



# Photo & Video Formats for Instagram, Facebook and Pintrest

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## *Instagram*

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**Photo:** always 1:1



If you post directly from Instagram, you have to adjust (crop) the format of your photo or embed them in a fill area (e.g. with the app "PhotoDirector")



**Video:** it is best to film in landscape format (in the settings you can set the format to 16:9)  
Videos posted in the feed may not exceed 1 minute in length and must be in 4:5 format.



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Videos that are posted in IGTV must be more than 1 minute long (3 minutes is recommended) and should be posted in 16:9 (9:16 works too, but then has a lot of filler right and left). The title image when uploading a custom one must always be in 1:1.55 (9:16)



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In Instagram Feed you can post videos and photos together in a so-called "Carousel". However, the video is then treated as a photo and the views are not shown in the "insights". With a pure video post you can see the views and the likes.

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### *Facebook*

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**Photos:** 16:9 (9:16 works too, but then there is a lot of filler around the photo)

**Videos:** 16:9

Here too, you can select a title image within the posting process or upload a custom photo. Good title images are important because they determine whether a video is watched or not.

On Facebook you can post several videos and/or photos. But only if you post directly from Facebook. Using the Facebook business tool "Facebook Creator" it is only possible to post either a video or photos.

**Reels** are 15 seconds long videos and can be combined with music and effects. They are based on TikTok and are available since the beginning of August.

Reels are basically stories that are posted in the Feed + Explore and do not disappear after 24 hours.

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### *Pintrest*

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**Photos:** Standard is 2:3 (1:1 also works / also applies to carousel pin)

The preview shows a square pin 1:1 (automatically adjusted if a different format is selected)

**Videos** can only be created in a business account.

Format: 9:16 or 4:5 or 2:3

The title image of a video must always have the same format as the video.