

CONTENT FORMAT CHEAT SHEET

Platform	Default Image Size	Vertical Video	Landscape Video	Max Video Length	User Emotional State	Insights & Suggestions	PRIORITISE
Facebook	1200 × 630	Yes (Reels)	Yes (Feed/Ads)	Reels: 90 sec Regular: 240 min (Pages)	Relaxed, curious, mildly distracted	Reels = reach; Feed video = warm engagement. Organic community outperforms cold ads.	Reels = new; Feed = followers
Instagram	1080 × 1350 (portrait)	Yes (Reels, Stories)	Yes (Instagram Video)	Reels: 2 min (verified: 15min) Stories: 15 sec/frame Instagram Video: 60 min	Visually inspired, exploratory	Reels = max reach; carousel = saves; Stories = real-time connection	Reels = new; Stories = followers
LinkedIn	1200 × 627 px	Yes (Vertical Ads)	Yes (Native Video)	Native: 10 min Ads: 30 min	Professional, status-driven, cautious	Authority first. Insight-driven video wins. Keep tone sharp, confident, and results-oriented	Posts = followers; Ads = new
X (Twitter)	1200 × 675 px	Yes (not formal)	Yes (In-feed)	Up to 2 min 20 sec (verified: 10 min)	Reactive, skimming, opinionated	Short-form earns clicks. Use headlines as hooks. Retweets still drive reach.	Threads = new; Comments = engagement
Threads	1080 × 1350 px (portrait)	Yes	Yes	Approx. 2 min (video still evolving)	Curious, scrolling, creative-minded	Use visual storytelling with quick insights. Link to IG for continuity.	Engagement = followers
TikTok	1080 × 1920 px	Yes (TikTok Video)	No	Up to 3 min (10 min for selected users)	Entertained, distracted, trend-sensitive	Jump on trends early. High energy and pattern interruption matter. Authentic, raw wins.	Video = new; Comments = engagement
YouTube	1280 × 720 px	Yes (YouTube Shorts)	Yes (Standard)	Shorts: 60 sec Regular: 15 min (unverified) 12 hrs (verified)	Learning, searching, open to deep dives	Shorts = discoverability. Long-form = brand authority.	Shorts = new; Long-form = loyalty
YouTube Shorts	1080 × 1920 px	Yes	No	60 sec	Skim-focused, fast-paced	Use hooks in first 2 seconds. Think TikTok but educational or bold.	Great for awareness