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	AUDIO	FILE	TIMING
4:5	AAC	MP4 · MOV · or GIF	1 second to 60 minutes
≥ 1080×1080 · Fixed fra...	128 kbps+ stereo	4 GB	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