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INSTAGRAM SIZE GUIDE

CHEET SHEET

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🎬 INSTAGRAM REEL BEST SIZE & DETAILS

Spec	Detail
📐 Reels Resolution	1080 x 1920 pixels (vertical format)
🧮 Reels Aspect Ratio	9:16
🎞️ Reels File Format	MP4 or MOV
⏱️ Reels Max Length	Up to 3 minutes
📌 Reels Orientation	Vertical (full-screen)

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📱 INSTAGRAM STORIES BEST SIZE & DETAILS

Spec	Detail
📐 Stories Resolution	1080 x 1920 pixels
🧮 Stories Aspect Ratio	9:16
🖼️ Stories Image Format	JPEG, PNG
📽️ Stories Video Format	MP4, MOV
⏱️ Stories Max Slide Length	15 seconds (longer videos auto-split)

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🖼️ INSTAGRAM PHOTO FORMAT POST SIZE & ASPECT RATIO

Format	Dimensions	Aspect Ratio
📷 Square	1080 x 1080 px	1:1
🌅 Landscape	1920 x 1080 px	1.91:1
📱 Portrait	1080 x 1350 px	4:5

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🎥 INSTAGRAM VIDEO FORMAT POST SIZE & ASPECT RATIO

Format	Dimensions	Aspect Ratio
Square	1080 x 1080 px	1:1
Landscape	1920 x 1080 px	1.91:1
Portrait	1080 x 1920 px	4:5

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📊 INSTAGRAM VIDEO BEST SIZE & DETAILS

Content Type	Size (px)	Aspect Ratio	Max Length	File Type
Reels	1080 x 1920	9:16	3 minutes	MP4, MOV
Stories	1080 x 1920	9:16	15s per slide	MP4, MOV
Video Posts	Varies	Can range from 1.91:1 to 4:5	60 minutes	MP4, MOV

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