

STEVEN MELLOR

ULTIMATE POST SIZES



UNLOCKING THE POWER OF INSTAGRAM
CAROUSELS TO HELP YOU GROW YOUR
AUDIEN(E AND INFLUEN(E QUI(KLY

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BONUS: CHAPTER 4

ULTIMATE POST SIZES GUIDE

A quick reference guide for all of the various photo, video, and story sizes in the Instagram platform.

01.

TYPES OF POSTS

First, let's walk through the types of posts that Instagram allows on their platform.



FEED STORIES IGTV LIVE

FEED PHOTO + VIDEO

“SQUARE”

1:1

1080 x 1080

“PORTRAIT”

4:5

1080 x 1350

“LANDSCAPE”

1.91:1

1080 x 608

For carousels and other static posts, I use the 4:5 Portrait sizes. This allows you to cover more real estate on a users screen.

FEED SQUARE VS PORTRAIT



1080 x 1080 "Square" post



1080 x 1350 "Portrait" post

HOW TO: POST A PORTRAIT SIZE



1080 x 1350 "Portrait" post

Tap on the

Tap on **RESIZE** to resize the frame to fit the photo.

If you're posting portrait carousels, make sure you tap **RESIZE** first then tap the **MULTIPLE PHOTOS** button to choose the rest of your slide photos.



FEED
STORIES
IGTV
LIVE

STORIES STORY SIZE + RATIO



9:16

1080 x 1920

When designing stories, you want to take up as much of the screen as possible if you're designing them or shooting direct to camera (DTC).

**ALWAYS SHOOT
VERTICAL FOR DTC**

Avoid the top 250px and bottom 250px from any important element or Sticker as the Instagram UI covers that area.

STORIES EXAMPLE



This is a prelude to a shared tappable feed post.



This is a tappable feed post that helps increase engagement after posting on your feed.



IGTV COVER THUMBNAIL



IGTV Thumbnail Covers are a great way to keep your Branding consistent.

They run on a 1:1.55 ratio or best resolution at 420x654.

Cover thumbnails on IGTV cannot be updated after they are uploaded.

IGTV VIDEO SIZE

16:9

1920 x 1080

9:16

1080 x 1920

You can upload a vertical video with an aspect ratio of 9:16 (1080 x 1920) or a horizontal video with an aspect ratio of 16:9 (1920 x 1080).

File must be an .MP4 format.

Must have a minimum of 30fps.

FEED
STORIES
IGTV
▶ LIVE

LIVE LIVE SIZE + RATIO



Going Live on Instagram uses the full display and the resolution is 1080HD or (1080 x 1920).

Again, the same goes for Stories, you always want to make sure you **SHOOT VERTICAL** when you go live.

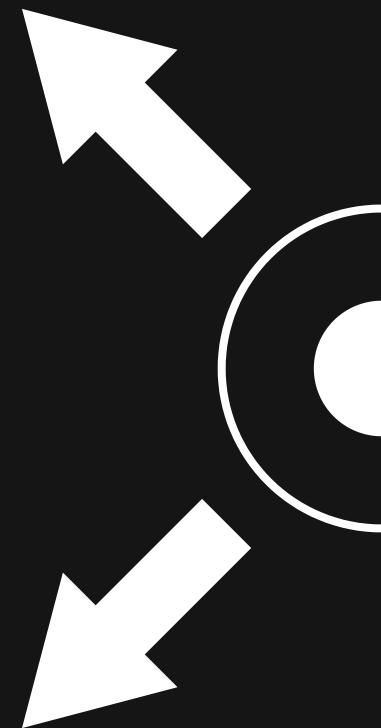
When someone joins your live, it splits the screen in half horizontally.

02.

CROPS AND GUIDES

First, let's walk through the types of posts that Instagram allows on their platform.

