



FACEBOOK

Video ads

15 to 30 seconds

Story videos

Up to 15 seconds

Video posts

15 seconds for highest completion rate
2 to 5 minutes for maximum engagement

Live broadcasts

15 minutes or longer

INSTAGRAM

Video ads

25 to 30 seconds

Feed videos

26 to 30 seconds

Story videos

12 to 15 seconds

IGTV videos

15 minutes or longer

TWITTER

Video ads

6 to 15 seconds

Video Tweets

15 seconds

PINTEREST

Video ads

6 to 15 seconds

Video pins

15 to 40 seconds

YOUTUBE

Video ads

15 to 45 seconds

YouTube videos

10 minutes or longer

LINKEDIN

Video ads

30 seconds

Video posts

Up to 2 minutes

SNAPCHAT

Video ads

3 to 5 seconds

Snapchat videos

Up to 15 seconds

TIKTOK

Video ads

9 to 15 seconds

TikTok videos

15 to 30 seconds



Optimal video length by social media platform