



Recommended INSTAGRAM IMAGE SIZES

2021



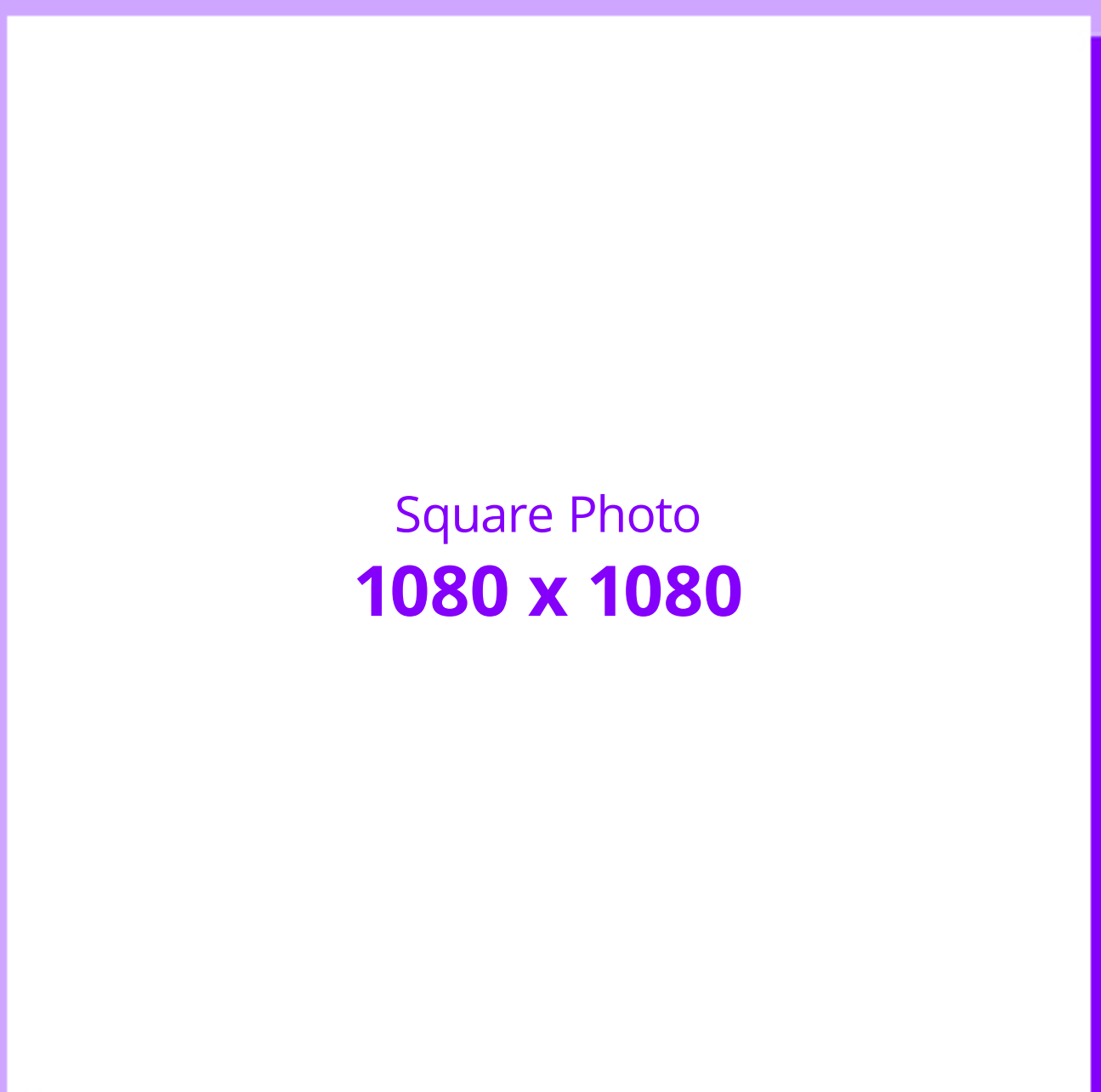
Profile Content



Profile Photo
110 x110



