

FEEL ●  
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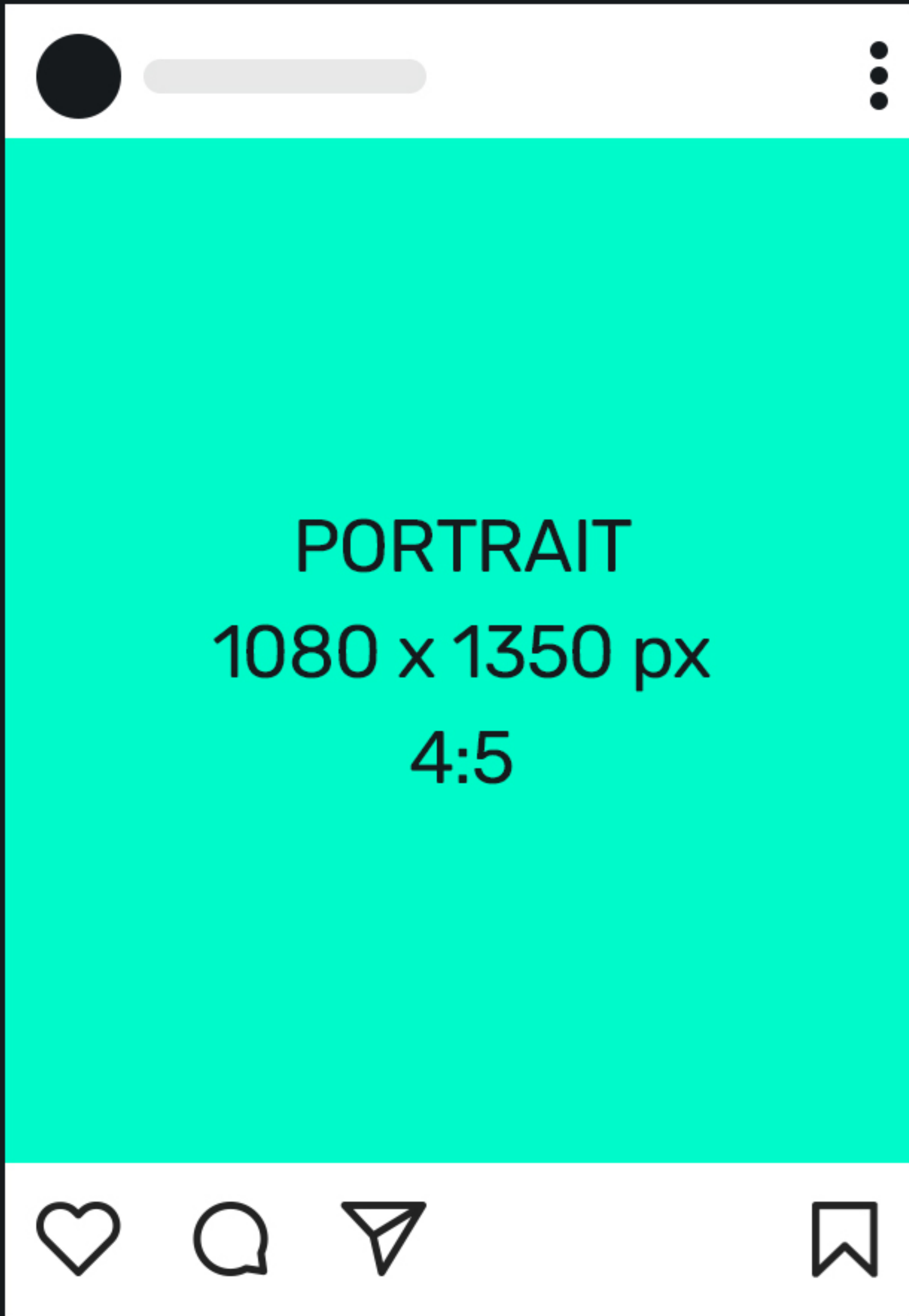


