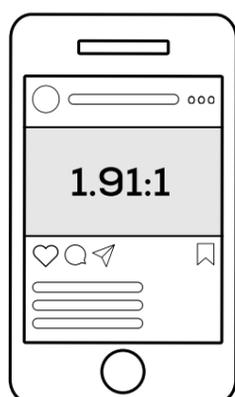




Instagram@ SIZE GUIDE

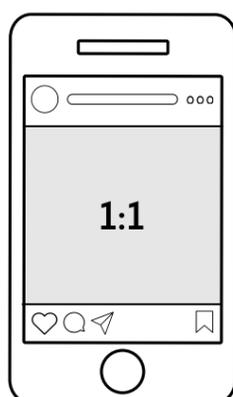
PHOTO POSTS

LANDSCAPE



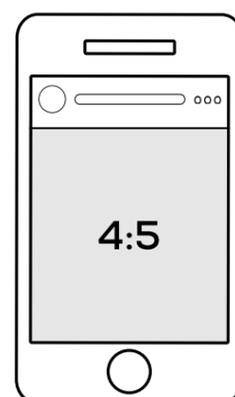
OPTIMAL SIZE
1080 X 608 PX

SQUARE



OPTIMAL SIZE
1080 X 1080 PX

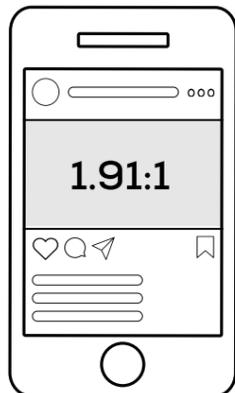
PORTRAIT



OPTIMAL SIZE
1080 X 1350 PX

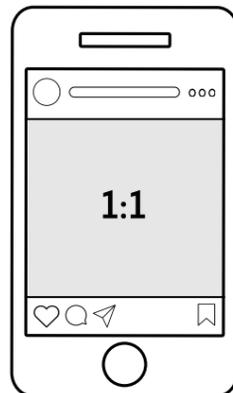
VIDEO POSTS

LANDSCAPE



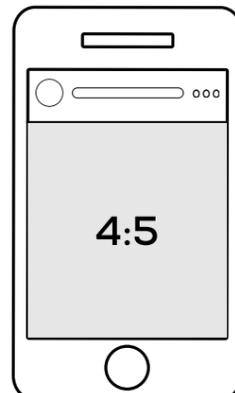
OPTIMAL SIZE
1080 X 608 PX

SQUARE



OPTIMAL SIZE
1080 X 1080 PX

PORTRAIT

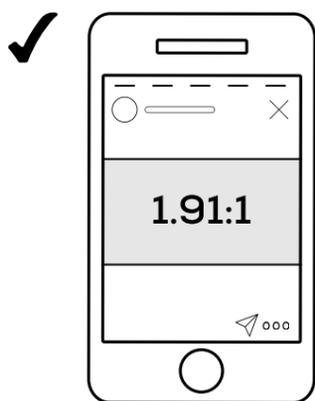


OPTIMAL SIZE
1080 X 1350 PX

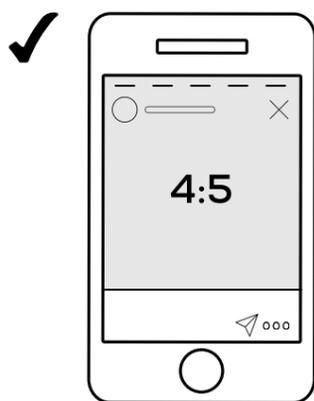
INSTAGRAM STORIES

Instagram stories supports anything from 1.91:1 to 9:16, but recommends 4:5 and 9:16

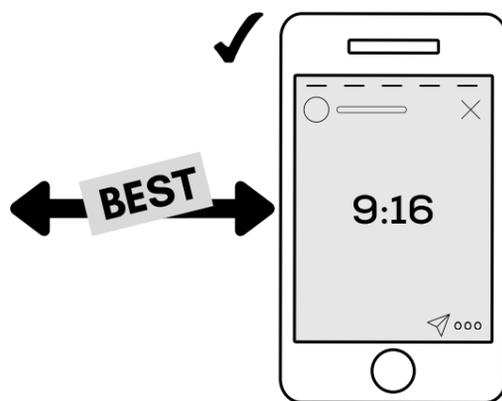
LANDSCAPE



PORTRAIT



FULLSCREEN



IGTV, LIVE, & REELS

IGTV videos should be vertical with a minimum aspect ratio of 4:5 and a maximum of 9:16

Instagram Live and Instagram Reels are shot vertically, so ratio is 9:16



PORTRAIT
1080 X 1350 PX



FULL SCREEN
1080 x 1920 PX



FULL SCREEN
1080 x 1920 PX