**KNOW THIS.
INSTAGRAM
CROPS FROM
CENTER OUT.**

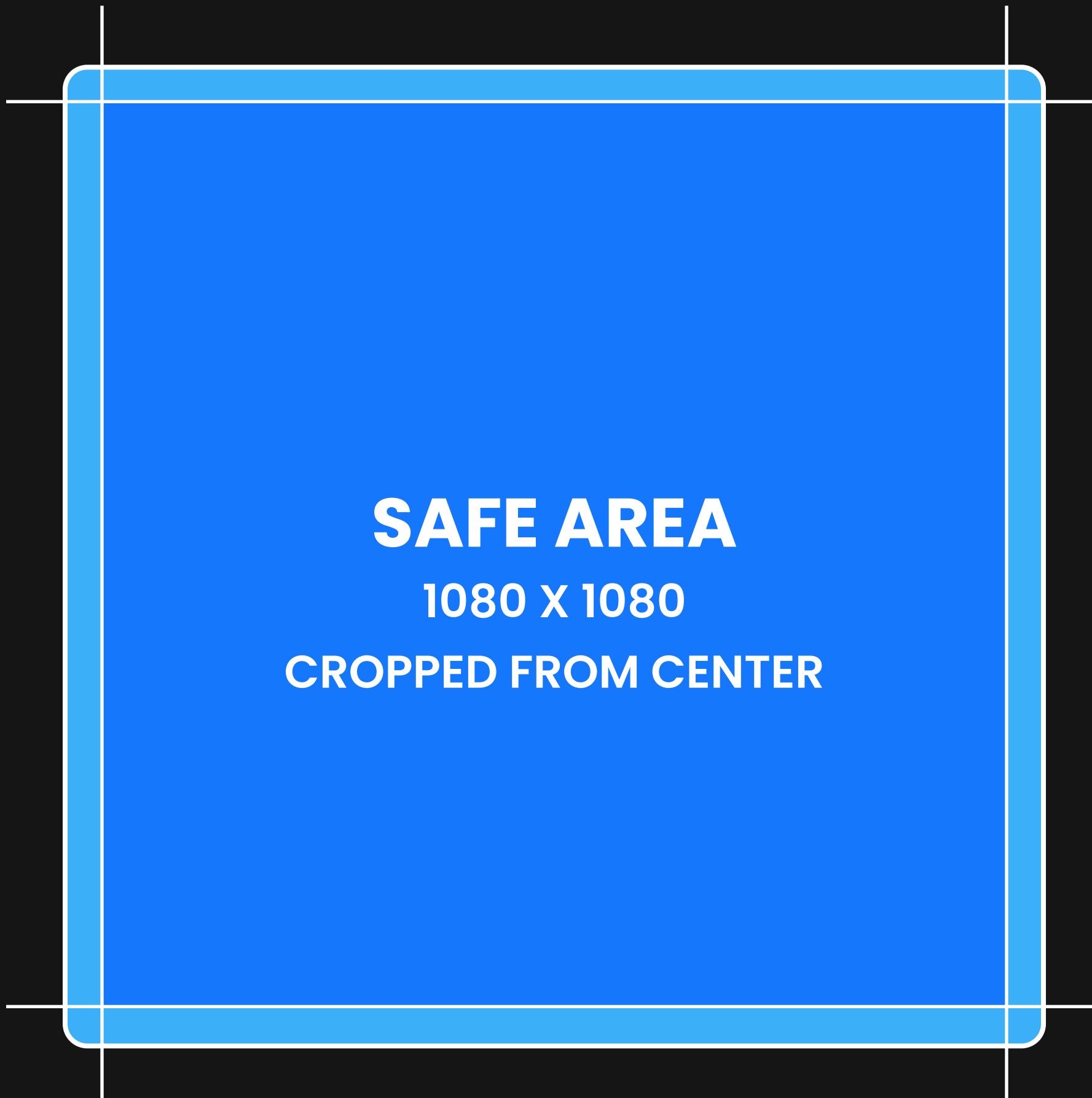




**NEVER HAVE
A POORLY
CROPPED
POST AGAIN
WITH THESE
GUIDES.**

FEED SQUARE

1080 X 1080



Use a **25px border** as padding around your Artboard, this will help with style and consistency.

FEED PORTRAIT

1080 X 1350

SET GUIDE 135PX FROM TOP

SAFE AREA

1080 X 1080

CROPPED FROM CENTER

SET GUIDE 135PX FROM BOTTOM

CONTENT IN THE GRAY AREA WILL
APPEAR CROPPED ON YOUR PROFILE
BUT WILL APPEAR IN THE HOME FEED
OR WHEN A USER CLICKS ON THE POST.



a **25px border** still applies to portrait sizes, especially carousels. This will help with style and consistency.

