

FACEBOOK

Feed

9 specs · 1:1 or 4:5 · Source: facebook.com/business/ads-guide/update/video

⚠ Last verified 2026-03-27, 187 days before export. Check the live sheet before delivery.

• VIDEO

1:1 · 4:5

1440×1440 · ≤ 30 fps

• AUDIO

AAC

128kbps+

• FILE

MP4 · MOV · GIF

4GB

• TIMING

241 minutes

Max duration

• VIDEO

☐	Aspect ratio	1:1 or 4:5 1:1 for desktop or mobile, 4:5 for mobile only
☐	Resolution	1440 x 1440 (1:1) or 1440 x 1800 (4:5) There is no maximum resolution as long as you meet the ratio requirements
☐	Frame rate	≤ 30 fps fixed frame rate · Same for every Facebook format
☐	Codec	H.264 Same for every Facebook format

• AUDIO

☐	Audio codec	AAC Stereo · Same for every Facebook format
☐	Audio bitrate	128kbps+ Same for every Facebook format

• FILE

☐	File format	MP4, MOV, GIF
☐	Max file size	4GB Same for every Facebook format

• TIMING

☐	Max duration	241 minutes 1 second to 241 minutes
--------------------------	--------------	---



Specs change. Scan for the live sheet.
specstash.com/platforms/facebook/feed