# INSTAGRAM SIZE GUIDE

2025



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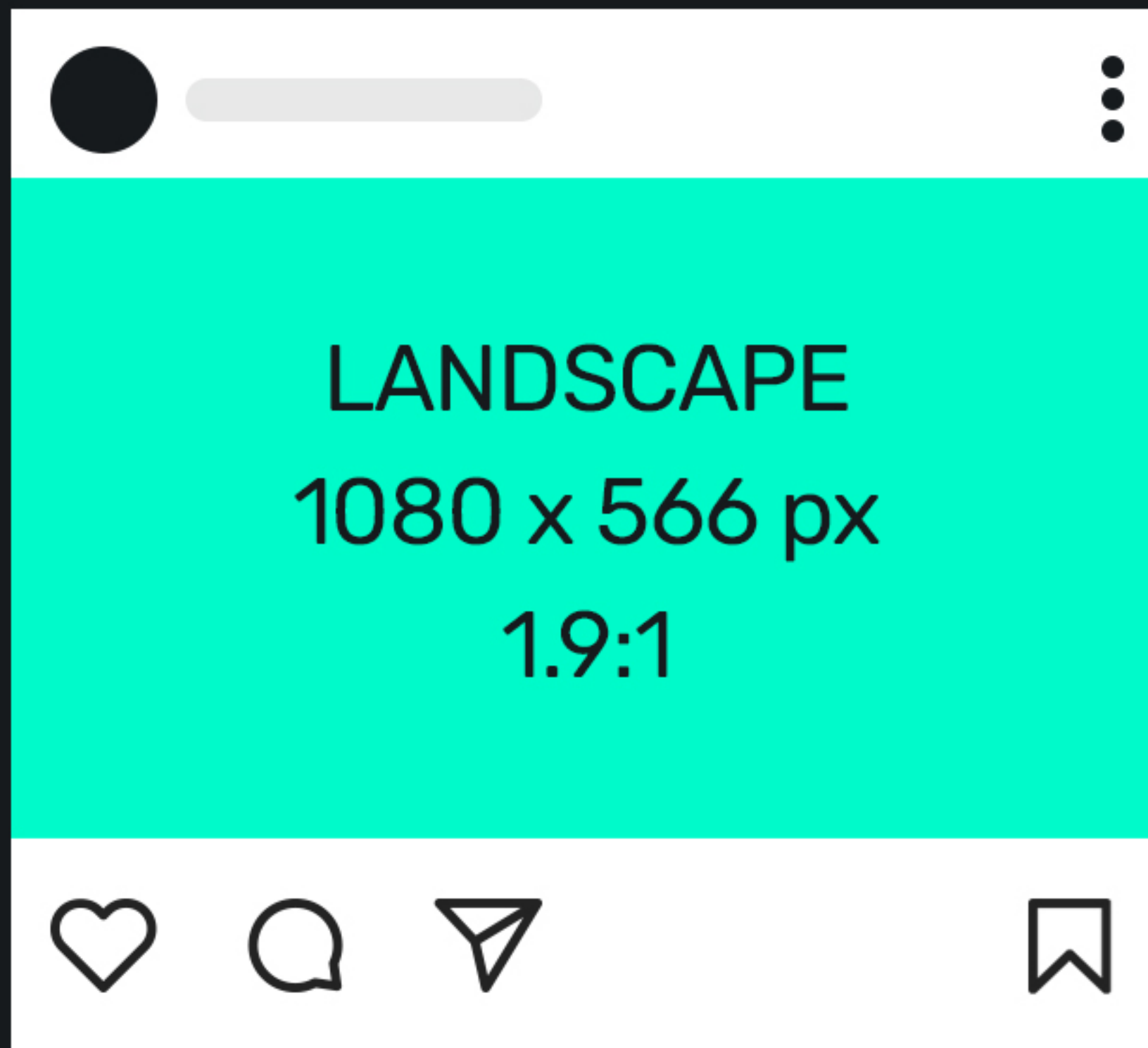


## TOP TIP:

Following Instagram's latest update introducing a portrait profile grid, this is the optimum ratio for content on the platform.

