

Updated Creative Safety Zones

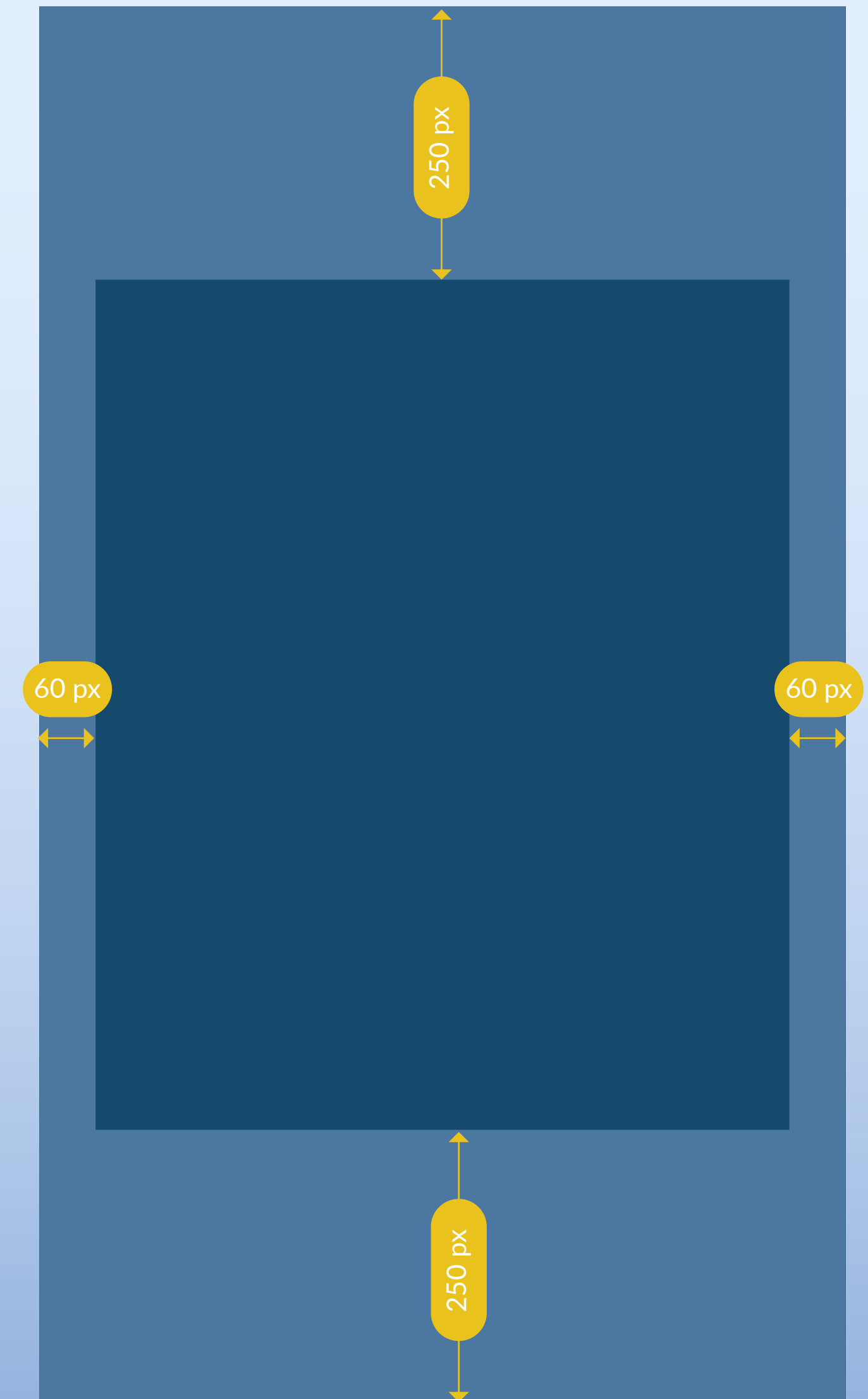
Facebook & Instagram

Stories & Reels

Size: 1080x1920 pixels

Recommended Safety Zone: 960x1420

Avoid placing important content within 60 pixels of each edge and 250 pixels of the top and bottom. If you need more space, 150 pixels is the minimum safety zone, but 250 is best practice.



