FACEBOOK

Feed

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

⚠ Last verified 2026-03-27, 240 days before export. Check the live sheet before delivery.

VIDEO	AUDIO	FILE	TIMING
1:1 · 4:5	AAC	MP4 · MOV · GIF	241 minutes
1440×1440 · ≤ 30 fps	128kbps+	4GB	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 × 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