

🔨 The Woodshop

INSTAGRAM SIZES HAVE CHANGED

Use this guide to create content.

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STATIC FEED POSTS

1080x1350



All static feed posts graphics and photos should now be 4:5 ratio, or 1080x1350 pixels, with all important text and imagery in the center square (because of the square profile grid).



1080x1350

ANIMATED FEED POSTS



1080x1920

We recommend all video/animated feed posts are now 4:5 ratio, or 1080 x 1350 pixels, with all important text and imagery in the center square.

You can also post 9:16 video posts, but only if you post manually.

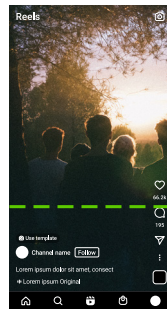
CAROUSELS

All carousels should now be 4:5 ratio, or 1080 x 1350 pixels, with all important text and imagery in the center square only for the first page (which is the page that will show in the profile grid).



1080x1350

INSTAGRAM REELS



1080x1920

Text placement has changed! Reels are still 9:16 ratio, or 1080 x 1920 pixels. Make sure you place all text above the green line so it doesn't overlap with automated captions (even if you don't have auto-captions, others may see it).

REELS & IG LIVE COVERS



1080x1920

Reels and Lives Covers are 9:16 ratio, or 1080 x 1920 pixels with all important text and imagery in the center square (because of the square profile grid).

IMPORTANT!

Reels covers are never seen full screen so all text should be big enough to be read in the profile grid and reels tab.

INSTAGRAM STORIES

Instagram stories are 9:16 ratio, or 1080x1920. But remember not to add any clickable items, such as stickers and tags too close to the edges, or they won't be clickable.

SLIDE BACKGROUNDS FOR IG LIVES



1080x1920

Slides backgrounds for IG lives (only available for iPhone) are 9:16 ratio, or 1080 x 1920. Your camera will be on the top right and people's comments on the bottom, so avoid those areas.

IMPORTANT!

Comments and IG icons will be white, so avoid light colors on the bottom part.

HIGHLIGHT COVERS

Highlight covers can be any size you want, as long as you have the information contained in a circle. We actually recommend very simple designs or just plain colors for your highlight covers, since the grid already has enough visual information.



Highlight



Highlight



Highlight



Highlight