

FACEBOOK

Reels

9 specs · 9:16 · Source: facebook.com/business/ads-guide/update/video

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

● VIDEO

9:16

1440×2560 · ≤ 30 fps

● AUDIO

AAC

128kbps+

● FILE

MP4 · MOV · GIF

4GB

● TIMING

No maximum limit

Max duration

● VIDEO

- ☐ Aspect ratio **9:16**
ratios from 4:5 to 191:100 also supported
- ☐ Resolution **1440 x 2560**
- ☐ 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 **No maximum limit**



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