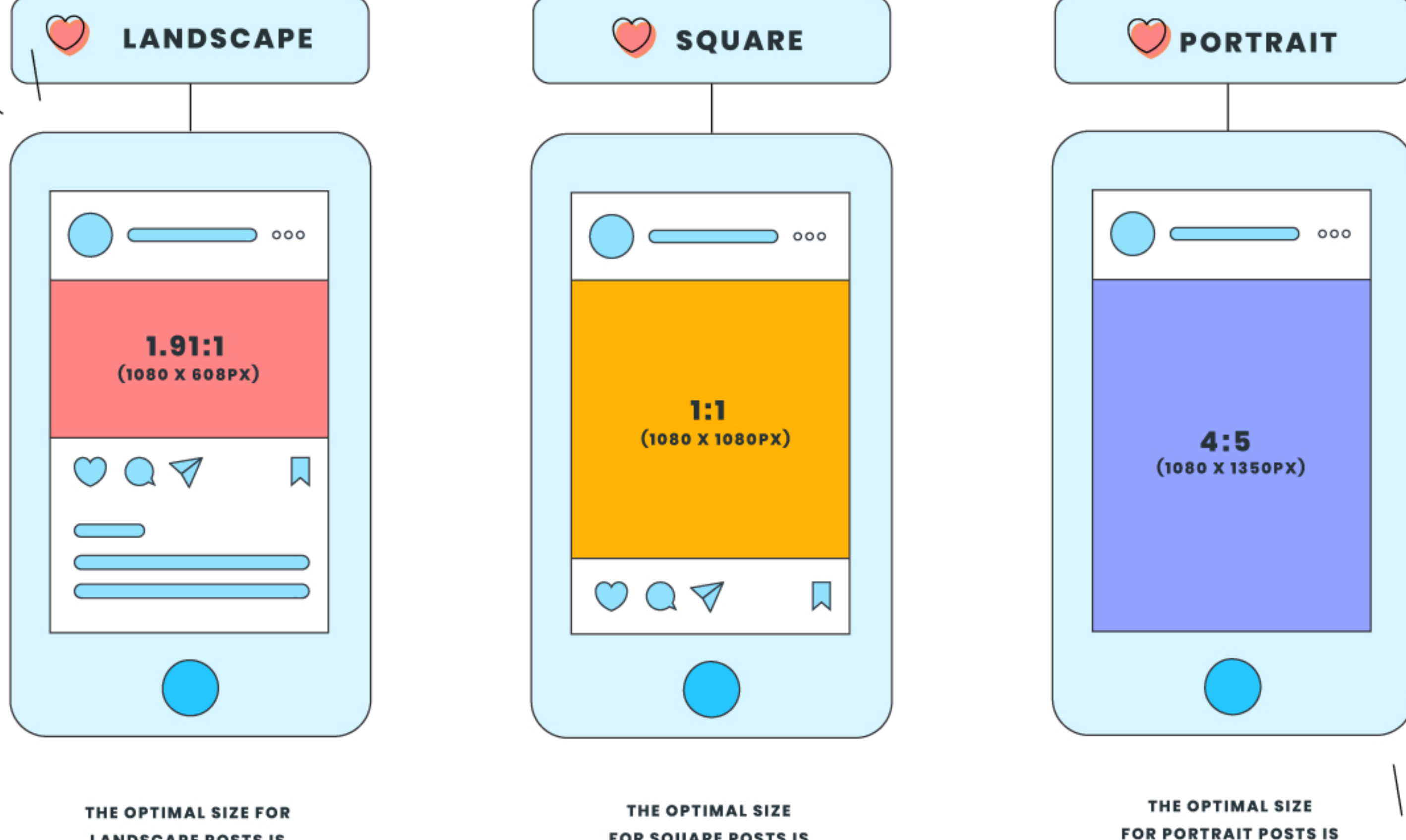


Instagram

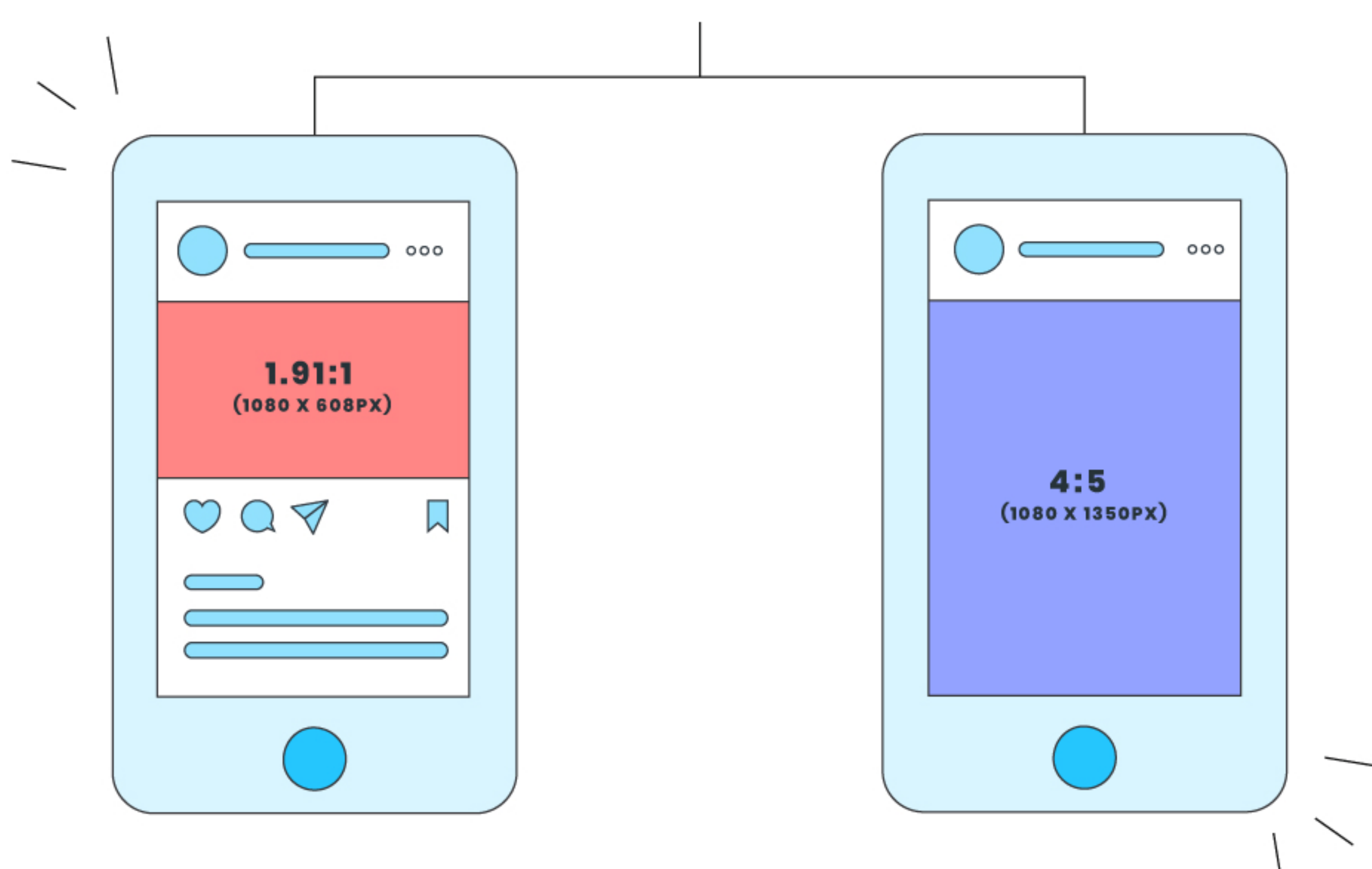
PHOTO AND VIDEO SIZE GUIDE

Instagram PHOTO POSTS



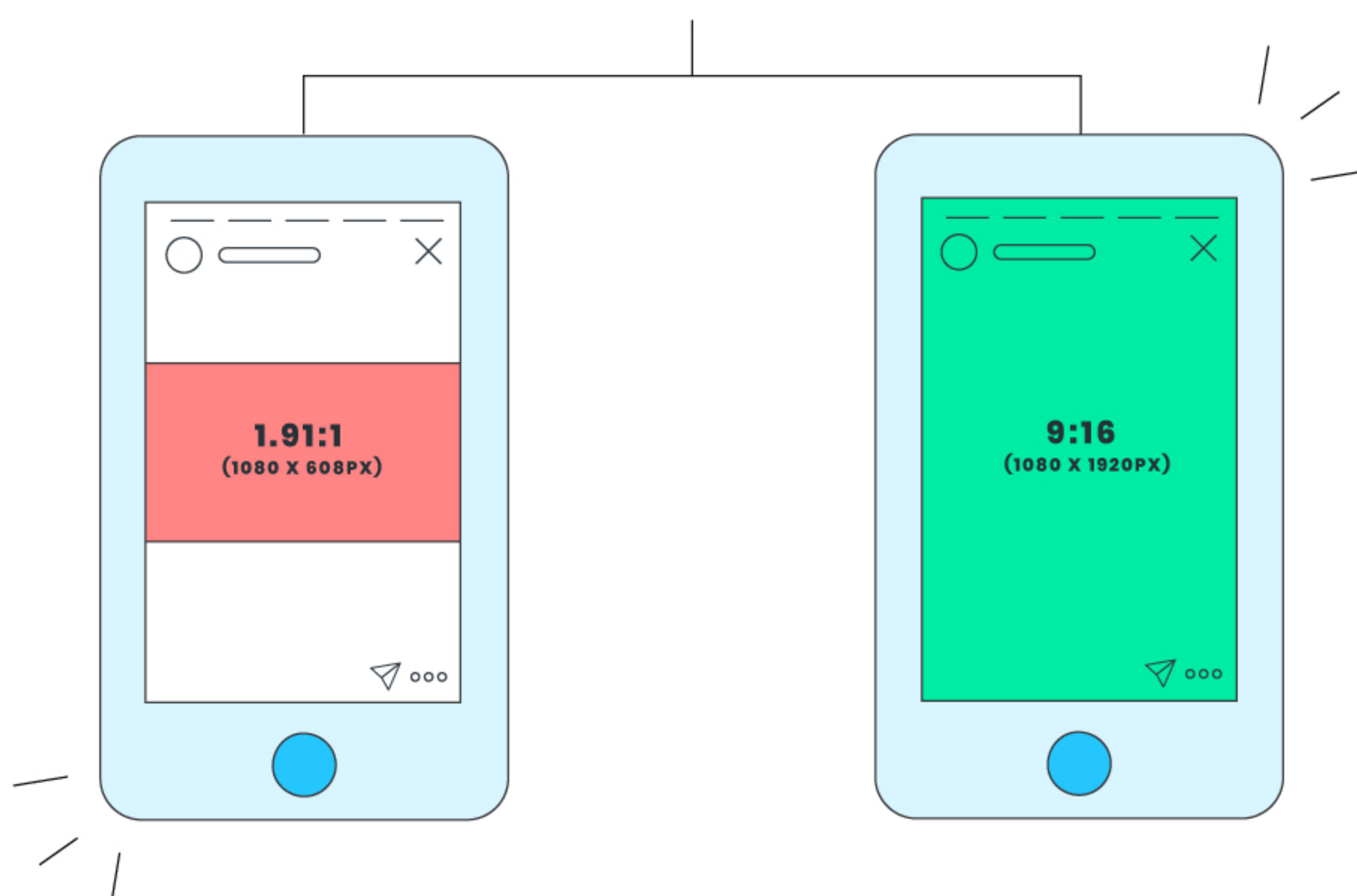
Instagram VIDEO POSTS

