

**Guide To Sizing / Length**

**See below guidelines for pixels (px) and length for different formats and platforms.**

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| --- | --- | --- | --- |
|  | Facebook | Instagram | TikTok |
| Profile Photo | 170x170 | 320x320 (Instagram will display as 110x110) | 20x20 |
| Portrait Photo Post | 630x1200 | 1080x1350 | N/A |
| Carousel (portrait) | N/A | 1080x1350 | 1080 x 1920up to 60 seconds |
| Story | 1080x1920 | 1080x1920 | 1080x1920 |
| Reel/Video | 1080x192090 seconds | 1080x192090 seconds | 1080x1920Up to 10 minutes |