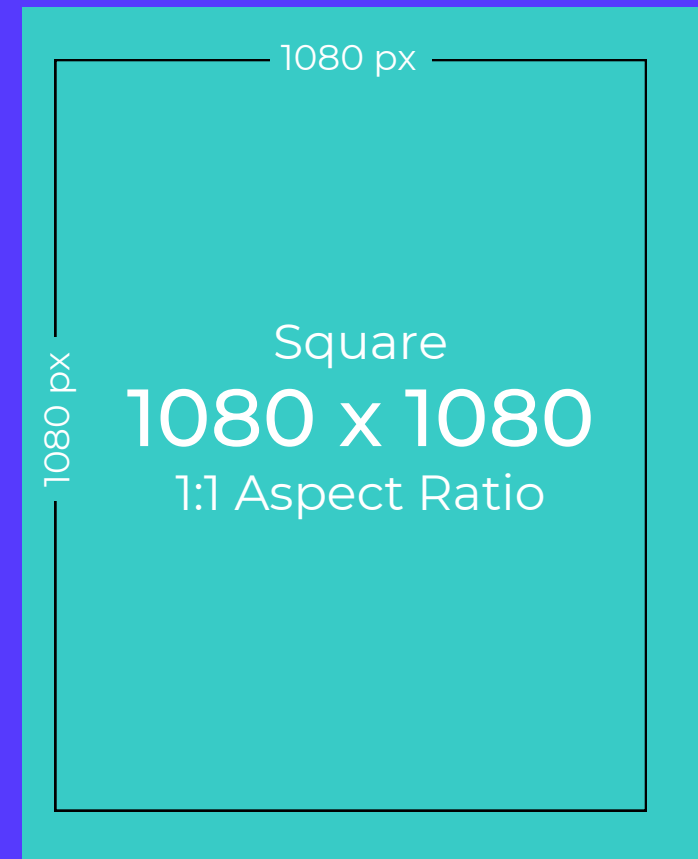
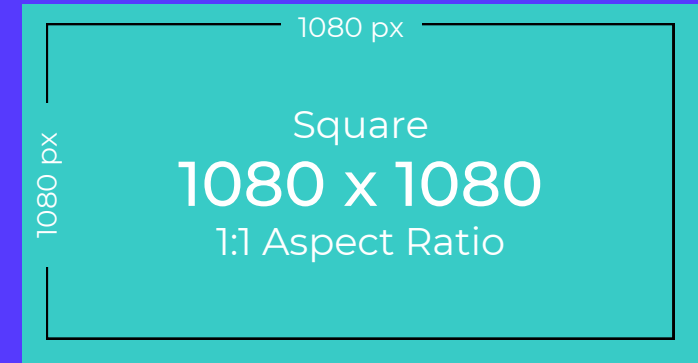
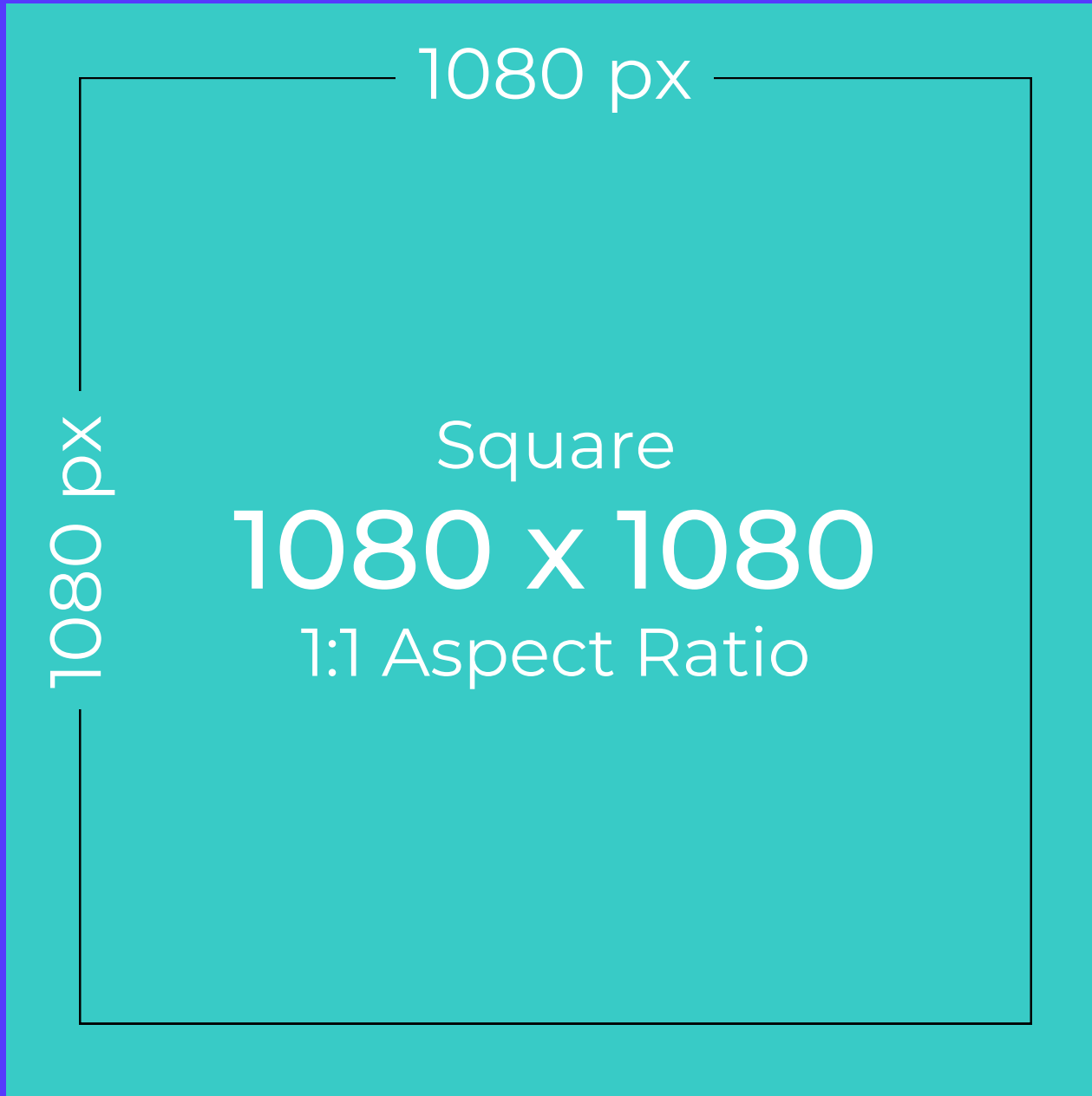


# INSTAGRAM SIZING GUIDE

## 1. Instagram Post Dimensions:

*(These sizes apply to both image and video)*

- **Square Posts:** The recommended size for square posts is 1080px by 1080px at a 1:1 aspect ratio.
- **Portrait Posts:** For vertical or portrait-oriented posts, use the dimensions 1080px by 1350px with a 4:5 aspect ratio.
- **Landscape Posts:** For horizontal or landscape-oriented posts, the ideal dimensions are 1080px by 566px, maintaining a 1.91:1 aspect ratio.



## 2. Instagram Story Dimensions:

- Story Posts: The optimal size for story posts is 1080px by 1920px with a 9:16 aspect ratio. This provides full-screen coverage and ensures the best viewing experience for your followers.

## 3. Instagram Reels Dimensions:

- Reels Posts: The recommended size for reels is also 1080px by 1920px with a 9:16 aspect ratio. This ensures your reel fills the entire vertical screen, providing a captivating visual experience.

INSTA STORIES  
and REELS  
**1080 x 1920**  
9:16

Photo or Video  
90 Secs Max