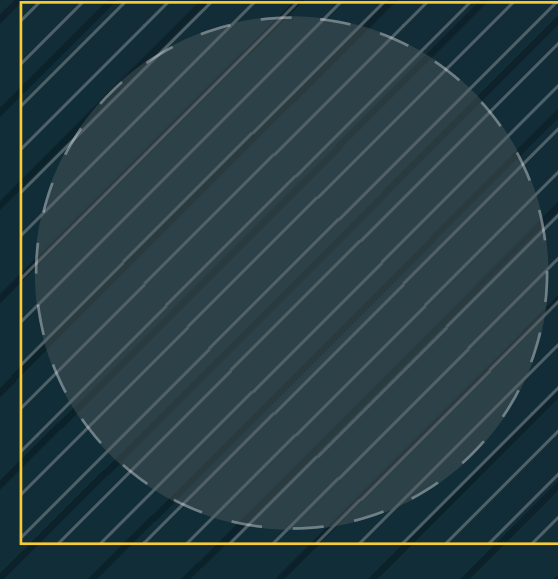




profile

square | 1:1

320 x 320px



circular crop safe zone

Optimal Dimensions and Best Practices

With recent changes on Instagram, some post dimensions are still available but may not be ideal for maintaining a seamless grid layout. This cheat sheet provides recommended dimensions to ensure your content looks its best across feeds, stories, and reels while keeping your profile visually cohesive.

Stay ahead with the latest guidelines to enhance engagement and maintain a polished aesthetic.

