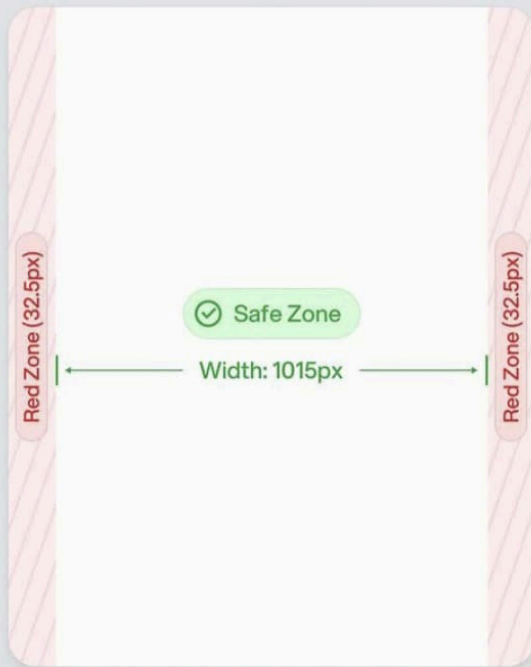


Instagram Carousels



1080x1350 pixels
(4:5 ratio)



Avoid text in red
areas for thumb view



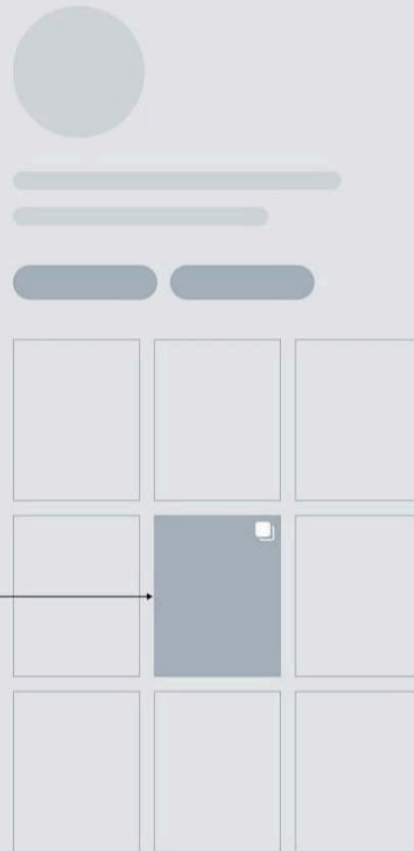
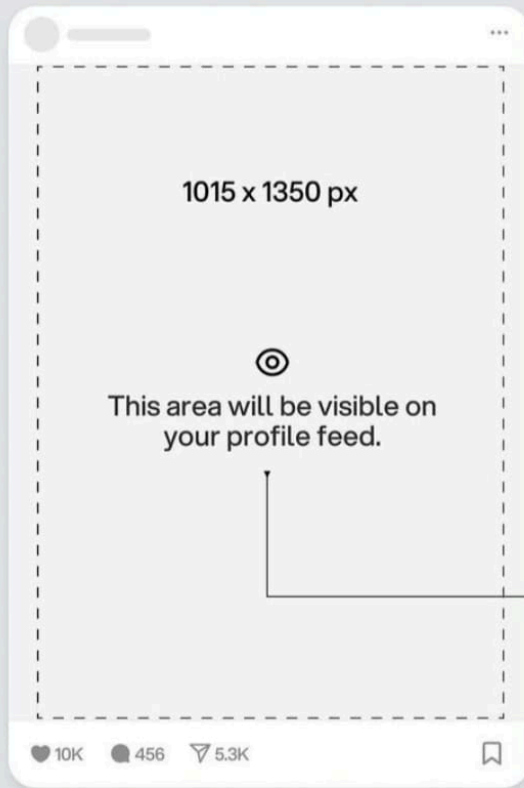
Put majority of the text in the
"Safe Zone" for readability

Note:

