ABUNAI
CREATIVE AGENCY

Facebook Video Aspect Ratios

Almost all of the information found in this document has been taken from Facebook for Business.
We recommend searching for the most up to date information here - https://www.facebook.com/business/ads-guide

Abunai provides this guide to help our clients find information faster.

This document is constantly being updated. The latest version can be found at - https://abunai.com.au/video-specs

Best Practices for Aspect Ratios

When you create ads for mobile, images and videos should cover as much screen as possible to grab attention. Choose an aspect ratio that best suits different placements and formats and remember to check which placements support which aspect ratios. Below are some recommended aspect ratios for different placements and formats:

- **For feed placements:** We recommend square 1:1 for images and vertical 4:5 for videos.

- **For stories placements:** Most people hold their phones vertically so we recommend 9:16 to capture the whole screen.

- **For video carousel format:** We recommend square 1:1 and consistent ratios for all videos in a carousel.

- **For in-stream video:** We recommend horizontal 16:9 to fit the videos the ads are in.

- **Audience Network placements:** We recommend vertical 9:16.

Note: Apple has announced new iOS 14 policy requirements that may affect where your ad will display.

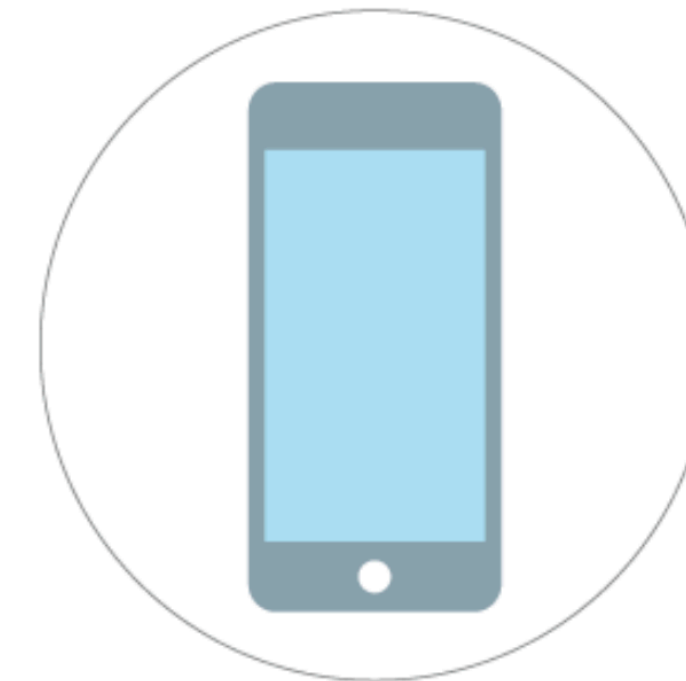| 1.91:1 | 16:9 | 1:1 | 4:5 | 9:16 |

Facebook News Feed

Facebook News Feed is the constantly updating list of status updates, photos, videos and more in the middle of the Facebook home page. The News Feed includes updates and posts from friends, Pages, Groups and advertisers.
You can use the video format in the Facebook News Feed to show off your product, service or brand in new ways. Include movement and sound to capture attention quickly and show unique features of a product or tell your brand story.

Design Recommendations

- File Type: MP4, MOV or GIF
- Ratio: 4:5
- Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+
- Resolution: At least 1080 x 1080 pixels
- Video Captions: Optional, but recommended
- Video Sound: Optional, but recommended

Videos should not contain edit lists or special boxes in file containers.

Text Recommendations

- Primary Text: 125 characters
- Headline: 40 characters
- Description: 30 characters

Technical Requirements

- Video Duration: 1 second to 241 minutes
- Maximum File Size: 4GB
- Minimum Width: 120 pixels
- Minimum Height: 120 pixels

360 Videos

With some objectives, you can use a 360 video. When people see this type of ad, they can turn their device or drag their finger to move around within the video and explore every angle.

Ratios from 16:9 to 9:16 are supported but may be masked to 4:5. Note that on the desktop version of Facebook News Feed, the video will be shown with a 1:1 aspect ratio, which may cause black bars to appear on either side of the video. Use Ads Manager Preview to see how your video will appear.

Facebook Video Feed

When people click a video from their Facebook News Feed, the video opens in the Video Feed, which includes additional videos that they can watch. When you use the Video Feeds placement, you can insert your video ads between organic videos in the Video Feed.

You can use the video format in the Video Feed placement to show off your product, service or brand in new ways. Include movement and sound to capture attention quickly and show unique features of a product or tell your brand story.

Design Recommendations

- File Type: MP4, MOV or GIF
- Ratio: 4:5
- Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+
- Resolution: At least 1080 x 1080 pixels
- Video Captions: Optional, but recommended
- Video Sound: Optional, but recommended

Videos should not contain edit lists or special boxes in file containers.

Text Recommendations

- Primary Text: 125 characters
- Headline: 40 characters
- Description: 30 characters

Technical Requirements

- Video Duration: 1 second to 241 minutes
- Maximum File Size: 4GB
- Minimum Width: 120 pixels
- Minimum Height: 120 pixels

Ratios from 16:9 to 9:16 are supported but may be masked to 4:5. Use Ads Manager Preview to see how your video will appear.

Facebook Stories

Facebook Stories can bring your business to life in an immersive format, with options to add stickers, emojis and other creative elements. These fullscreen vertical ads appear to viewers between organic Facebook Stories.

You can use the video format in Facebook Stories to show off your product, service or brand in new ways. Include movement and sound to capture attention quickly and show unique features of a product or tell your brand story.

Facebook Stories will show play video ads that are 15 seconds or less for the full duration of the video. Video ads that are longer than 15 seconds will be split into separate Stories cards. Facebook will display either 1, 2, or 3 cards automatically before giving viewers the option to tap Keep Watching to see the remainder of the video. By default, the number of cards automatically displayed before prompting viewers to tap Keep Watching is tailored to each viewer.

Design Recommendations

- File Type: MP4, MOV or GIF
- Ratio: 9:16
- Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+
- Resolution: At least 1080 x 1080 pixels
- Video Captions: Optional, but recommended
- Video Sound: Optional, but recommended

Videos should not contain edit lists or special boxes in file containers.

Consider leaving roughly 14% (250 pixels) of the top and bottom of the video free from text and logos to avoid covering these key elements with the call-to-action.

Text Recommendations

- Primary Text: 125 characters
- Headline: 40 characters

Technical Requirements

- Video Duration: 1 second to 2 minutes
- Maximum File Size: 4GB
- Minimum Width: 500 pixels
- Aspect Ratio Tolerance: 1%

Video ratios from 1.91:1 to 9:16 are supported. Dynamic ads in Stories does not accept the 9:16 ratio and should instead use the 1.91:1 ratio. Videos under 9:16 will include colored gradient bars above and below the media, and content from the Primary Text field will be placed below the video.