



INSTAGRAM

Video to Stories 750px x 1334px

Video Guidelines

On Instagram, you can upload a video to your timeline or share it to Instagram stories.

The correct size to use will be determined by where you publish it

The maximum duration of the video should be 10 seconds.

750px x 1334px

Photo Size: 1080 x 1080

Image Guidelines

- The size of Instagram images has been increased to 1080 x 1080 pixels.
- Instagram still scales these photos down to 612 x 612 pixels.
- Appear in feed at 510 x 510 pixels.

1080 x 1080

Landscape: 1080 x 566

Image Guidelines

Instagram landscape dimensions recommended: 1080px x 566px.

It is also possible to use a smaller size such as 600px x 400px.

1080 x 566

Portrait: 1080 x 1350

Image Guidelines

Instagram portrait size recommended: 1080px x 1350px.

However, Instagram will show it as a 600px x 749px image.

1080 x 1350



INSTAGRAM

Profile Image: 110 x 110

Image Guidelines

- Appear on your home page at 110 x 110 pixels.
- Square photo – make sure to maintain an aspect ratio of 1:1.



Photo Thumbnails: 161 x 161

Image Guidelines

- The thumbnails will appear on the page at 161 x 161 pixels.
- Square photo – Make sure to maintain an aspect ratio of 1:1 ratio.

