FACEBOOK

Reels

9 specs · 9:16 · 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
9:16	AAC	MP4 · MOV · GIF	No maximum limit
1440×2560 · ≤ 30 fps	128kbps+	4GB	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