FACEBOOK

Stories

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	16 seconds
1440×2560 · ≤ 30 fps	128kbps+	4GB	Max duration

VIDEO

Aspect ratio	9:16
Resolution	1440 x 2560 there is no maximum resolution
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 Other video types also supported
Max file size	4GB Same for every Facebook format

TIMING

Max duration	16 seconds

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