X

Checked November 3, 2026.

Text

Post	**280**	A link counts 23. An emoji and most Chinese, Japanese and Korean characters count 2.
Premium post	**25,000**	Needs X Premium on the posting account.

Photos

Post photo	**1080 × 1350**	4:5. Up to 4 in a post.
Photo file	**5 MB**	JPG, PNG, GIF or WebP.
Link card	**1200 × 630**	The image a shared link shows.

Video

Length	**140 sec**	Up to 4 hours with Premium, on the web and iOS.
File	**512 MB**	16 GB with Premium.
Size	**1920 × 1200**	1200 × 1900 upright. Shapes from 1:2.39 to 2.39:1, up to 40 fps.

Profile

Photo	**400 × 400**	Shown as a circle.
Header	**1500 × 500**	3:1.

Sources: flaghand.com/docs/guides/x-linkedin-character-limits, flaghand.com/docs/guides/social-media-image-sizes, flaghand.com/image-resizer, flaghand.com/docs/guides/video-specs-tiktok-x-linkedin

LinkedIn

Checked November 3, 2026.

Text

Post	**3,000**	Spaces, line breaks and full links all count. Most emoji count 2 or more.
Headline	**220**	Your profile headline, not a post.

Photos and documents

Post photo	**1080 × 1350**	4:5. Up to 20 in a post, 5 MB each.
Document	**300 pages**	A carousel. PDF, PPT, PPTX, DOC or DOCX, up to 100 MB.

Video

Length	**15 min**	From 3 seconds (2 from the phone app).
File	**5 GB**	From 75 KB.
Size	**4096 × 2304**	From 256 × 144. Shapes from 1:2.4 to 2.4:1, 10 to 60 fps.

Profile

Photo	**400 × 400**	JPG or PNG, up to 8 MB.
Banner	**1584 × 396**	4:1. A Page's cover is 1512 × 256.

Sources: flaghand.com/docs/guides/x-linkedin-character-limits, flaghand.com/docs/guides/social-media-image-sizes, flaghand.com/docs/guides/video-specs-tiktok-x-linkedin

TikTok

Checked November 3, 2026.

Text

Video caption	**2,200**	Through an app, like a scheduler.
Photo caption	**4,000**	Plus a title of up to 90.

Photos

Photo	**1080 × 1920**	9:16. Up to 35 in a post.
Photo file	**20 MB**	JPG or WebP, up to 1080p. Convert a PNG first.

Video

Length	**60 min**	In TikTok Studio on the web. 3 minutes through an app, up to 10 for some.
File	**30 GB**	4 GB through an app.
Shape	**9:16**	Or 16:9 wide. MP4 recommended.

Profile

Photo	**400 × 400**	At least 20 × 20. Shown as a circle. No banner.

Sources: flaghand.com/character-counter, flaghand.com/docs/guides/tiktok-content-posting-api, flaghand.com/docs/guides/social-media-image-sizes, flaghand.com/docs/guides/video-specs-tiktok-x-linkedin

YouTube

Checked November 3, 2026.

Text

Title	**100**	No < or >.
Description	**5,000**	Bytes: most emoji count 4.
Tags	**500**	All tags together. Commas count.

Shorts

Length	**3 min**	Exactly 3:00 counts.
Size	**1080 × 1920**	9:16. Square 1:1 counts too.

Videos and thumbnails

Length	**15 min**	Longer once the channel is verified.
Thumbnail	**3840 × 2160**	16:9. At least 640 wide. For a Short, 2160 × 3840.
Thumbnail file	**50 MB**	From a computer. 2 MB from the phone app. JPG or PNG.

Channel

Banner	**2560 × 1440**	At least 2048 × 1152, 6 MB or smaller. Safe area 1235 × 338.

Sources: flaghand.com/docs/guides/youtube-api-upload-video, flaghand.com/docs/guides/youtube-shorts-length, flaghand.com/docs/guides/youtube-shorts-dimensions, flaghand.com/docs/guides/youtube-thumbnail-size, flaghand.com/youtube-banner-size

Bluesky

Checked November 3, 2026.

Text

Post	**300**	Characters as you see them, up to 3,000 bytes.

Media

Photos	**4**	Or one video, or one link card.
Photo file	**2 MB**	Each photo, 2,000,000 bytes at most.
Video	**10 min**	Up to 300 MB.
Link card	**1**	Bluesky doesn't make one from a link. Your app adds it.

Sources: flaghand.com/docs/guides/bluesky-api-post, flaghand.com/docs/guides/how-to-schedule-bluesky-posts

Pinterest

Checked November 3, 2026.

Pin

Image	**1000 × 1500**	2:3.
Title	**100**	Optional.
Description	**800**	Optional.

Carousel and video

Carousel	**2 to 5**	Images in one Pin.
Video	**5 min**	From 4 seconds. MP4, M4V or MOV, with a cover.

Pinterest's scheduler

Ahead	**30 days**	Standard Pins only.
Scheduled	**10**	Pins waiting at once.

Sources: flaghand.com/image-resizer, flaghand.com/docs/guides/pinterest-api-create-pin, flaghand.com/docs/guides/pinterest-mcp-server, flaghand.com/docs/guides/how-to-schedule-pinterest-pins

Next step.

Your agents write. You approve. Flaghand posts it on X, LinkedIn and TikTok.

Start a free trial · flaghand.com/signup

Free sheets and the 2027 content calendar.

Shop · flaghand.com/shop