

General Image and Video Guidelines

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Accepted File Types

- Files must have a file type (extension), such as **.jpg**, **.jpeg**, **.png**, **.webp**, **.gif**, **.mp4**, **.mov**, or **.avi**.
- Only one video is allowed per post for Twitter, Facebook, and Instagram.
- Video URLs must be in an accepted video extension such as **.mp4** or **.mov**. You will not be able to embed start markers (for example, ending a URL in "code=30s").

Standard Social Media Video Requirements

- Each social network has different requirements for its videos. If you want a video that can be published to the "big three" social networks such as Twitter, Instagram, and Facebook, use the following standards:
 - Dimensions: 1280 x 720 px
 - Length: 60 seconds
 - Size: 50 MB
 - Format: **MP4**

A Note on Designing for Best Parish Experience

Catholic Social Media will notify you of errors if you try and upload media that does not fit the requirements listed below. For media to preview properly on the planner, be sure to keep graphics to 940x788 pixels. While the social media networks will accept rather large file sizes, **many parishes are utilizing slower internet connections**. Keeping files to a manageable size will help them achieve success in using Catholic Social Media: Diocesan Essentials.

Facebook Requirements (utilized by 100% of parishes)

- For Images:
 - Max image size: 5MB
 - Supported formats: **JPEG, BMP, PNG, GIF, animated GIF, and TIFF**
 - Recommended upload size of 1,200 x 630 pixels
 - Appears in feed at a max width of 470 pixels and will scale to a max of 1:1
 - Appears on page at a max width of 504 pixels and will scale to a max of 1:1
- For Videos:
 - Max video size: 2 GB
 - Supported formats: MP4, MOV, and AVI
 - Duration max: 4 hours
 - Recommended video dimensions is 1280 x 720 px for landscape and portrait
 - Landscape aspect ratio is 16:9
 - Portrait aspect ratio is 9:16
 - Video max frames 30fps

Instagram Requirements (utilized by 58% of parishes)

- For Images:
 - Max image size: 5MB
 - Supported formats: **JPG and PNG**
 - Only 25 Instagram posts are allowed over a 24-hour period
 - Aspect ratio: Must be within a 4:5 to 1.91:1 range

- Minimum width: 320
- Maximum width: 1440
- For Videos:
 - Max video size: 2 GB
 - Supported formats: **MP4** and **MOV**
 - Multi-videos are not supported
 - Duration: 3-60 seconds
 - Video max frames 60fps
 - Video bitrate: VBR, 5Mbps maximum
 - Audio bitrate: 128kbps
 - Audio codec: AAC, 48khz sample rate maximum, 1 or 2 channels (mono or stereo)
 - Video codec: HEVC or H264, progressive scan, closed GOP, 4:2:0 chroma subsampling
 - Frame rate: 23-60 FPS

YouTube Requirements (utilized by 37% of parishes)

- For Video
 - Max video size: 4 GB. Please contact us about Enterprise plans for larger files.
 - Supported formats: MP4 and MOV.
 - The standard aspect ratio for YouTube on a computer is 16:9. When uploading other aspect ratios such as vertical or square, the player automatically adapts itself to the size of the video. This setting gives the best viewing experience based on the aspect ratio and device.
 - Recommended format MP4 with H.264 video codec and AAC audio codec. Results in a high-quality video with a smaller file size.
 - The standard video's frame rate frequency is: 24, 25, 30, 48, 50, 60 frames a second. YouTube also accepts other frequencies.
 - For larger videos, please be sure your server has a very fast upload speed. Slower speeds will result in timeouts.
- For Thumbnails
 - Supported formats: JPEG or PNG.
 - Max thumbnail size: 2MB
- Shorts
 - YouTube Shorts should have a 9:16 aspect ratio.
 - Dimensions: 1080x1920 px.
 - Duration: 3 minutes or less.
 - YouTube will not show the video as a Short if the aspect ratio is not 9:16, if it's a portrait video, and if the video is over 3 minutes in length.
- Watermarks
 - Max watermark size: 1MB.
 - Supported formats: JPEG or PNG.
 - Watermark image must be a square (1:1 aspect ratio).
 - Minimum dimensions: 150x150 pixels.
 - Maximum dimensions: 1920x1920 pixels

Twitter Requirements (utilized by 10% of parishes)

- For Images:
 - Max image size: 5MB

- Supported formats: **JPG, PNG, GIF, Animated GIF, and WEBP**
 - Image dimensions must be $\geq 4 \times 4$ and $\leq 8192 \times 8192$ px
 - Recommended Tweet sharing a single image: 1200 x 675 px
 - Recommended aspect ratio is 16:9
 - For Videos:
 - Max video size 100MB
 - Supported formats: **MP4 and MOV**
 - Maximum video resolution: 1280x1024 px
 - Recommended Video Codec: H264 High Profile
 - Recommended Video Resolution:
 - Landscape 1280x720 px
 - Portrait 720x1280 px
 - Square 720x720 px
 - Frame rate must be 60 FPS or less
 - Duration must be between 0.5 seconds and 140 seconds
 - Aspect ratio must be between 1:3 and 3:1
 - Must have 1:1 pixel aspect ratio
 - Audio must be mono or stereo, not 5.1 or greater
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