→ **INSTAGRAM SUPPORTS AN ASPECT RATIO OF 1.91:1 TO 4:5 FOR ALL FEED VIDEOS**



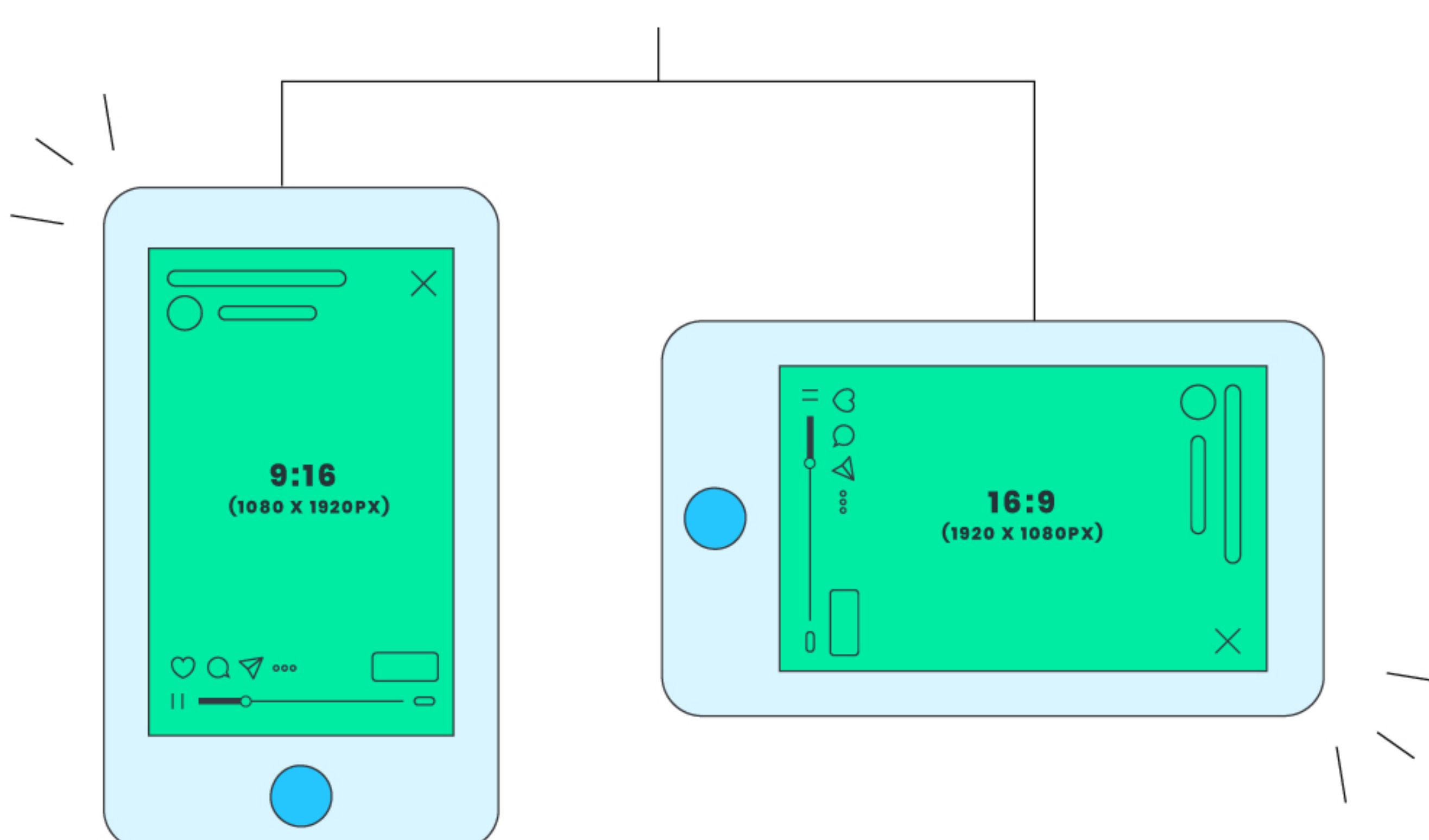
Instagram STORIES

→ **INSTAGRAM STORIES SUPPORTS ANYTHING FROM 1.91:1 TO 9:16, BUT RECOMMENDS AN