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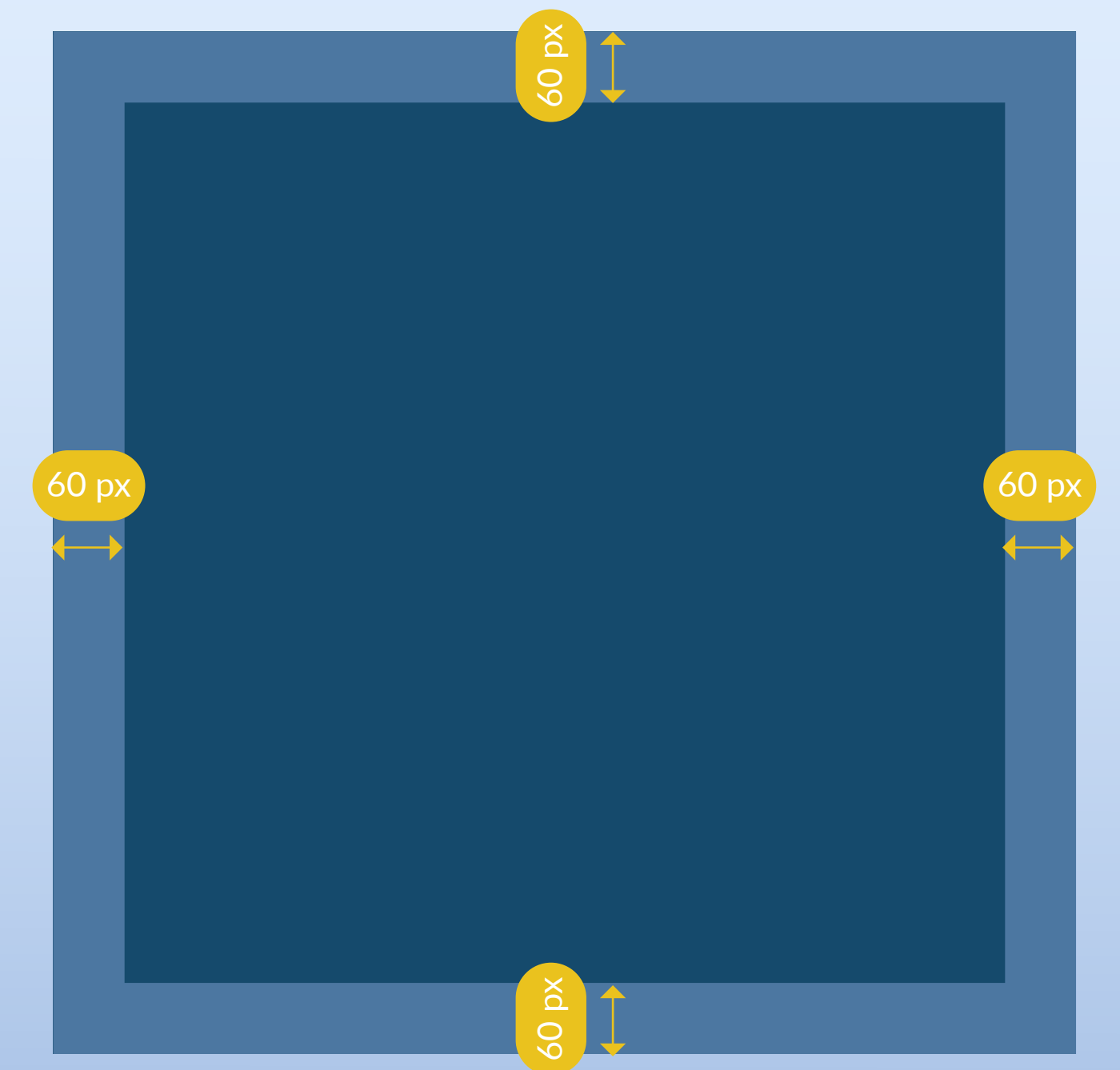
Facebook & Instagram

Feed: Square Post

Size: 1080x1080 pixels

Recommended Safety Zone: 960x960

Avoid placing important content within 60 pixels of each edge to avoid any unexpected cropping.



