Twitter Creative Specifications
2022

Text Ads

Tweet copy	- 280 characters. (Note: each link used reduces character count by 23 characters, electing 257 characters for Twitter copy.)

Image Ads

Tweet copy	- 280 characters. (Note: each link used reduces character count by 23 characters, electing 257 characters for Twitter copy.)
Image width/height	- We recommend a minimum width of 600 pixels, although larger images (for example 1200 pixel images) will be better optimized for when users click to expand images. Any height is acceptable, although if the height exceeds the width, we will crop to 1:1 (see aspect ratio details).
Aspect ratio	- Desktop: Any aspect between 2:1 and 1:1 is acceptable. For example, 1200 X 600 (2:1), 1200 X 800 (3:2) or 1200 X 1200 (1:1). After the 16:9 aspect ratio (for example, 1200 X 1400) we'll crop to a 16:9 aspect ratio. - Mobile: 16:9

Image Ads for Website Click campaigns

Tweet copy	- 280 characters. 280 characters. (Note: each link used reduces character count by 23 characters, electing 257 characters for Twitter copy.)
Website title length	- 70 characters. Please note — depending on device and app settings this description may truncate. Up to two lines of text are rendered on the card title;

	any text beyond that is truncated with an ellipsis. Although not guaranteed, limiting the description to 50 characters should ensure that truncation won't occur across most devices.
Image Size	- 800 × 418 pixels for 1.91:1 aspect ratio, 800 × 800 pixels for 1:1 aspect ratio (max 3MB)
Aspect ratio	- 1.91:1 or 1:1
File size	- Max 20MB
File types	- PNG and JPEG are recommended. We do not accept BMP or TIFF files

Image Ads for App Install campaigns

Tweet copy	- 280 characters. (Note: each link used reduces character count by 23 characters, electing 257 characters for Twitter copy.)
Image ratio	- 1.91:1 Image App Card: 800 × 418px (max 3MB) - 1:1 Image App Card: 800×800px (max 3MB)
Image file type	- PNG and JPEG are recommended. Twitter does not accept BMP or TIFF files. GIFs uploaded will render as a static image.
Call-to-Action	- Install (default if app is not installed), Open (default if app is installed), Play, Shop, Book, Connect, and Order.

Image Ads with Conversation Buttons

Image size	- 800 × 418 pixels is recommended for 1.91:1 aspect ratio
Aspect ratio	- 1.91:1

Conversation Card	- (original Tweet in timeline)
Tweet copy	- 280 characters =
Hashtag	- 21 characters, including the hashtag character
Pre-populated user Tweet	- (once user clicks on the CTA)
Tweet Copy	- 256 characters
Headline	- 23 characters
Thank you Tweet	- (after user has Tweeted out the Tweet)
Thank you text	- 23 characters
Thank you URL (optional)	- 23 characters

Image Ads with Polls

Image size	- 800 × 418 pixels is recommended for 1.91:1 aspect ratio. 800 × 800 pixels is recommended for 1:1 aspect ratio.
Aspect ratio	- 1.91:1 or 1:1. However, 1:1 will crop to 1.91:1 in mobile timeline. - GIFs are not supported at this time.
Tweet copy	- Polls can include up to 280 characters of Tweet copy that appear above the image.
Poll options: 2-4 custom poll options	- Once you've written your copy and added your image, you can add two to four custom poll responses to create your poll.
Polly copy: 25 characters each	- Each poll option can include up to a maximum of 25 characters of text (which do not count against the 280 you can include in Tweet copy).

Poll duration	- Select a time between a minimum of 5 minutes and a maximum of 7 days. Poll duration starts when the Tweet is created, not when promoted.

Video Ads

Tweet copy	- 280 characters. (Note: each link used reduces character count by 23 characters, electing 257 characters for Twitter copy.)
File type	- MP4 or MOV
File size	- 1 GB max. For optimal performance we strongly recommend to keep files under 30 MB.
Video length	- 15 seconds or less is recommended. Up to 2:20 is supported. (Select advertisers are eligible to request an increase up to 10 minutes; however, we advise videos to be 9:55 to account for a range of video files. Please contact your Twitter Account Manager for more information.)
Branding	- Highly recommended throughout; if using a logo, it should be persistent in the upper left hand corner. Prominent product placement is highly recommended for driving product consideration.
Captions	- Closed captioning or text overlays are mandatory.
Video bitrate	- 6,000 - 10,000k (recommended 6,000k) for 1080p. 5,000k - 8,000k (recommended 5,000k) for 720p.
Frame rate	- 29.97FPS or 30FPS. Higher is acceptable (support up to 60FPS). If the available video has a lower frame rate don't try to "upsample" it.
Audio codec	- AAC LC (low complexity)