Photo Thumbnail
161 x161



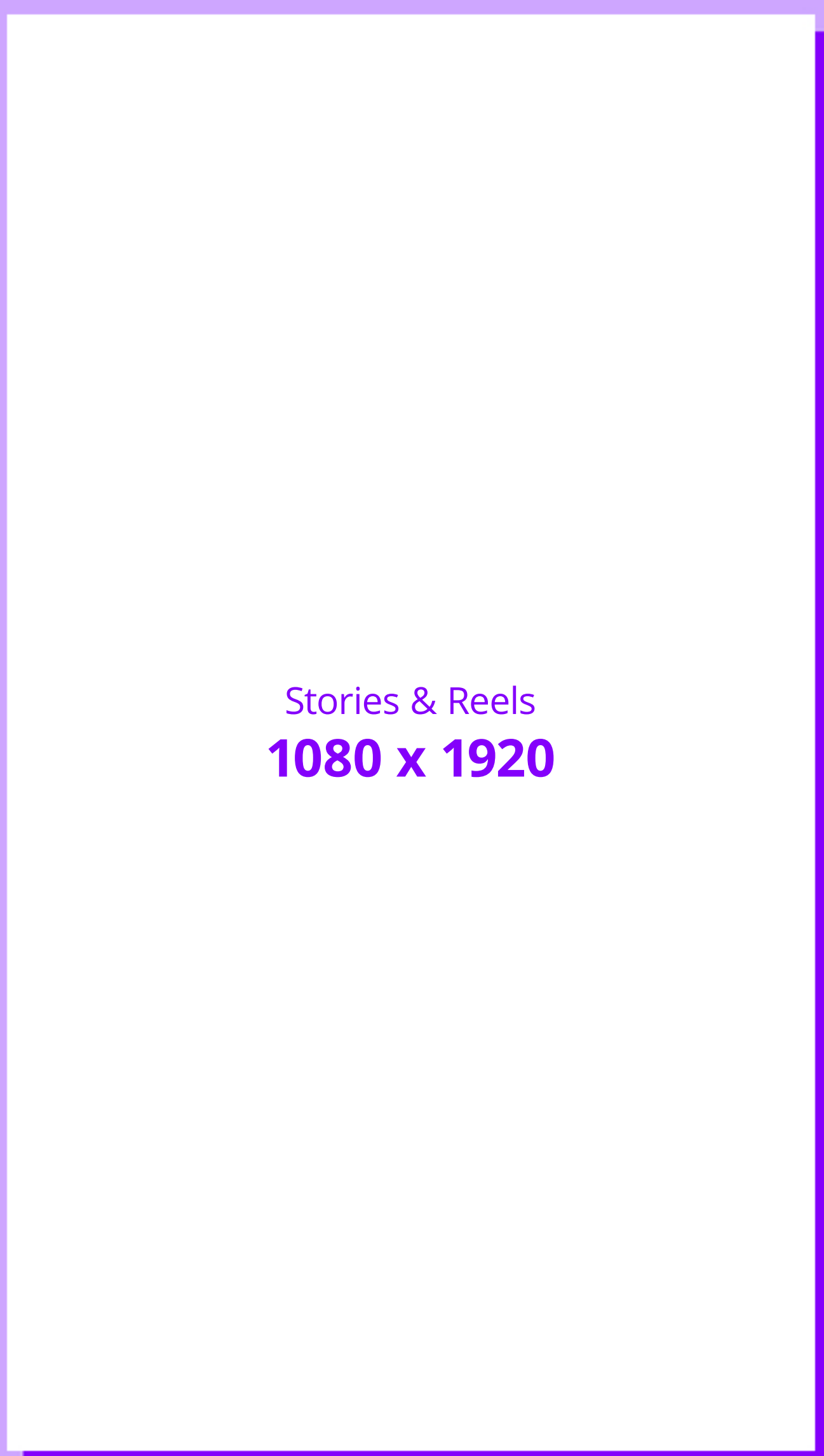
Square Photo
1080 x 1080



Landscape Photo
1080 x 566