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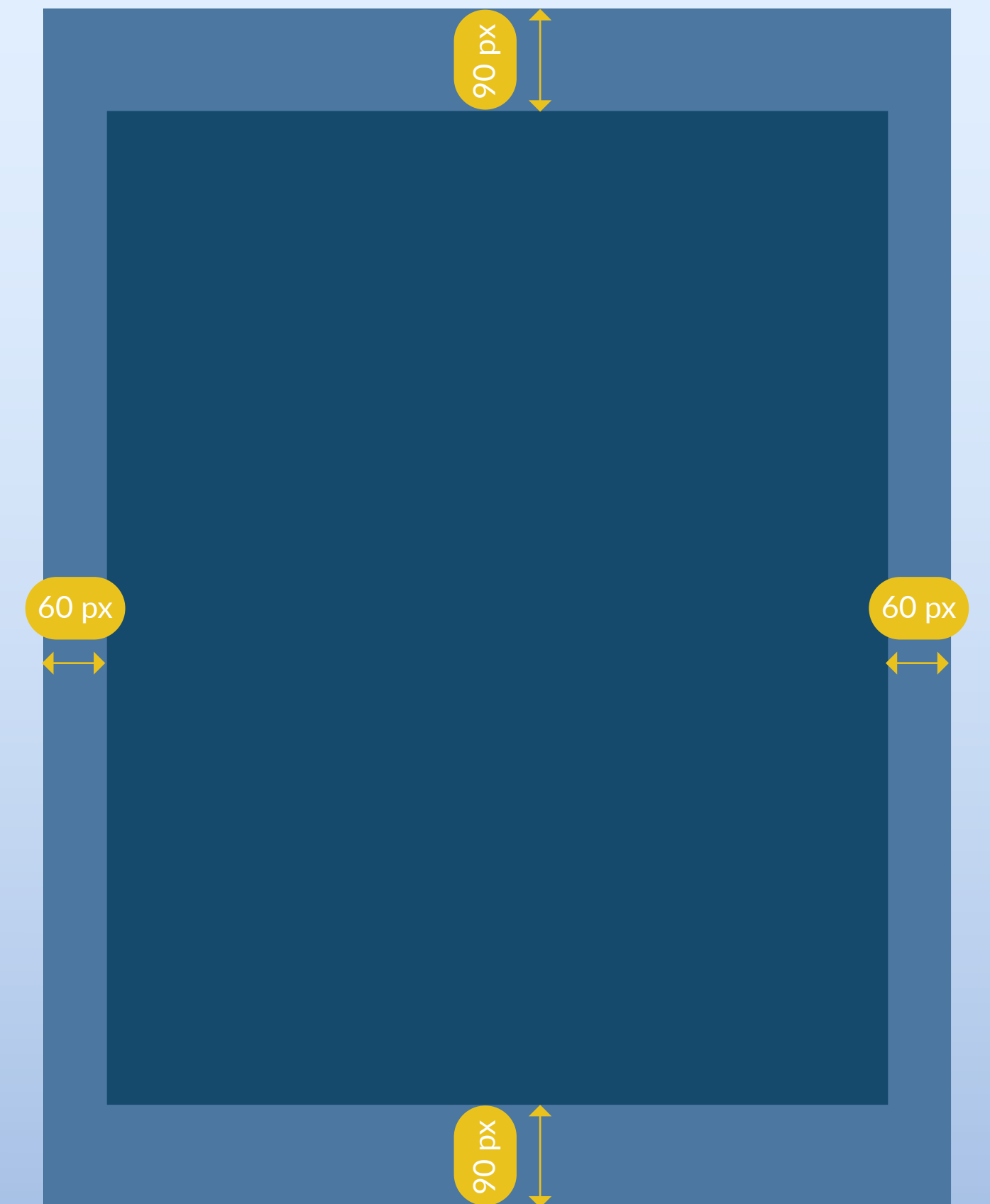
Facebook & Instagram

Feed: Portrait Post

Size: 1080x1350 pixels

Recommended Safety Zone: 960x1170

Avoid placing important content in the top and bottom 90 pixels. Consider leaving a 60 pixels margin on each side to avoid cropping.



