



FACEBOOK



POST DIMENSIONS

How to Mastering Facebook Post Dimensions: Tips for Every Marketer?





Prologue

Mastering Facebook post dimensions is essential for modern marketers aiming to boost visibility and engagement. Using the right image and video sizes ensures your content looks professional, loads correctly, and captures attention across mobile and desktop feeds.

Optimizing [facebook post dimensions](#) helps marketers maintain visual consistency, improve algorithm performance, increase engagement rates, and deliver polished content across all devices.

Tips For Every Marketer

1. Perfect Image Size

Use **1200 x 630 pixels** for optimal post images to ensure they look sharp and impactful on all devices.



2. Video Post Specs 2.

Keep videos in **4:5** or **1:1** ratio, under **60 seconds**, and use captions for maximum engagement.



3. Carousel Posts

Create carousel posts with **1080 x 1080 px** images to showcase multiple products or stories effectively.



4. Text & Links 4.

Keep text concise (**125-150 characters**) and include a clear call-to-action with a relevant link to boost clicks.



<https://poweradspy.com/facebook-post-size/>

