

FACEBOOK

Stories

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

16 seconds

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