# POSTS

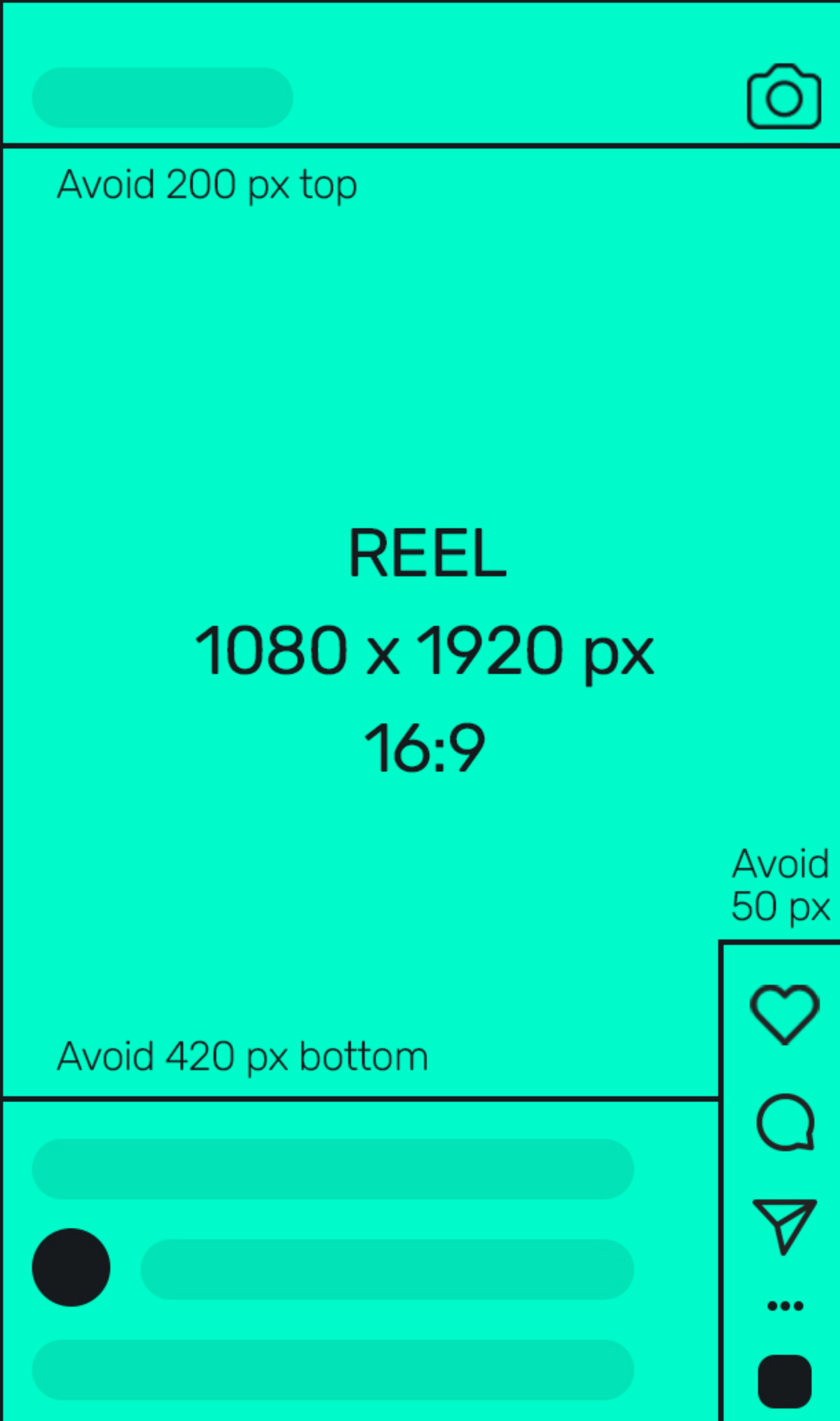
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## TOP TIP:

We would recommend avoiding posting landscape content where possible. With the new portrait profile grid, landscape images will be stretched to fit.