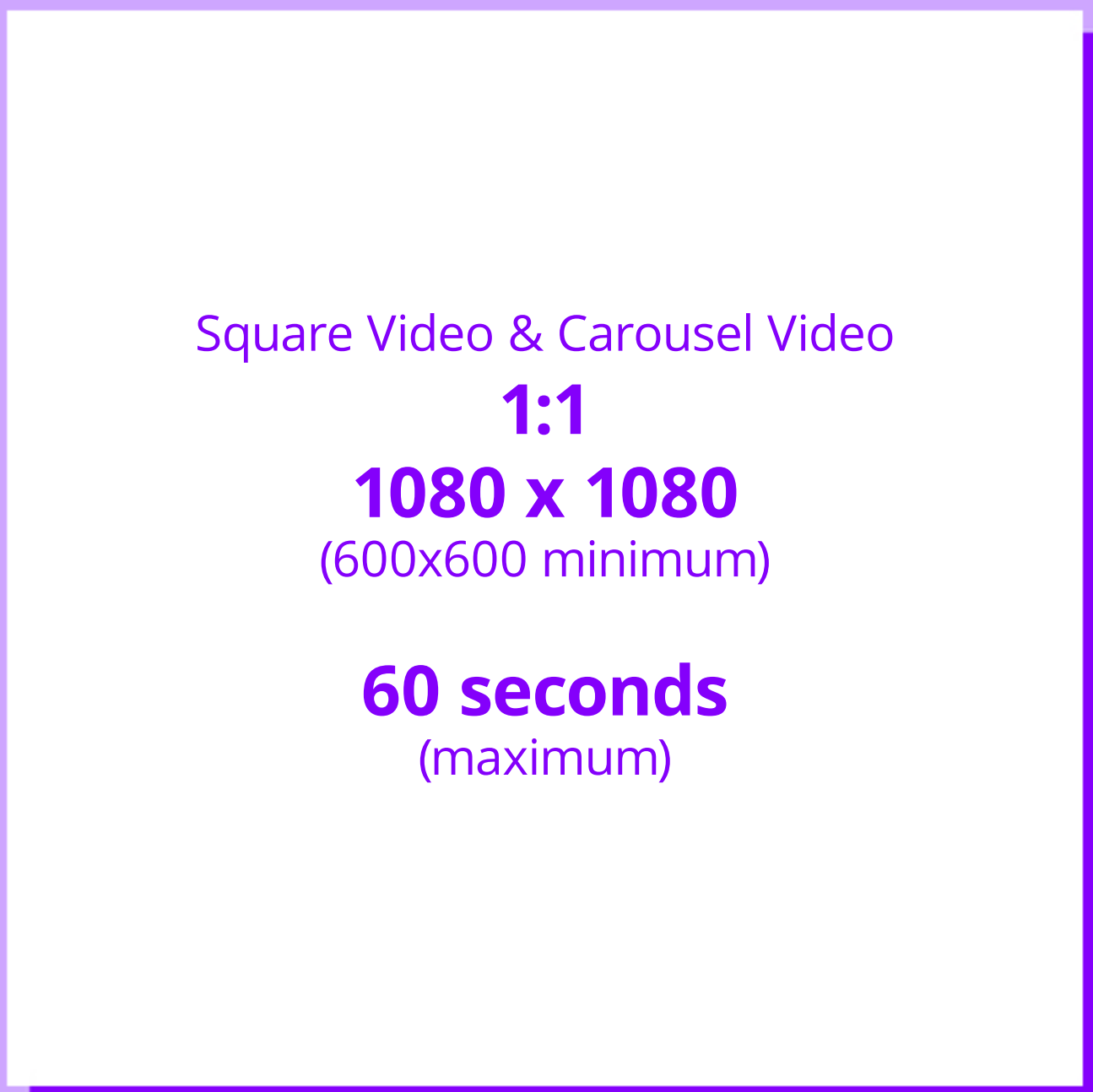
Portrait Photo
1080 x 1350



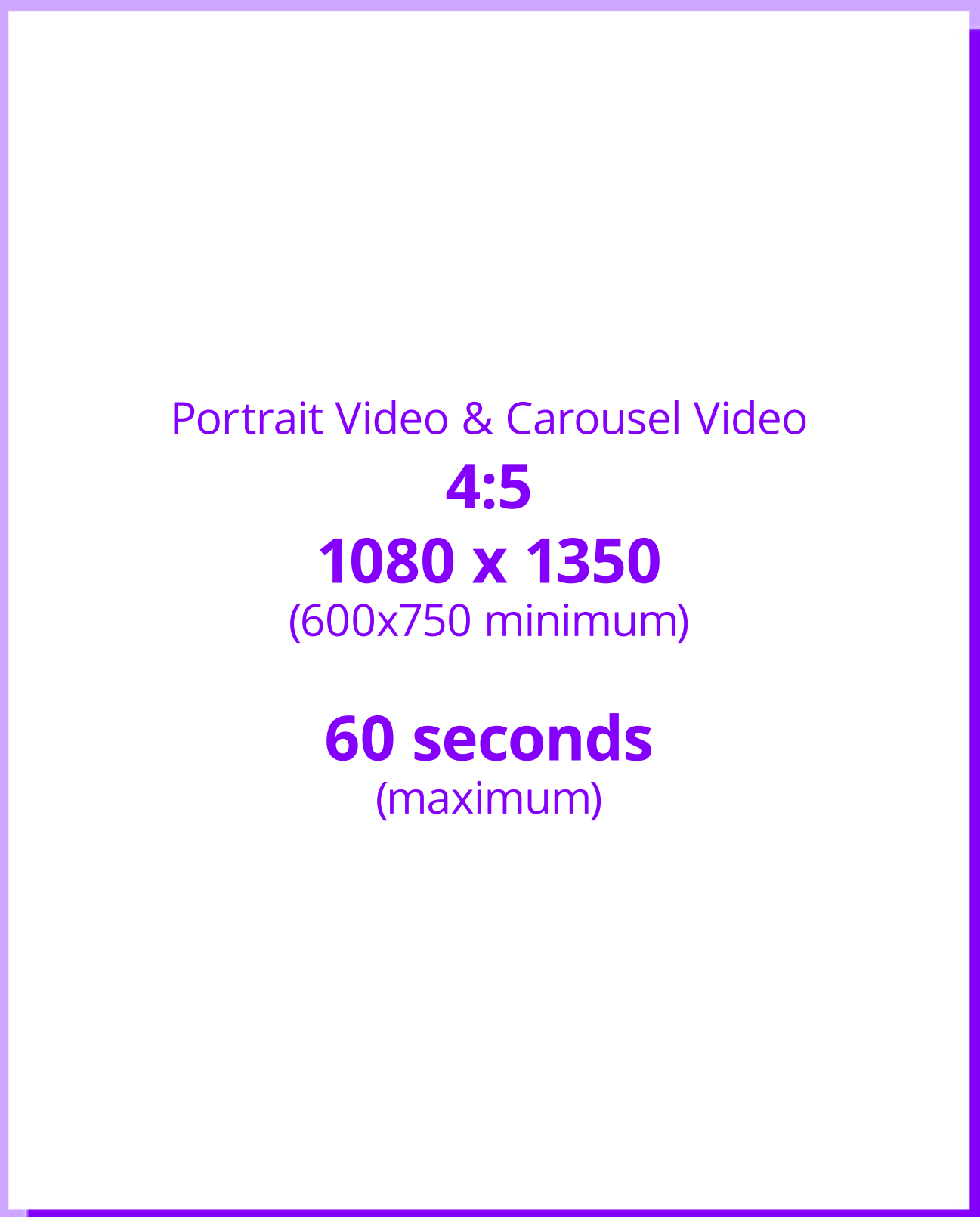
Stories & Reels