Video codec recommendation	- H264, Baseline, Main, or High Profile with a 4:2:0 color space.
Thumbnail	- Supported files: PNG or JPEG - Aspect ratio: recommend matching sizing of the video - Max size: 5MB
Looping	- Videos will loop if the video length is under 60 seconds.

Standalone Video Ads

Video size	- 1200 × 1200 pixels is recommended for 1:1 aspect ratio. 1920 × 1080 pixels is recommended for 16:9 aspect ratio. Larger videos will be better optimized for when users click to expand videos.
Aspect ratio	- 16:9 or 1:1. Please note that the legacy composer supports any aspect ratio between 2:1 and 1:1.

Video Ads for Website Click campaigns

Video size	- 800 × 450 pixels is recommended for 16:9 aspect ratio. 800 × 800 pixels is recommended for 1:1 aspect ratio.
Aspect ratio	- 16:9 or 1:1
Website title length	- 70 characters. Please note — depending on device and app settings this description may truncate. Up to two lines of text are rendered on the card title; any text beyond that is truncated with an ellipsis. Although not guaranteed, limiting the description to 50 characters should ensure that truncation won't occur across most devices.

URL	- must begin with http:// or https://

Video Ads with Conversation Buttons

Video size	- 800 × 450 pixels is recommended for 16:9 aspect ratio.
Aspect ratio	- 16:9
Conversation Card	- (original Tweet in timeline)
Tweet copy	- 280 characters (same as above)
Hashtag	- 21 characters, including the hashtag character
Pre-populated user Tweet	- (once user clicks on the CTA)
Tweet copy	- 256 characters
Headline	- 23 characters
Thank You Tweet	- (after user has Tweeted out the Tweet)
Thank you text	- 23 characters
Thank you URL (optional)	- 23 characters

Video Ads with Polls

Video size	- 800 × 450 pixels is recommended for 16:9 aspect ratio. 800 × 800 pixels is recommended for 1:1 aspect ratio.

Aspect ratio	- 16:9 or 1:1. However, 1:1 will crop to 16:9 in mobile timeline. - GIFs are not supported at this time.
Tweet copy	- Polls can include up to 280 characters of Tweet copy that appear above the video.
Poll options: 2-4 custom poll options	- Once you've written your copy and added your video, you can add two to four custom poll responses to create your poll.
Polly copy: 25 characters each	- Each poll option can include up to a maximum of 25 characters of text (which do not count against the 280 you can include in Tweet copy).
Poll duration	- Select a time between a minimum of 5 minutes and a maximum of 7 days.

Carousel Ads

Number of slides	- 2-6 (Images or Videos)
Media Size	- Image Carousels: 800 × 418 pixels is recommended for 1.91:1 aspect ratio. 800 × 800 pixels is recommended for 1:1 aspect ratio. - Video Carousels: 800 × 450 pixels is recommended for 16:9 aspect ratio. 800 × 800 pixels is recommended for 1:1 aspect ratio.
Aspect ratio	- Image Carousels: 1.91:1 or 1:1 image assets using a single aspect ratio within one carousel. - Video Carousels: 16:9 or 1:1 video assets using a single aspect ratio within one carousel.
Link	- One web or app destination for all slides

Website Carousels

Website title length	- 70 characters. Please note — depending on device and app settings this description may truncate. Up to two lines of text are rendered on the card title; any text beyond that is truncated with an ellipsis. Although not guaranteed, limiting the description to 50 characters should ensure that truncation won't occur across most devices.
URL	- must begin with http:// or https://.

App Carousels

App title	- Truncated at 200 characters. Included from app store; not customizable.
Call to Action	- Install, Open, Play, Shop, Book, Connect, and Order.

Moment Ads

Tell a story that goes beyond one Tweet and highlights different perspectives. Moment Ads allow you to create, curate and promote a collection of Tweets to tell an immersive story that's beyond 280 characters. They're effective for stories both big and small; available to both advertisers and publishers.