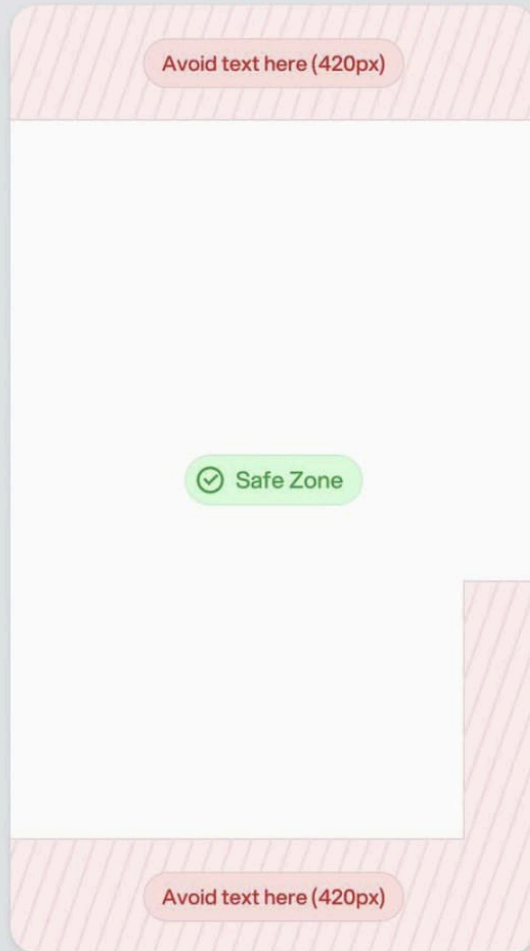
Create engaging Instagram carousels with a strong first slide, consistent branding, text on each slide, and end with a clear call to action.

Don't create content in a 3:4 aspect ratio, because you can't post that format on Instagram.

Carousels Thumb View



Instagram Reels



1080x1920 pixels
(9:16 ratio)



Keep text out of the red
zones for max visibility

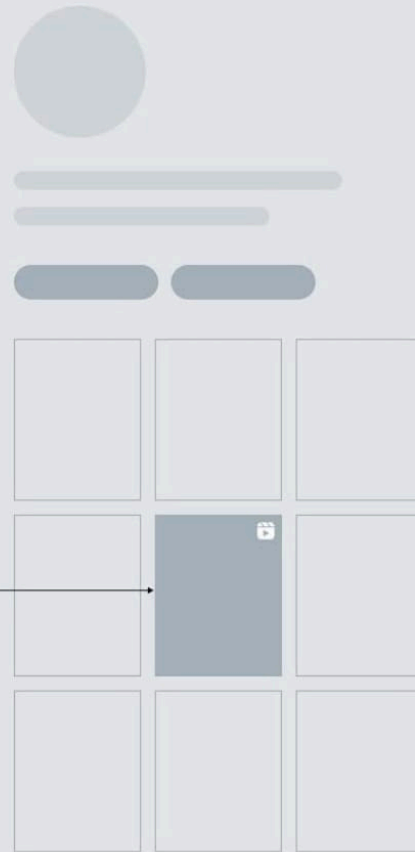


Put majority of the text in the
"Safe Zone" for readability

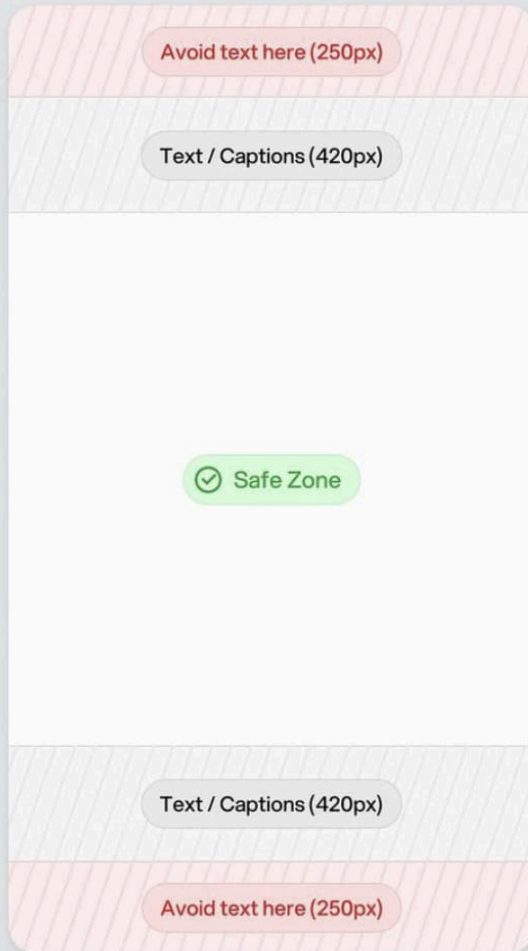
Note:

Boost accessibility by adding captions.
CapCut or the Reels editing tool make it
super easy!

Reels Thumb View



Instagram Stories



1080x1920 pixels
(9:16 ratio)



Keep text out of the red
zones for max visibility



Put majority of the text in the
"Safe Zone" for readability

Note:

Share daily updates like morning messages, behind-the-scenes moments, polls, and authentic glimpses of your routine via stories to keep your followers engaged and connected.