

INSTAGRAM

Explore

9 specs · 4:5 · Source: facebook.com/business/ads-guide/update/video/instagram-profile-feed

⚠ Not yet verified against the platform's source. Check the live sheet before delivery.

• VIDEO

4:5

≥ 1080×1080 · Fixed fra...

• AUDIO

AAC

128 kbps+ stereo

• FILE

MP4 · MOV · or GIF

4 GB

• TIMING

1 second to 60 minutes

Max duration

• VIDEO

- ☐ Aspect ratio **4:5**
1% tolerance
- ☐ Resolution **1080×1080 px minimum**
500px absolute minimum width
- ☐ Frame rate **Fixed frame rate**
Progressive scan; no specific fps requirement stated
- ☐ Codec **H.264**
Square pixels, progressive scan · Same for every Instagram format

• AUDIO

- ☐ Audio codec **AAC**
Same for every Instagram format
- ☐ Audio bitrate **128 kbps+ stereo**

• FILE

- ☐ File format **MP4, MOV, or GIF**
- ☐ Max file size **4 GB**
Same for every Instagram format

• TIMING

- ☐ Max duration **1 second to 60 minutes**



Specs change. Scan for the live sheet.

specstash.com/platforms/instagram/explore

INSTAGRAM

Feed

9 specs · 1:1 or 4:5 or 16:9 · Source: facebook.com/business/ads-guide/update/video/instagram-profile-feed

⚠ Not yet verified against the platform's source. Check the live sheet before delivery.

• VIDEO

1:1 · 4:5 · 16:9
1080×1080 · 23.976, ...

• AUDIO

AAC
128 kbps stereo

• FILE

MP4 · MOV
4 GB

• TIMING

60 seconds
Max duration

• VIDEO

- | | | |
|--------------------------|--------------|--|
| ☐ | Aspect ratio | 1:1, 4:5, or 16:9 |
| ☐ | Resolution | 1080×1080 (1:1) or 1080×1350 (4:5) |
| ☐ | Frame rate | 23.976, 24, 25, or 30 fps |
| ☐ | Codec | H.264
Same for every Instagram format |

• AUDIO

- | | | |
|--------------------------|---------------|--|
| ☐ | Audio codec | AAC
Same for every Instagram format |
| ☐ | Audio bitrate | 128 kbps stereo |

• FILE

- | | | |
|--------------------------|---------------|---|
| ☐ | File format | MP4 or MOV |
| ☐ | Max file size | 4 GB
Same for every Instagram format |

• TIMING

- | | | |
|--------------------------|--------------|------------|
| ☐ | Max duration | 60 seconds |
|--------------------------|--------------|------------|



Specs change. Scan for the live sheet.
specstash.com/platforms/instagram/feed

INSTAGRAM

Profile Reels

9 specs · 9:16 · Source: facebook.com/business/ads-guide/update/video/instagram-profile-feed

⚠ Not yet verified against the platform's source. Check the live sheet before delivery.

- VIDEO

9:16

≥ 500×888 · Fixed fram...

- AUDIO

AAC

128 kbps+ stereo

- FILE

MP4 · MOV

4 GB

- TIMING

0 seconds to 15 minutes

Max duration

VIDEO

☐	Aspect ratio	9:16
☐	Resolution	500×888 px minimum
☐	Frame rate	Fixed frame rate Progressive scan
☐	Codec	H.264 Square pixels, progressive scan · Same for every Instagram format

AUDIO

☐	Audio codec	AAC Same for every Instagram format
☐	Audio bitrate	128 kbps+ stereo

FILE

☐	File format	MP4 or MOV
☐	Max file size	4 GB Same for every Instagram format

TIMING

☐	Max duration	0 seconds to 15 minutes
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INSTAGRAM

Reels

9 specs · 9:16 · Source: facebook.com/business/ads-guide/update/video/instagram-profile-feed

⚠ Not yet verified against the platform's source. Check the live sheet before delivery.

• VIDEO

9:16

≥ 1080×1920 · 23.976...

• AUDIO

AAC

128 kbps stereo

• FILE

MP4 · MOV

4 GB

• TIMING

90 seconds

Max duration

• VIDEO

- | | | |
|--------------------------|--------------|--|
| ☐ | Aspect ratio | 9:16 |
| ☐ | Resolution | 1080×1920 minimum |
| ☐ | Frame rate | 23.976, 24, 25, or 30 fps |
| ☐ | Codec | H.264
Same for every Instagram format |

• AUDIO

- | | | |
|--------------------------|---------------|--|
| ☐ | Audio codec | AAC
Same for every Instagram format |
| ☐ | Audio bitrate | 128 kbps stereo |

• FILE

- | | | |
|--------------------------|---------------|---|
| ☐ | File format | MP4 or MOV |
| ☐ | Max file size | 4 GB
Same for every Instagram format |

• TIMING

- | | | |
|--------------------------|--------------|------------|
| ☐ | Max duration | 90 seconds |
|--------------------------|--------------|------------|



Specs change. Scan for the live sheet.
specstash.com/platforms/instagram/reels

INSTAGRAM

Shop

9 specs · 9:16 · Source: facebook.com/business/ads-guide/update/video/instagram-profile-feed

⚠ Not yet verified against the platform's source. Check the live sheet before delivery.

● VIDEO

9:16

≥ 1080×1080 · Fixed fr...

● AUDIO

AAC

128 kbps+ stereo

● FILE

MP4 · MOV · or

GIF

4 GB

● TIMING

1 second to 2

minutes

Max duration

● VIDEO

☐	Aspect ratio	9:16
☐	Resolution	1080×1080 px minimum
☐	Frame rate	Fixed frame rate Progressive scan; captions not supported
☐	Codec	H.264 Square pixels, progressive scan · Same for every Instagram format

● AUDIO

☐	Audio codec	AAC Same for every Instagram format
☐	Audio bitrate	128 kbps+ stereo

● FILE

☐	File format	MP4, MOV, or GIF
☐	Max file size	4 GB Same for every Instagram format

● TIMING

☐	Max duration	1 second to 2 minutes
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INSTAGRAM

Stories

9 specs · 9:16 · Source: facebook.com/business/ads-guide/update/video/instagram-profile-feed

⚠ Not yet verified against the platform's source. Check the live sheet before delivery.

● VIDEO

9:16

1080×1920 · 23.976, ...

● AUDIO

AAC

128 kbps stereo

● FILE

MP4 · MOV

4 GB

● TIMING

15 seconds

Max duration

● VIDEO

- | | |
|---------------------------------------|--|
| ☐ Aspect ratio | 9:16 |
| ☐ Resolution | 1080×1920 recommended |
| ☐ Frame rate | 23.976, 24, 25, or 30 fps |
| ☐ Codec | H.264
Same for every Instagram format |

● AUDIO

- | | |
|--|--|
| ☐ Audio codec | AAC
Same for every Instagram format |
| ☐ Audio bitrate | 128 kbps stereo |

● FILE

- | | |
|--|---|
| ☐ File format | MP4 or MOV |
| ☐ Max file size | 4 GB
Same for every Instagram format |

● TIMING

- | | |
|---------------------------------------|------------|
| ☐ Max duration | 15 seconds |
|---------------------------------------|------------|



Specs change. Scan for the live sheet.
specstash.com/platforms/instagram/stories