



IMAGE

Design Recommendations

- File Type: JPG or PNG
- Ratio: 1.91:1 to 1:1
- Resolution: At least 1080 x 1080 pixels

Text Recommendation

- Primary Text: 125 characters
- Headline: 27 characters
- Description: 27 characters

Technical Requirements

- Maximum File Size: 30MB
- Minimum Width: 600 pixels
- Minimum Height: 600 pixels
- Aspect Ratio Tolerance: 3%

VIDEO

Design Recommendations

- File Type: MP4, MOV or GIF
- Ratio: 1:1 (for desktop or mobile) or 4:5 (for mobile only)
- 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 Recommendation

- Primary Text: 125 characters
- Headline: 27 characters
- Description: 27 characters

Technical Requirements

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



CAROUSEL

Design Recommendations

- Image File Type: JPG or PNG
- Video File Type: MP4, MOV or GIF
- Ratio: 1:1
- Resolution: At least 1080 x 1080 pixels

Text Recommendation

- Primary Text: 125 characters
- Headline: 32 characters
- Description: 18 characters
- Landing Page URL: Required

Technical Requirements

- Number of Carousel Cards: 2 to 10
- Image Maximum File Size: 30MB
- Video Maximum File Size: 4GB
- Video Duration: 1 second to 240 minutes
- Aspect Ratio Tolerance: 3%

COLLECTION

Design Recommendations

- Image Type: JPG or PNG
- Video File Type: MP4, MOV or GIF
- Ratio: 1:1
- Resolution: At least 1080 x 1080 pixels

Text Recommendation

- Primary Text: 125 characters
- Headline: 40 characters
- Landing Page URL: Required

Technical Requirements

- Instant Experience: Required
- Image Maximum File Size: 30MB
- Video Maximum File Size: 4GB