1080 x 1920



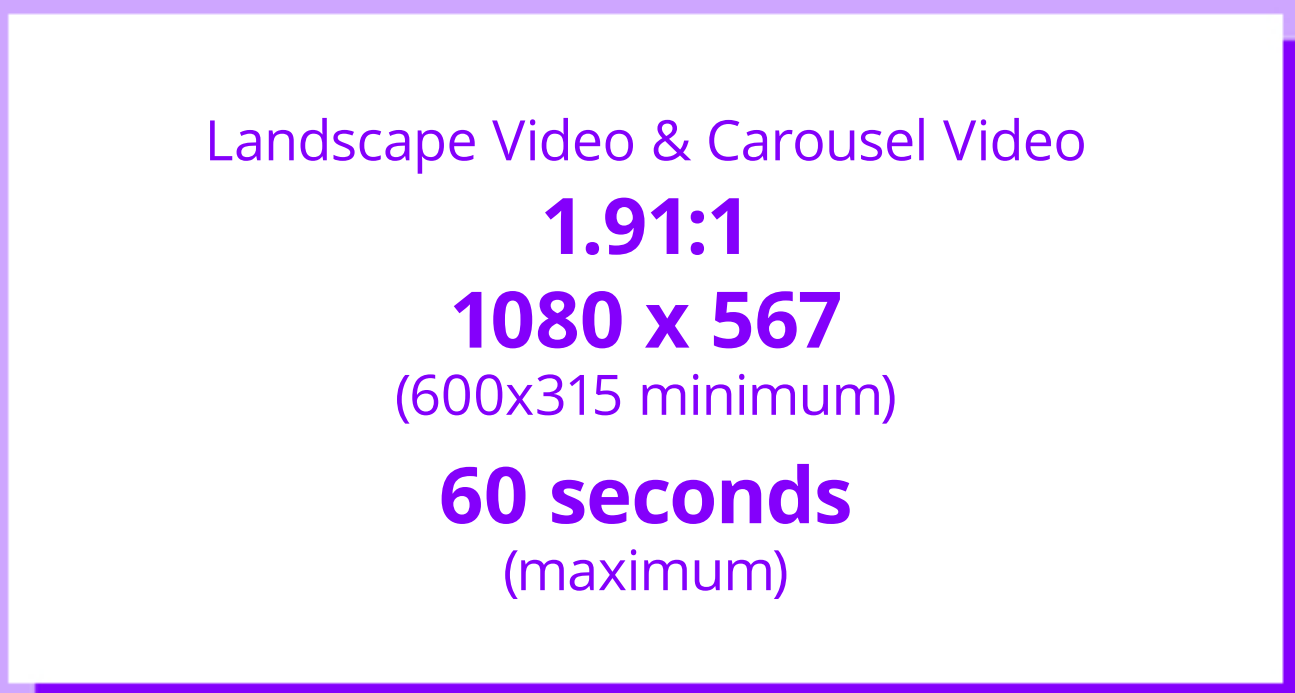
Video Content



Square Video & Carousel Video
1:1
1080 x 1080
(600x600 minimum)
60 seconds
(maximum)



Portrait Video & Carousel Video
4:5
1080 x 1350
(600x750 minimum)
60 seconds
(maximum)