feed

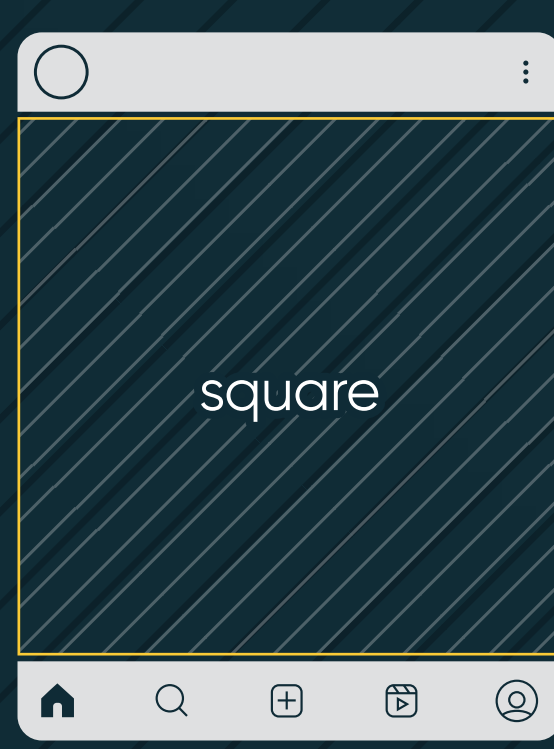
portrait | 4:5

1080 x 1350px



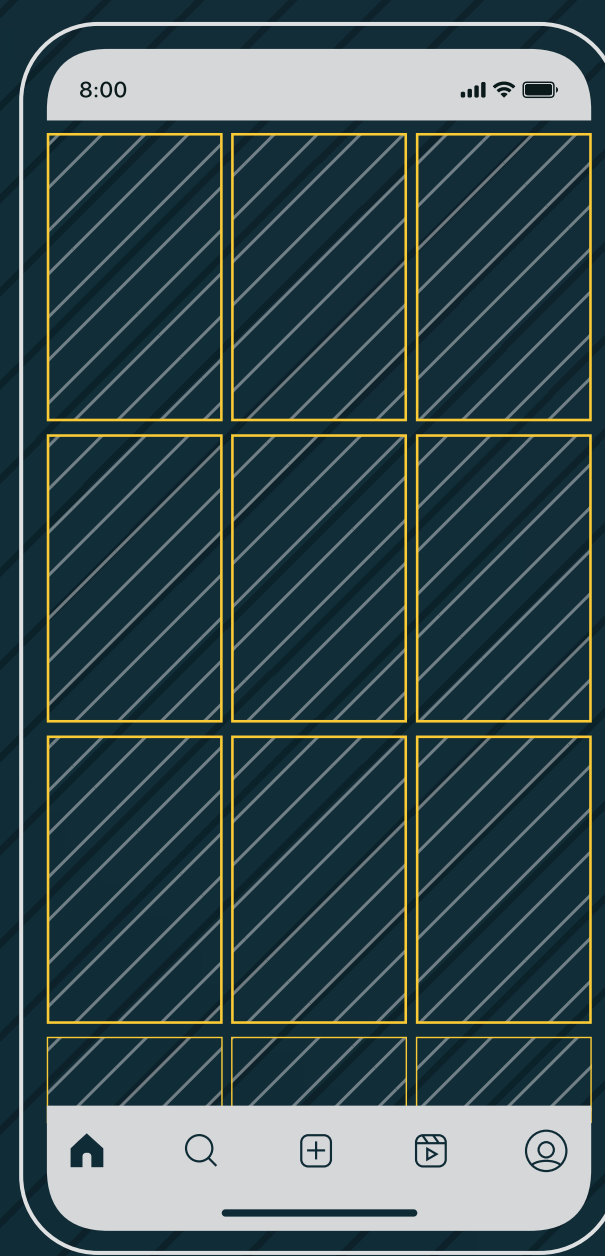
square | 1:1

1080 x 1080px



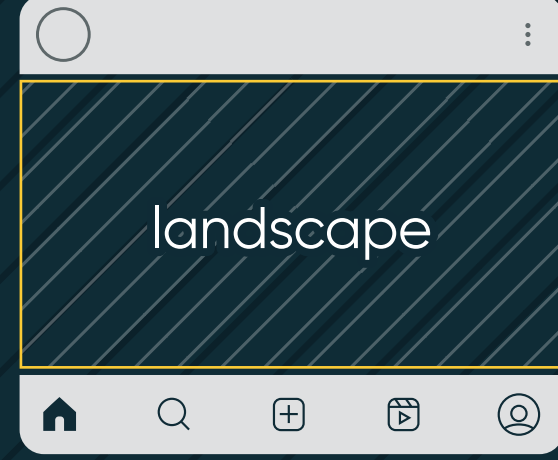
grid view | 3:4

1012 x 1350px



landscape | 1.91:1

1080 x 566px



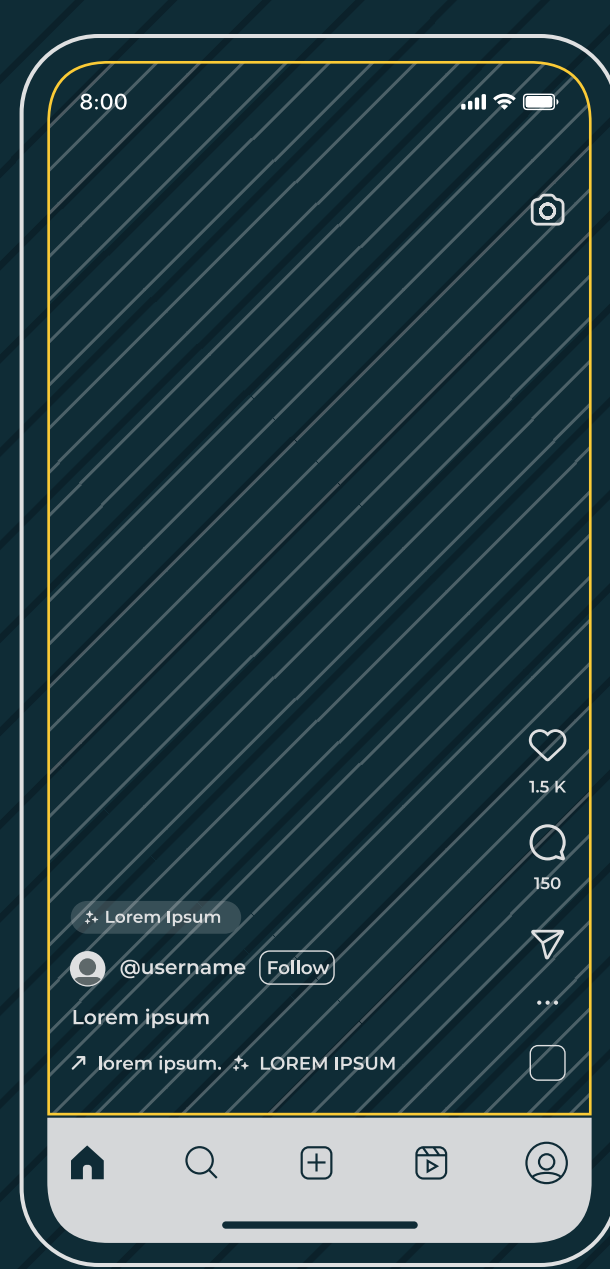
tip for posts

Make sure all posts have an 80px text safe zone applied.

reels

portrait | 4:5

1080 x 1920px



safe zone

875 x 1280px



grid view | 3:4

1080 x 1440px

tip for reels

keep important footage and text in the centre area.

Safe zone pixel perfect:

- 108 pixels from the top
- 320 pixels from the bottom
- 60 pixels from the left
- 120 pixels from the right

stories

portrait | 9:16

1080 x 1920px



safe zone

1080 x 1610px



grid view | 3:4

1080 x 1440px

tip for stories

Don't: Put text too close to the edges, allow at least 40px.

An easy trick is to keep everything you want someone to read in a central location.

Keep it a decent size and don't use colours that are illegible over the photo or video.

paid ads

feed image

1080 x 1080px

ratio 1:1

feed video

1080 x 1350px

ratio 4:5

tip for paid ads

Ensure your Instagram ads display correctly by keeping key content within safe zones mentioned on this cheat sheet.

explore image

1080 x 1920px

ratio 9:16

explore video

1080 x 1350px

ratio 4:5

These areas prevent important elements from being cropped or cut off across different devices.

stories image

1080 x 1920px

ratio 9:16

stories video

1080 x 1920px

ratio 9:16

reels image

1080 x 1920px

ratio 9:16

reels video

1080 x 1350px

ratio 4:5

carousel image

1080 x 1080px

ratio 1:1