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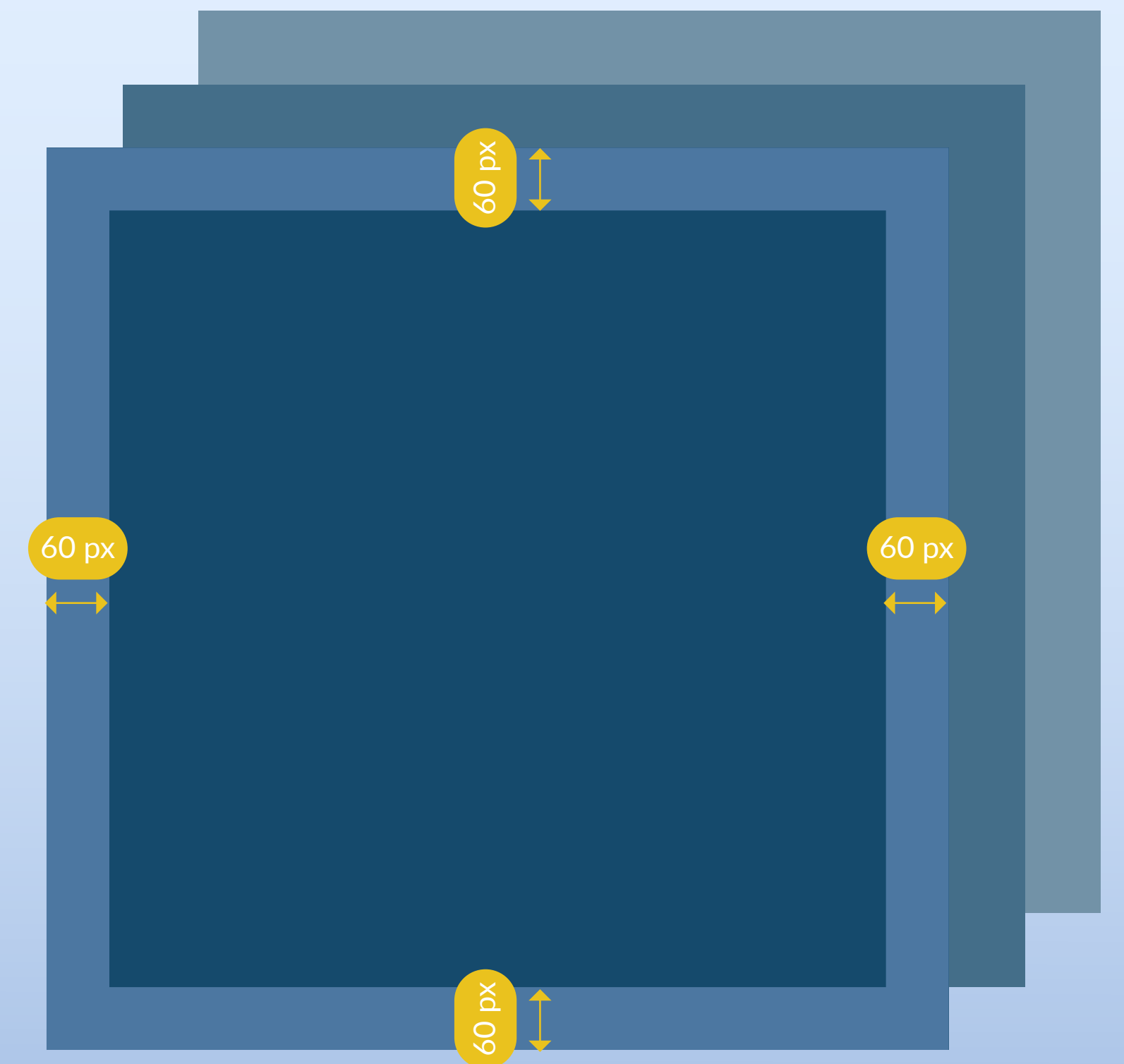
Facebook & Instagram

Feed: Carousel

Size: 1080x1080 pixels

Recommended Safety Zone: 960x960

Avoid placing important content within 60 pixels of each edge to avoid any unexpected cropping.