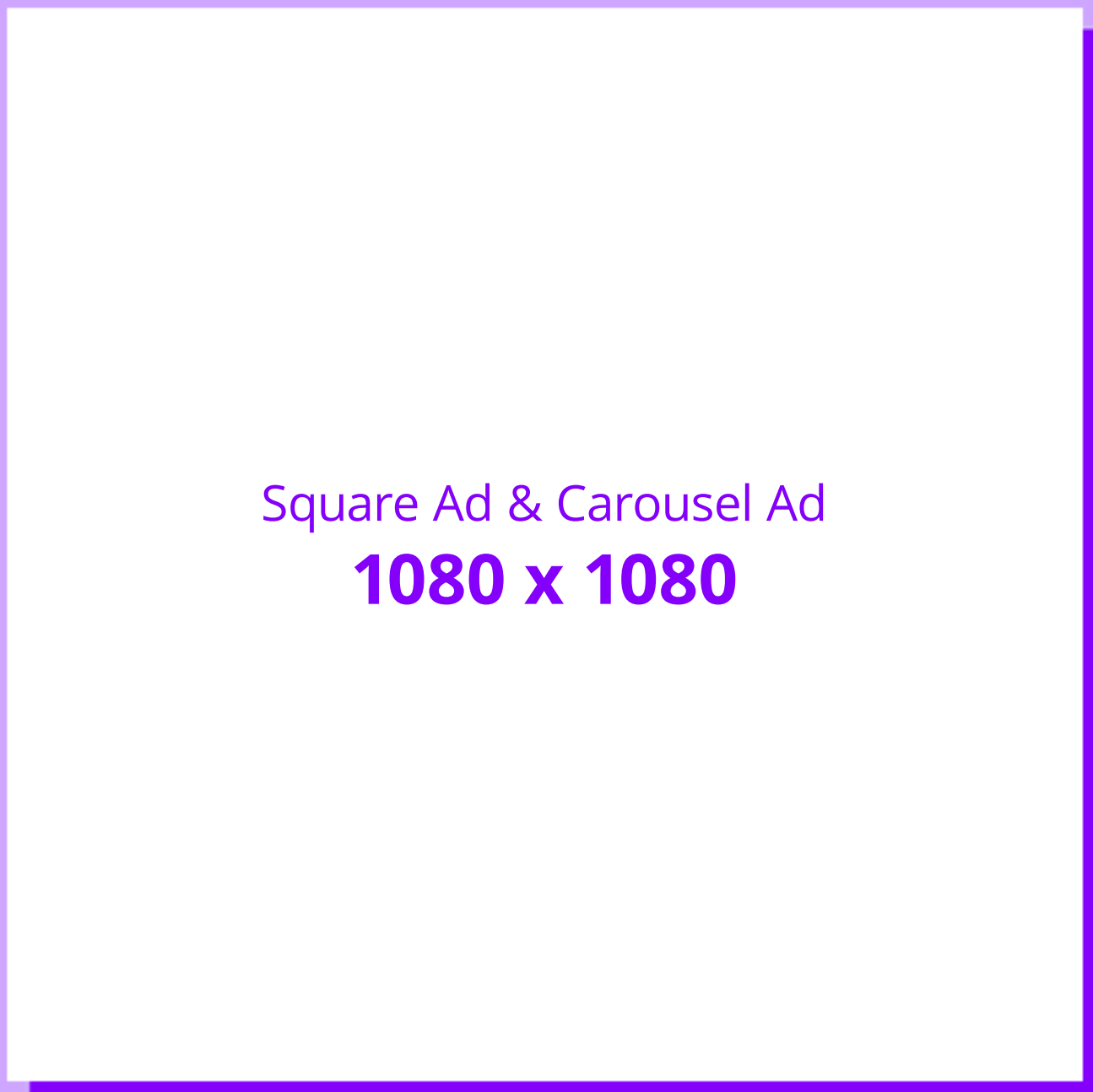
Landscape Video & Carousel Video
1.91:1
1080 x 567
(600x315 minimum)
60 seconds
(maximum)



Ad Content



Landscape Ad
1080 x 566



Square Ad & Carousel Ad
1080 x 1080



IGTV Content



IGTV Video
1080 x 1920



IGTV
Cover Photo
420 x 654