

Meta Reels Creative Specifications

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Meta Reels

Last verified: 2026-07-31

WHAT TO SEND CPHERE

- Final platform-ready creative
- Approved copy and CTA
- Destination URL and tracking parameters
- Brand and legal requirements

Reels / SHORT_FORM_VIDEO

Facebook and Instagram Reels

CROSS-PLATFORM RECOMMENDATION

Cphere cross-platform guidance: when TikTok In-Feed and Meta Reels are both selected, provide a 1080x1920 9:16 MP4 master as the shared delivery starting point; validate each placement's exact requirements separately. (Cphere recommendation; not a platform requirement.)

SAFE-ZONE GUIDANCE

Keep logos, captions, and calls to action clear of interface overlays. Exact pixel bounds require placement-specific verified evidence.

[RECOMMENDED] Aspect ratio: 9:16

[RECOMMENDED] Audio: Use sound-on creative

[RECOMMENDED] Safe zone: Keep key creative elements within the platform safe zone

[PLACEMENT DEPENDENT] Technical upload limits: verification required - Not specified in the reviewed source excerpt; confirm placement-specific current documentation.

VERIFICATION NOTICE

Specifications are sourced from official platform documentation and regularly reviewed. Platform requirements may change; always confirm the Last Verified date before final delivery.

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OFFICIAL SOURCES

Meta for Business: Facebook and Instagram Reels ads -

<https://www.facebook.com/business/ads/facebook-instagram-reels-ads>