Instagram Post Sizes: The Complete Guide for 2025

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Introduction

Creating visually appealing content on Instagram starts with using the right dimensions. With over 1 billion active users, Instagram remains one of the most powerful platforms for personal branding, marketing, and sharing creative content. However, the platform's continuous updates and variety of post formats can make it challenging to keep track of optimal image and video sizes.

This comprehensive guide covers everything you need to know about Instagram post sizes in 2025, ensuring your content displays perfectly across all devices and formats.

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Getting these dimensions right is crucial for a cohesive profile appearance.

Square Posts

Recommended size: 1080 x 1080 pixels

Aspect ratio: 1:1

Minimum resolution: 600 x 600 pixels

Square posts are the traditional Instagram format and still work perfectly for most content types.

Portrait (Vertical) Posts

Recommended size: 1080 x 1350 pixels

Aspect ratio: 4:5

Minimum width: 600 pixels

Vertical posts take up more screen space in the feed, potentially increasing engagement.

Landscape (Horizontal) Posts

Recommended size: 1080 x 566 pixels

Aspect ratio: 16:9

Minimum height: 600 pixels

Ideal for panoramic photos or wide-angle shots, though they take up less vertical space in the feed.

Instagram Stories Dimensions

Stories are full-screen vertical content that disappear after 24 hours (unless saved as Highlights).

Recommended size: 1080 x 1920 pixels

Aspect ratio: 9:16

Minimum dimensions: 500 x 889 pixels

Important notes for Stories:

Leave about 250 pixels (14% of the height) free at the top and bottom to avoid having your content covered by profile information or call-to-action elements

Instagram Reels Specifications

Reels are Instagram's answer to short-form video content, similar to TikTok.

Recommended size: 1080 x 1920 pixels

Aspect ratio: 9:16 (vertical full-screen)

Maximum duration: 90 seconds

File size limit: 4GB

Reels perform best when using the full vertical space, as they're designed for immersive viewing.

Instagram Carousel Posts

Carousel posts allow users to share up to 10 photos or videos in a single post that viewers can swipe through.

Recommended size: 1080 x 1080 pixels (square), 1080 x 1350 (portrait), or 1080 x 566 (landscape)

Aspect ratio: 1:1, 4:5, or 16:9

Important note: All images/videos in a carousel must use the same aspect ratio

Instagram Profile Picture Size

Your profile picture represents your brand or personal identity across the platform.

Recommended upload size: 320 x 320 pixels

Display size: Instagram displays profile pictures as 110 x 110 pixels on smartphones

Format: Circular crop (upload a square image, Instagram will crop it to a circle)

IGTV Cover and Video Dimensions

IGTV is Instagram's platform for longer videos.

IGTV Video:

Vertical video: 1080 x 1920 pixels (9:16 aspect ratio)

Horizontal video: 1920 x 1080 pixels (16:9 aspect ratio)

Minimum resolution: 720 pixels width

Maximum length: 60 minutes (for verified accounts), 10 minutes (for standard accounts)

IGTV Cover Photo:

Recommended size: 420 x 654 pixels

Aspect ratio: 1:1.55

Instagram Live Video Specifications

Instagram Live allows real-time broadcasting to your followers.

Aspect ratio: 9:16 (vertical)

Resolution: Same as Stories (1080 x 1920 pixels ideal)

Maximum duration: 4 hours

Instagram Ads Dimensions

If you're running paid campaigns, follow these specifications for optimal ad display:

Feed Ads:

Same as regular feed posts (1080 x 1080 pixels for square, 1080 x 1350 for portrait, 1080 x 566 for landscape)

Stories Ads:

1080 x 1920 pixels, 9:16 aspect ratio

Carousel Ads:

1080 x 1080 pixels recommended

Between 2-10 cards per carousel

Collection Ads:

Cover image: 1080 x 1080 pixels

Product images: Automatically generated from your catalog

Tips for Optimizing Instagram Images

File Size and Quality

crucial

File formats: .JPG or .PNG work best

Composition Tips

Rule of thirds: Place key elements at the intersection points of a 3x3 grid

Negative space: Allow breathing room around your subject

Consistency: Maintain a consistent style across your grid for a cohesive profile

Text Overlay Considerations

Legibility: Keep text large enough to read on small screens

Contrast: Ensure text contrasts well with the background

Quantity: Limit text to essential information

Common Instagram Size Mistakes to Avoid

Ignoring aspect ratios: Using incorrect ratios leads to cropping issues

Low resolution uploads: Pixelated images appear unprofessional

Inconsistent dimensions: Varying sizes across your profile create a disjointed appearance

Forgetting the safe zones: Placing important content too close to edges

Overlooking mobile viewing: Not considering how most users will view your content (on smartphones)

Tools for Resizing Instagram Content

Several tools can help you optimize images for Instagram:

Mobile Apps

Canva: User-friendly with Instagram-specific templates

Adobe Express: Professional editing with preset Instagram dimensions

Instasize: Specifically designed for Instagram formatting

VSCO: Great for filters and basic resizing

Desktop Software

Adobe Photoshop: Professional-grade editing and precise control

Canva Desktop: Easy drag-and-drop interface with Instagram presets

Kapwing: Useful for video resizing and subtitles

Sprout Social's Landscape: Specifically designed for social media image resizing

Birme: Bulk image resizing tool

FAQs

What happens if I upload an image with the wrong dimensions?

Instagram will automatically crop your image to fit the closest supported aspect ratio, which might cut off important parts of your content.

Does Instagram compress my photos?

Yes, Instagram compresses uploaded images to save bandwidth. Starting with high-quality images helps maintain visual quality after compression.

Can I use different aspect ratios in the same post?

For single posts, you must choose one aspect ratio. For carousel posts, all images must use the same aspect ratio.

What's the difference between feed post size and Stories size?

Feed posts can be square, landscape, or portrait with various aspect ratios, while Stories are always full-screen vertical (9:16 ratio).

Why do my images look blurry after uploading?

This could be due to uploading at a resolution lower than recommended or Instagram's compression algorithm. Always use the highest recommended resolution.

How do I make sure my text is visible in Stories?

Keep important text within the "safe zone," approximately 250 pixels from the top and bottom of your 1080 x 1920 pixel image.

Can I upload horizontal videos to Reels?

While you can upload horizontal videos to Reels, they won't perform as well since they don't utilize the full-screen vertical format that Reels are designed for.

professional, engaging content. While the platform may adjust its specifications over time, the dimensions outlined in this guide represent the optimal sizes as of April 2025.

By following these guidelines, you'll ensure your content looks polished and professional across all Instagram formats, helping to maximize engagement and grow your presence on the platform.

Remember that while dimensions are important, great content is still the foundation of Instagram success. Use these technical specifications as a framework to showcase your creativity and connect with your audience.

Need help with your Instagram strategy? Comment below with your questions or share this guide with someone who might find it useful!

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