STORIES 1080 HD

1080 x 1920



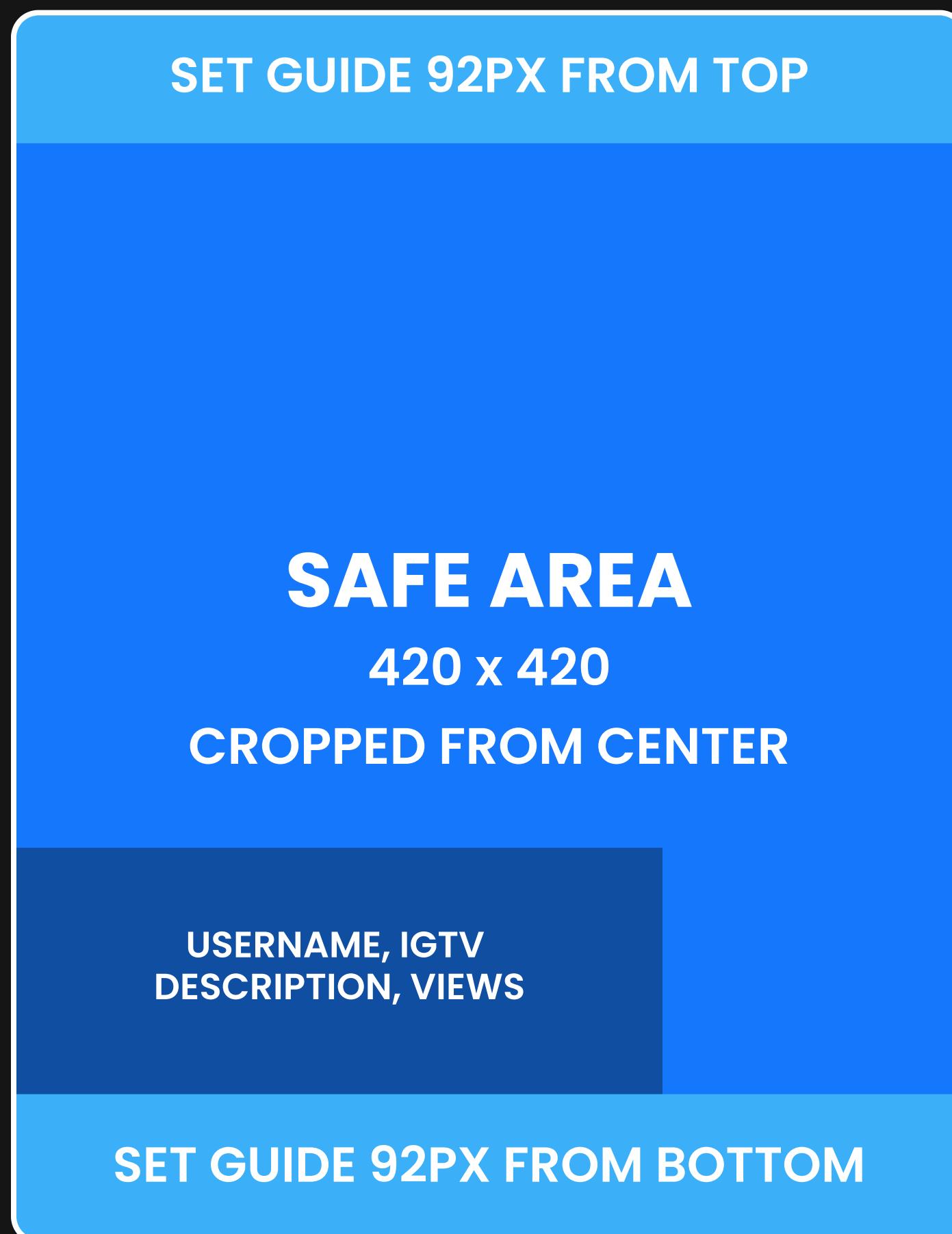
Make sure to stay away from the story UI elements at the bottom and top like the profile avatar, timeline, and message

IGTV COVER THUMBNAIL

420 x 654



THESE ARE TRICKY, THE ROYAL BLUE 420 X 420 WILL APPEAR CROPPED ON YOUR PROFILE PAGE, BUT WHEN BROWSING IGTV, THE FULL IMAGE WILL DISPLAY.



The Lower 1/3 of the page will hold your username, a description, and the

A FEW OF MY DESIGN TIPS

- ▶ **ALWAYS USE TEMPLATES!** They keep your brand and theme consistent when designing content
- ▶ **You don't need a fancy design program** to use templates. They're available for Canva, Adobe XD, and hundreds of other programs.
- ▶ Always use your guidelines and **stay consistent** with font types and styles. It matters.
- ▶ **Maximize the screen real estate** by using the 4:5 (1080x1350) format for static posts and carousels.
- ▶ Landscape photos should be **avoided**. If you must, use two square slides and span the landscape photo over both. This may help with engagement.
- ▶ **Experiment with sizes** and types of posts to find which format and size work best with your audience.

HERE'S A CHEATSHEET

TYPE OF POST	RATIO	DIMENSIONS
Square Photo	1:1	1080 x 1080px
Landscape Photo	1.91:1	1080 x 608px
Portrait Photo	4:5	1080 x 1350px
Instagram Stories	9:16	1080 x 1920px
IGTV Cover	1:1.55	420 x 654px
Square Video	1:1	1080 x 1080px
Landscape Video	1.91:1	1080 x 608px
Portrait Video	4:5	1080 x 1350px

AND NOW SOME FREE TEMPLATES

As a token of appreciation, you can grab some free templates for setting up your posts.

Includes XD, Photoshop,
Illustrator, and Figma

DOWNLOAD TEMPLATES

Don't forget to share this with someone who needs it.