ASPECT RATIO OF 4:5 AND 9:16**



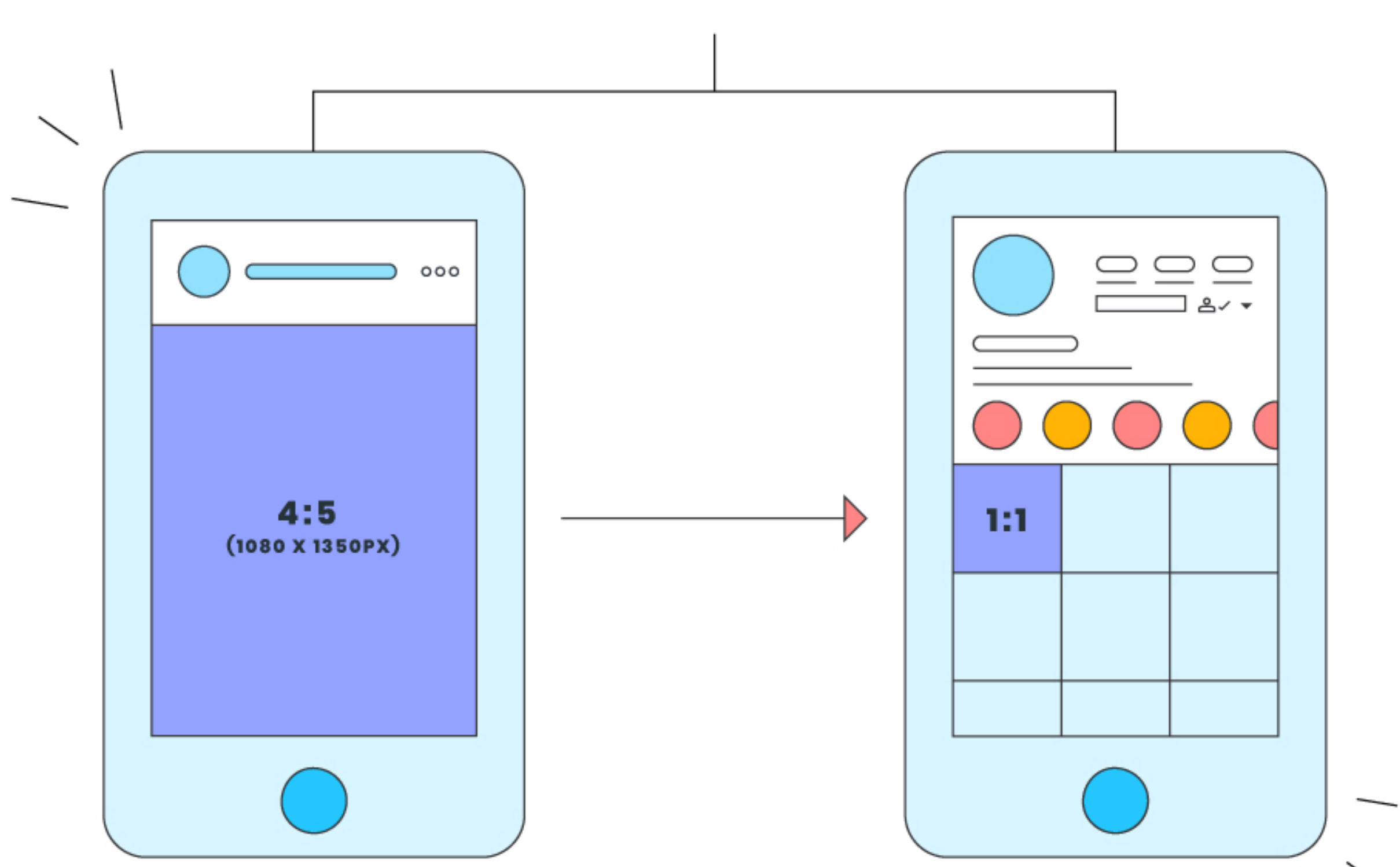
IGTV

→ **IGTV VIDEOS CAN BE BOTH VERTICAL AND HORIZONTAL. VERTICAL VIDEOS CAN HAVE A MAXIMUM ASPECT RATIO OF 9:16 AND A MINIMUM OF 4:5. HORIZONTAL VIDEOS CAN HAVE A MAXIMUM ASPECT RATIO OF 16:9 AND A MINIMUM OF 5:4.**



FOR YOUR IGTV COVER PHOTOS, INSTAGRAM RECOMMENDS AN ASPECT RATIO OF 1:1.55 (OR 420PX BY 654PX)

IGTV VIDEOS THAT APPEAR IN THE INSTAGRAM FEED ARE CROPPED TO AN ASPECT RATIO OF 4:5. WHILE IGTV VIDEOS IN THE INSTAGRAM GRID HAVE AN ASPECT RATIO OF 1:1.



Instagram LIVE

→ **SINCE INSTAGRAM LIVE IS SHOT VERTICALLY, THE ASPECT RATIO SHOULD BE 9:16**