# POSTS



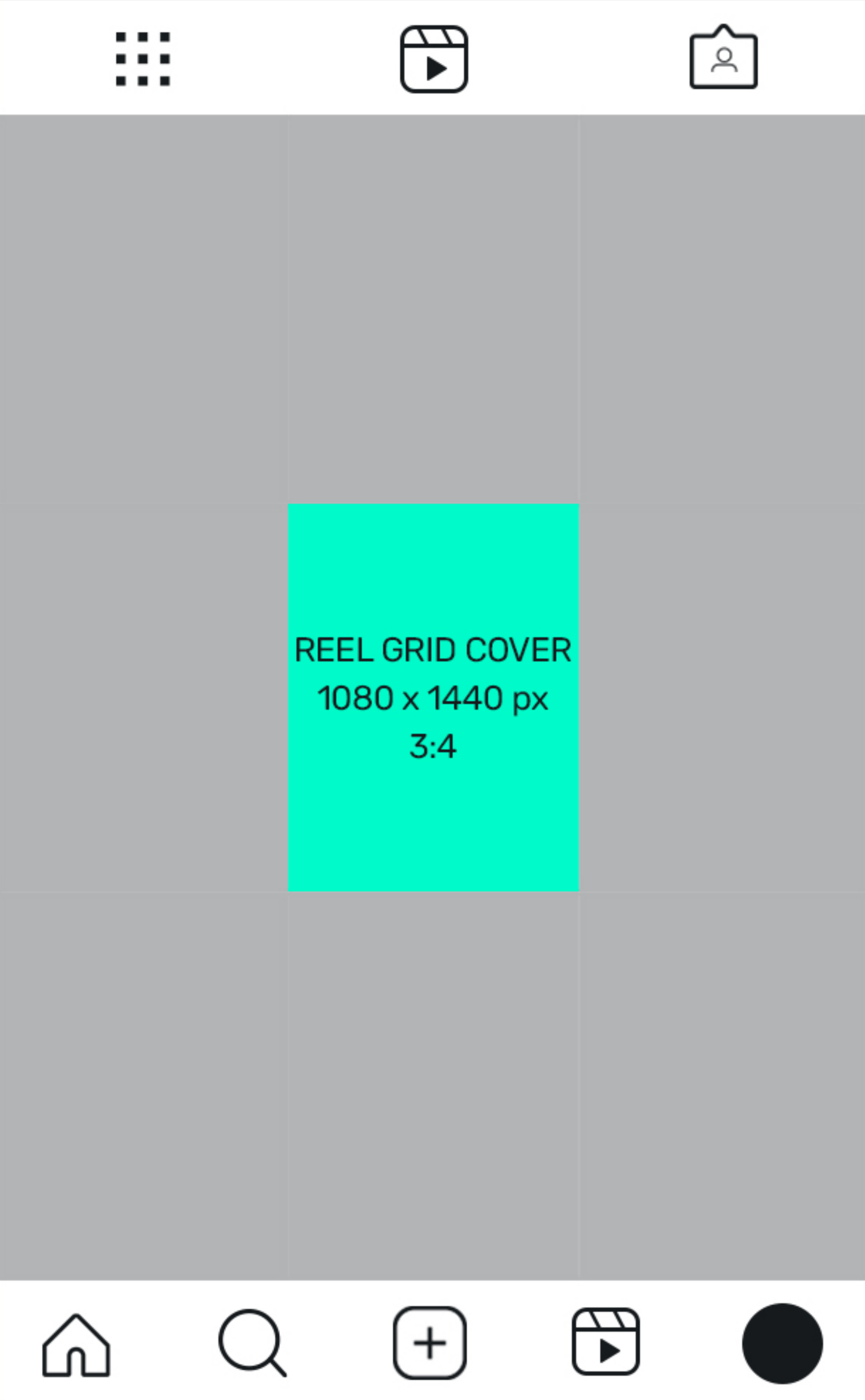
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## TOP TIP:

Instagram will show reels in the feed at 1080 x 1728 px.  
Put text or information in the middle / top.