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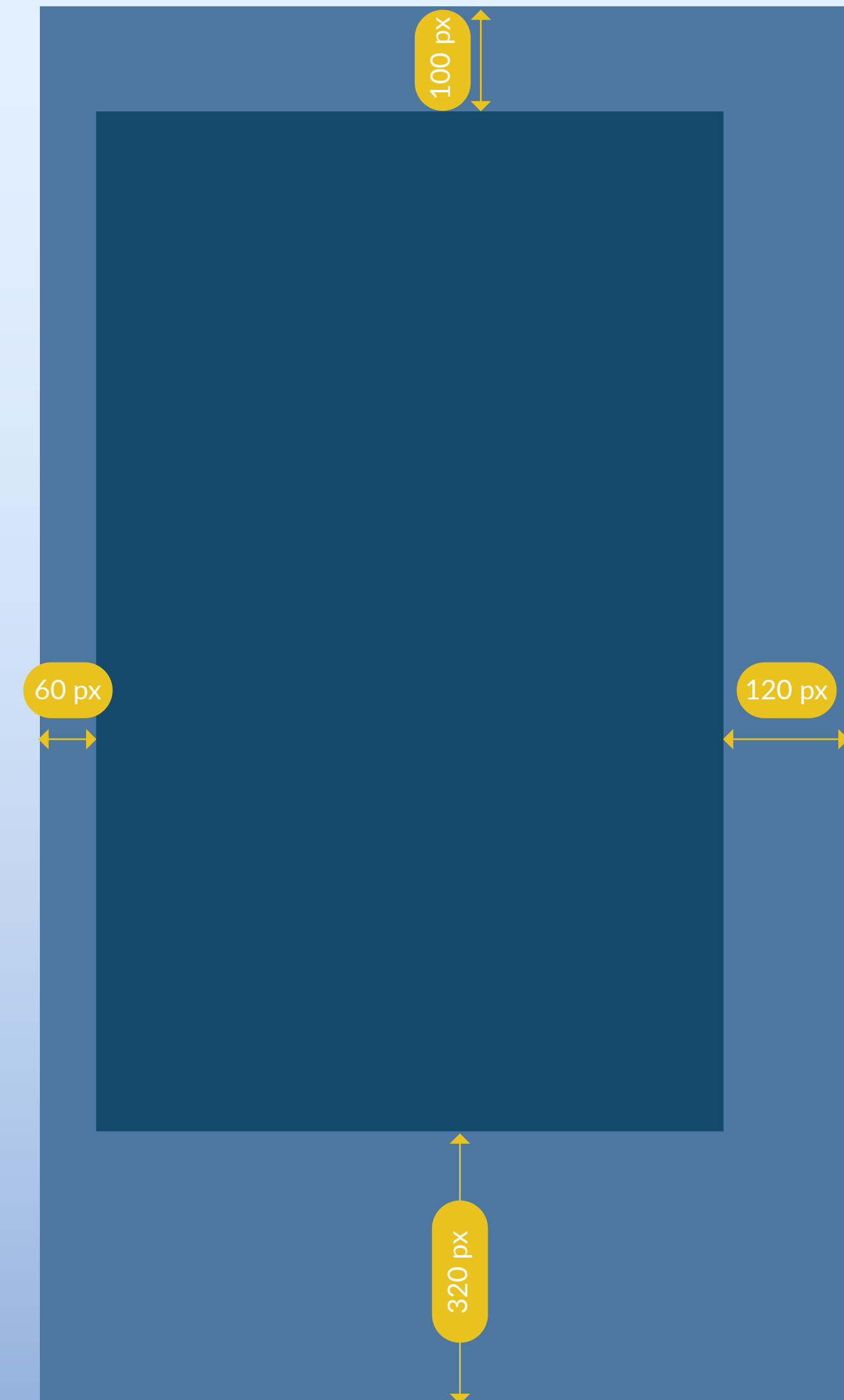
TikTok

Vertical Video

Size: 1080x1920 pixels

Recommended Safety Zone: 1080x1500

The interface covers the bottom 320 pixels with buttons and descriptions. Important content and copy should never be in this zone. Leave around 100 pixels open at the top and 60 pixels on the left. The right side is covered by the button stack and a 120 pixel allowance will keep important content from being covered.



SUMMARY

Placement	Size	Recommended Safety Zone	Additional Notes
Stories and Reels (9:16)	1080x1920	960x1420	Avoid placing important content within 60 pixels of each edge and 250 pixels of the top and bottom. If you need more space, 150 pixels is the minimum safety zone, but 250 is best practice.
Feed - Square Post (1:1)	1080x1080	960x960	Leave a 60 pixel margin on each side to avoid cropping.
Feed - Portrait Post (4:5)	1080x1350	960x1170	Avoid placing important content in the top and bottom 90 pixels. Consider leaving a 60 pixels margin on each side to avoid cropping.
Carousel (1:1)	1080x1080	960x960	Leave a 60 pixel margin on each side to avoid cropping.
TikTok - Vertical Video (9:16)	1080x1920	1080x1500	The interface covers the bottom 420 pixels with buttons and descriptions. Important content and copy should never be in this zone. In case of cropping, consider leaving a 50 pixel margin on the left and right as well.