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	AUDIO	FILE	TIMING
9:16	AAC	MP4 · MOV	0 seconds to 15 minutes
≥ 500×888 · Fixed fram...	128 kbps+ stereo	4 GB	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



Specs change. Scan for the live sheet.

specstash.com/platforms/instagram/profile-reels