# STEER REELS



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REELS

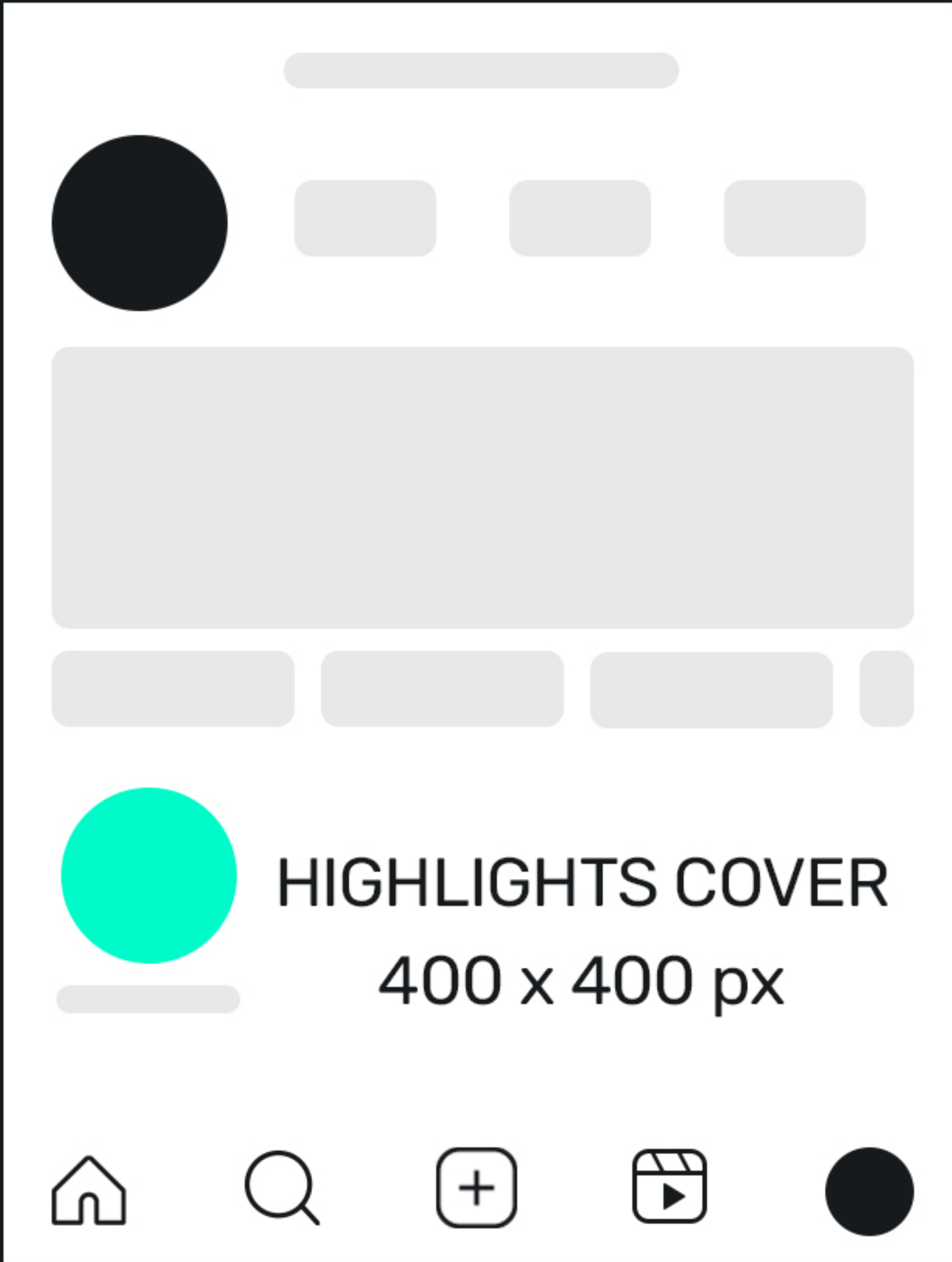
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STORIES

