

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