

Facebook/Instagram Graphic Recommendations

GENERAL

Groups

- Cover photos: 1,640px by 856px (or 1.91:1 ratio)

Photos

We automatically resize and format your photos when you upload them to Facebook. To help make sure your photos appear in the highest possible quality, try these tips:

- Regular photos: 2048px wide or smaller
- Page Cover photos: 851px by 315px
- Ideally, save your image as a JPEG with an sRGB color profile.
- Check the photo format. Try only uploading JPEG, BMP, PNG, GIF or TIFF files. If you're uploading a PNG file, it's best to keep the file size below 1 MB. PNG files larger than 1 MB may appear pixelated.
- Check the size of the photo. We recommend uploading photos under 15 MB.

Profiles:

- For best quality, your profile picture should be at least: 320px by 320px
 - Cover image has to be at least 720px wide
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ADS

Photos

Facebook News Feed is the constantly updating list of status updates, photos, videos and more in the middle of the Facebook home page. You can use the image format in the Facebook News Feed to show off your product, service or brand. Choose an interesting image of a product to encourage people to learn more about it, or use an eye-catching photo to showcase your brand personality.

- **Design Recommendations**
 - File Type: JPG or PNG
 - Ratio: 1.91:1 to 1:1
 - Resolution: At least 1080 x 1080 pixels
- **Text Recommendations**
 - Primary Text: 125 characters
 - Headline: 40 characters
 - Description: 30 characters
- **Technical Requirements**
 - Maximum File Size: 30MB
 - Minimum Width: 600 pixels
 - Minimum Height: 600 pixels
 - Aspect Ratio Tolerance: 3%

Check the Pixel Size of an Image

High-resolution images work best on Facebook, Instagram, Audience Network and Messenger. Find the size of an image

To check the pixel count of an image:

1. Right-click on the image (or, on a Mac, control-click).
2. Choose **Properties** or **Get Info**.
3. Click the **General** or **More Info** tab.

Use the **Image** section to see the image dimensions in pixels, or the **File** section to see the image file size.

Recommended Minimum Image Pixel Requirements Across Placements

We recommend you use the highest resolution images available. These are just the minimum pixel requirements.

Facebook	Image pixel size
Facebook Feed	For images with a link on desktop 479 x 246 pixels, and on mobile min width 320 pixels. We recommend 1,080 x 1,350 pixels.
Facebook Right Column	254 x 133 pixels. We recommend 1,200 x 1,200 pixels.
Facebook Instant Articles	For images with a link, we recommend 1,200 x 1,200 pixels.
Facebook Marketplace	For images with a link, we recommend 1,200 x 1,200 pixels.
Facebook Stories	We recommend 1,080 x 1,920.
Instagram	
Instagram Stories	We recommend 1,080 x 1,920.
Instagram Feed	We recommend 1,080 x 1,350 pixels.
Audience Network	
Audience Network Native, Banner and Interstitial ads	398 x 208 pixels. For images with a link, 1,200 x 628 pixels.
Messenger	
Messenger Stories	We recommend 1,080 x 1,920.
Messenger Inbox	We recommend 1,200 x 1,200 pixels.
Sponsored Message	For images with a link, we recommend 1,200 x 628 pixels.

Aspect Ratios Supported by Placements in Ads Manager

Different placements require different image and video [aspect ratios](#). Learn how to [choose ad placements](#) and how to [customize your ad creative for placements](#).

For carousel ads, we always recommend 1:1 (square) images and videos.

RATIO	1.91:1	16:9	1:1	4:5	2:3	9:16
Feeds						

RATIO	1.91:1	16:9	1:1	4:5	2:3	9:16
Facebook Feed	✓	✓	✓ Recommended for images	✓ Recommended for videos		
Instagram Feed and Explore	✓	✓	✓ Recommended for images	✓ Recommended for videos		
Facebook Marketplace	✓	✓	✓ Recommended for images	✓ Recommended for videos	✓	✓
Facebook Video Feeds	✓	✓	✓ Recommended for images	✓ Recommended for videos	✓	✓
Facebook Right Column	✓ Recommended for images and videos		✓	✓	✓	✓
Messenger Inbox	✓	✓	✓ Recommended for images and videos	✓	✓	✓
Stories						
Facebook Stories	✓	✓	✓	✓	✓	✓ Recommended for images and videos
Instagram Stories	✓	✓	✓	✓		✓ Recommended for images and videos
Messenger Stories	✓	✓	✓	✓	✓	✓ Recommended for images and videos
In-Stream						
Facebook In-Stream Video	✓	✓ Recommended for images and videos		✓	✓	✓
Search						
Facebook Search Results	✓ Recommended for images		✓ Recommended for videos			

RATIO	1.91:1	16:9	1:1	4:5	2:3	9:16
Messages						
Messenger Sponsored Messages	✓ Recommended for images and videos	✓	✓	✓	✓	✓
In-Article						
Facebook Instant Articles	✓ Recommended for images and videos	✓	✓	✓	✓	✓
Apps and Sites						
Audience Network Native, Banner and Interstitial	✓	✓	✓	✓	✓	✓ Recommended for images and videos
Audience Network Rewarded Video	✓	✓	✓	✓	✓	✓ Recommended for images and videos

Note: We recommend using the 4:5 aspect ratio for video ads on Facebook News Feed. On the desktop version of 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.

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.

Videos

Facebook News Feed is the constantly updating list of status updates, photos, videos and more in the middle of the Facebook home page. 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

Video Length Specifications Across Placements

Different placements allow different video lengths, although shorter videos are usually more engaging on mobile. You can use different video edits for different placements using asset customization for placements.

Facebook	Length
Facebook Feed	240 minutes max
Facebook Instant Articles	240 minutes max
Facebook In-Stream Video	5-30 seconds
Facebook Marketplace	240 minutes max
Facebook Stories	1-15 seconds

Instagram	
Instagram Stories	1-120 seconds
Instagram Feed	1-120 seconds
Instagram Explore	1-120 seconds
Audience Network	
Audience Network Native, Banner and Interstitial Ads	1-120 seconds
Audience Network In-stream	5-30 seconds
Audience Network Rewarded Video	3-60 seconds