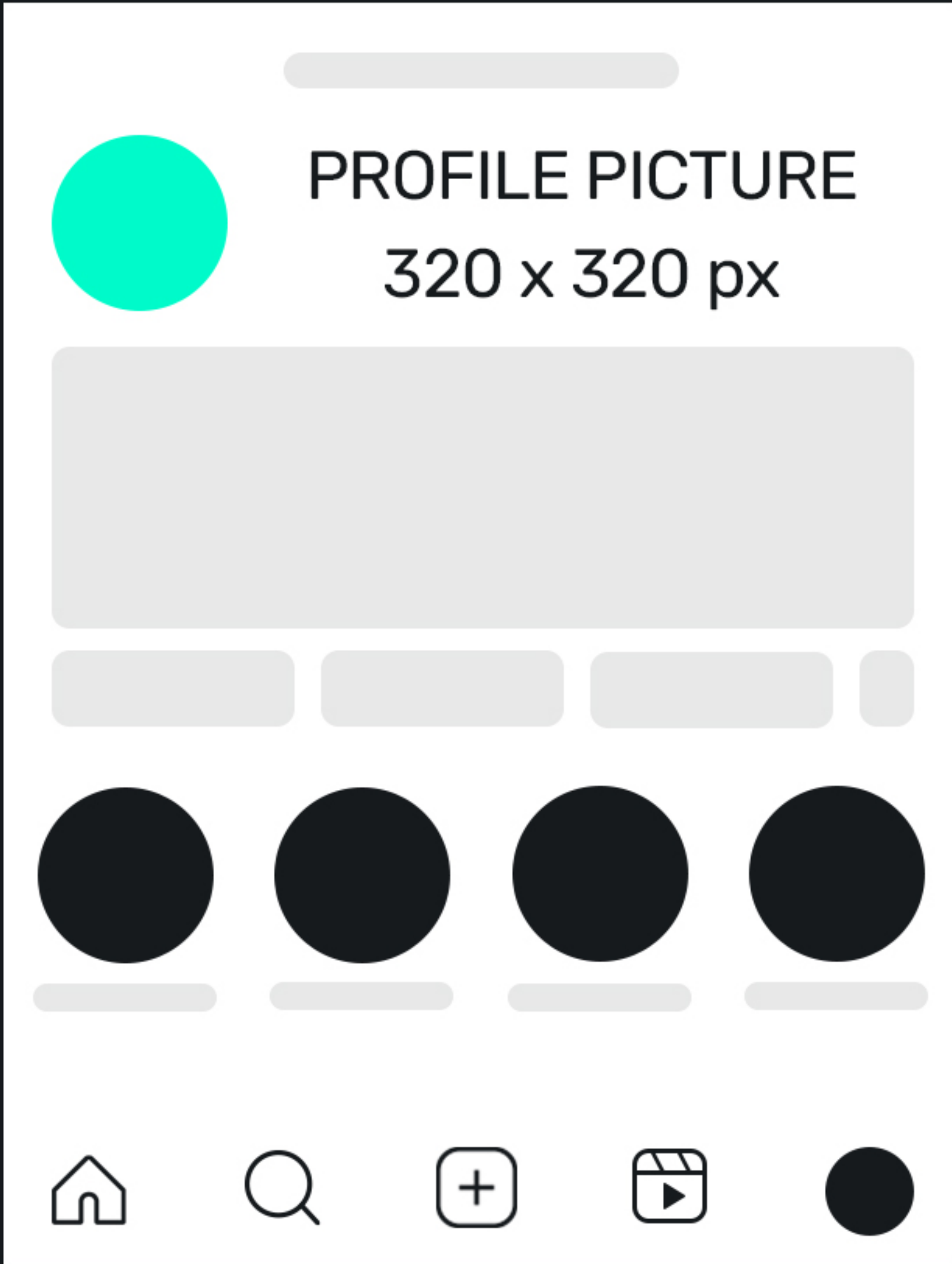


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# STORIES





# PROFILE

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