codec	AAC, 48khz sample rate maximum, 1 or 2 channels (mono or stereo)

Specification	Recommendation
Video codec	HEVC, H.264, progressive scan, closed GOP, 4:2:0 chrome subsampling
Video bitrate	VBR, 5 Mbps maximum **Note:** This bitrate accommodates most videos with a resolution of 720p or low publish videos with a resolution of 1080p or higher, please use our Hub App.
Audio bitrate	128 kbps maximum

Thumbnails

The following recommendations are for custom video preview thumbnails and Reel covers.

Specification	Recommendation
File size	8 MB maximum
File type	JPG/JPEG

X (Twitter)

Your media files can be published to X (Twitter) as single-image posts, multi-image posts, GIF posts, or video posts. Learn more.

Images

X (Twitter) supports up to four images per post.

Specification	Recommendation
File type	JPG/JPEG, PNG, WEBP
Size	5 MB maximum

GIFs

X (Twitter) supports one GIF per post.

Specification	Recommendation
File type	GIFs. Only animated GIFs are supported. Single-frame GIFs are not.
Size	15 MB maximum
Dimensions (W x H)	1280 x 1080
Pixels (W x H x frames)	300M pixels maximum
Frames	2 - 350 frames

Videos

X (Twitter) supports one video per post.

Note:

For now, it is not yet possible to upload custom video preview thumbnails for X (Twitter) posts.

Specification	Recommendation
File type	MOV, MP4 (MPEG-4 Part 14)
Size	512 MB maximum
Dimensions (W x H)	32 x 32 to 1280 x 1024
Aspect ratio (W / H)	1:3 to 3:1
Duration	0.5 to 140 seconds
Frame rate	60 fps maximum
Video bitrate	5000 kbps minimum

Specification	Recommendation
Audio bitrate	128 kbps minimum
Video codec	H264 High Profile
Audio codec	AAC LC

LinkedIn

Your media files can published to LinkedIn as single-image posts, multi-image posts, video posts, and link posts. You can also publish [document posts](). [Learn more.]()

Images

LinkedIn supports up to 20 images per post.

Specification	Recommendation
File type	JPG/JPEG, PNG, GIF
Size	10 MB maximum
Pixels (W x H x frames)	36.15M pixels maximum
Frames	250 frames maximum

Videos

LinkedIn supports one video per post.

Specification	Recommendation
File type	MP4 (MPEG-4 Part 14)
Size	75 KB to 200 MB
Dimensions (W x H)	1920 x 1920 maximum

Specification	Recommendation
Aspect ration (W / H)	9:16 to 16:9
Duration	3 seconds to 30 minutes
Frame rate	30 fps maximum
Video codec	H.264 or VP8
Audio codec	AAC or MPEG4
Audio sample rate	64 KHz

Documents

LinkedIn supports one document per post.

Specification	Recommendation
File type	PDF, DOC, DOCX, PPT, PPTX
Size	100 MB maximum 300 pages maximum

Thumbnails

The following recommendations are for uploading custom link preview and video preview thumbnails.

Specification	Recommendation
File type	JPG/JPEG, PNG, GIF
Size	10 MB maximum
Pixels (W x H x frames)	36.15M pixels maximum

Specification	Recommendation
Frames	250 frames maximum

TikTok

Your media files can be published to TikTok as video posts. [Learn more.](#)

Note:

For now, it is not yet possible to upload custom video preview thumbnails, or "covers," for TikTok posts.

Videos

TikTok supports one video per post.

Specification	Recommendation
File type	MOV, MP4 (MPEG-4 Part 14)
Size	1 GB maximum
Dimensions (W x H)	360 x 360 minimum
Aspect ratio (W / H)	9:16, 16:9, 1:1
Duration	3 seconds to 10 minutes
Frame rate	23 fps to 60 fps

Pinterest

Your media files can be published to Pinterest as single-image posts, multi-image posts, or video posts. Other post types, such as Rich Pins or Product Pins, are not yet supported. [Learn more.](#)

Images

Pinterest supports up to five images or GIFs per post.

Specification	Recommendation
File type	JPG, JPEG, PNG, GIF
Size	20 MB maximum.

Videos

Pinterest supports one video per post.

Specification	Recommendation
File type	MOV, MP4 (MPEG-4 Part 14), M4V
Size	2 GB maximum
Aspect ratio (W / H)	1:2 to 1.91:1 (0.5 to 1.91)
Duration	4 seconds - 5 minutes
Video codec	H.264 or H.265

YouTube

Videos

Specification	Recommendation
File size	Up to 1 GB
File type	3GPP, AVI, FLV, MP4, MPEG-1, MPEG-2, MPEG4, MPEGPS, MPG, WebM, WM MOV
Duration	Up to 15 minutes

Specification	Recommendation
Aspect ratio	16:9 (1.77)

Shorts

Specification	Recommendation
File size	Up to 1 GB
File type	3GPP, AVI, FLV, MP4, MPEG-1, MPEG-2, MPEG4, MPEGPS, MPG, WebM, WM MOV
Duration	Up to 3 minutes
Aspect ratio	9:16 to 1:1 (0.56 to 1)

FAQs

How do I know if my media is compatible with these guidelines?

Publish will automatically alert you if…

1. It detects that one or more of your files' specifications are incompatible with our guidelines, OR

2. It cannot confirm the compatibility of your files' specifications either way, in which case it's recommended that you check the specifications manually.

On Windows, you can find an image or video's specifications by selecting the file in Explorer and using the keyboard shortcut **Alt + Enter**, which opens Properties. On Mac, you can select the file in the Finder and use the keyboard shortcut **Command + i**, which opens Get Info.

What do I do if my media isn't compatible with these guidelines?

You can use Publish's built-in [Creative Editor](#) tool to crop or resize your image or video based on presets for each network. The to will also automatically export your image or video as a JPG/JPEG or MP4, file types supported by all networks.

For Instagram video posts, you can also use our [Hub App](#) to copy your video post to your mobile device to be published on Instagram directly. However, please note that your video will still be subject to [Instagram's own requirements](#).

What are the guidelines for uploading media to the Content Pool?

The only restriction for uploading media to the [Content Pool](#) is that the files cannot exceed 1 GB per video or 25 MB per image.