



# INSTAGRAM IMAGE SIZE & DIMENSIONS FOR 2020

Optimising your Instagram image size and dimensions used to be very simple. But with the addition of Instagram Stories, IGTV, and Instagram Live, knowing how to optimise your photos and videos for each format is now a little trickier. To help make things easier, check out this Instagram image size and dimensions guide, outlining everything you need to optimise the size and aspect ratio of your photos and videos, giving you the best chance to seize social media success. High fives to @benjaminchacs on Insta, for the info and infograph which is sourced from later.com ♦

**INSTAGRAM IMAGE AND VIDEO SIZE GUIDE**

**INSTAGRAM PHOTO POSTS**

- LANDSCAPE**  
1.91:1 (1080 x 608px)  
THE OPTIMAL SIZE FOR LANDSCAPE POSTS IS 1080 BY 608PX
- SQUARE**  
1:1 (1080 x 1080px)  
THE OPTIMAL SIZE FOR SQUARE POSTS IS 1080 BY 1080PX
- PORTRAIT**  
4:5 (1080 x 1350px)  
THE OPTIMAL SIZE FOR PORTRAIT POSTS IS 1080 BY 1350PX

**INSTAGRAM VIDEO POSTS**

→ INSTAGRAM SUPPORTS AN ASPECT RATIO OF 1.91:1 TO 4:5 FOR ALL FEED VIDEOS

- 1.91:1 (1080 x 608px)
- 4:5 (1080 x 1350px)

**INSTAGRAM STORIES**

→ INSTAGRAM STORIES SUPPORTS ANYTHING FROM 1.91:1 TO 9:16, BUT RECOMMENDS AN ASPECT RATIO OF 4:5 AND 9:16

- 1.91:1 (1080 x 608px)
- 9:16 (1080 x 1920px)

**IGTV**

→ IGTV VIDEOS CAN BE BOTH VERTICAL AND HORIZONTAL. VERTICAL VIDEOS CAN HAVE A MAXIMUM ASPECT RATIO OF 9:16 AND A MINIMUM OF 4:5. HORIZONTAL VIDEOS CAN HAVE A MAXIMUM ASPECT RATIO OF 16:9 AND A MINIMUM OF 5:4.

- 9:16 (1080 x 1920px)
- 16:9 (1920 x 1080px)

**FOR YOUR IGTV COVER PHOTOS, INSTAGRAM RECOMMENDS AN ASPECT RATIO OF 1:1.55 (OR 420PX BY 654PX)**

IGTV VIDEOS THAT APPEAR IN THE INSTAGRAM FEED ARE CROPPED TO AN ASPECT RATIO OF 4:5, WHILE IGTV VIDEOS IN THE INSTAGRAM GRID HAVE AN ASPECT RATIO OF 1:1.