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How to: Create images and videos for MMS

Creating images and videos that are the right file size and that fit on mobile screens is a crucial part of ensuring the accessibility and deliverability of your MMS messages in Mobile Messaging. **Follow these guidelines** so your supporters will see your message the way you intended.

Before sending to your list, **be sure to test your messages on several different kinds of devices** to confirm it is displaying as you intend. [Read more about how to create and test your mobile messages](#)

File types and limits

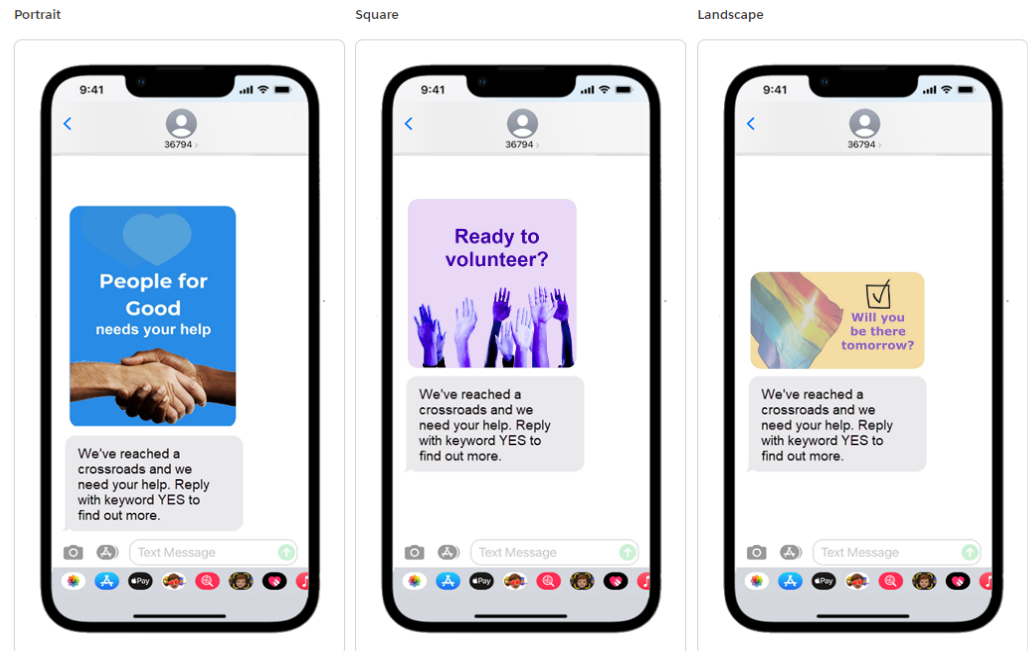
MMS allows you to send static .JPG or .PNG images, animated .GIFs, or short videos. Your files must be the correct type and size to send successfully.

File type	File format	Max file size
Static image	.JPG or .PNG	Less than 500 KB
Animated image	.GIF	Less than 500 KB
Video	.MP4 (h264/aac)	Less than 20MB

Formatting your videos and images

Image or video orientation	Max image dimensions	Safe zone
Portrait	1080 px x 1920 px	1000 px x 1386 px
Square	1080 px x 1080 px	1016 px x 966 px
Landscape	1920 px x 1080 px	1740 px x 998 px

There are **three orientations you can use** for your images or videos: Portrait, Square, and Landscape. Each orientation has recommended maximum dimension to use in order for your image to display properly on most screens.



There is some cropping that happens when your image or video is in preview mode for the recipient. When creating your image or video, it is **recommended that you keep all important information within the safe zone area** to make sure it is completely visible to supporters without needing to click on the element to expand it.

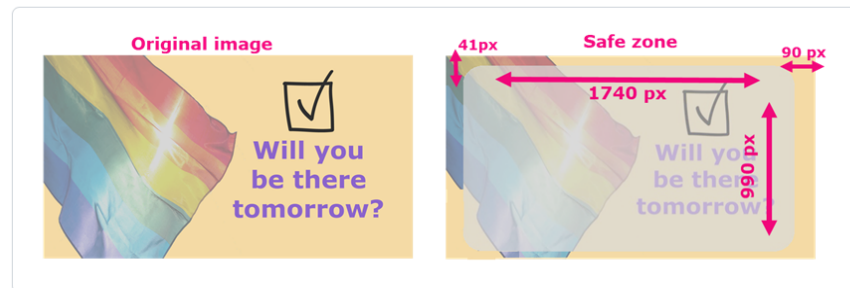
Portrait safe zone



Square safe zone



Landscape safe zone



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