

QUALITY

FOR PHOTO AND VIDEO



PHOTO

Every time you upload a photo, you need to make sure to do it at the best quality resolution possible.

Let's see the metric you have to check:

Aspect Ratio: Is a metric that relates to the size of a video or image on a screen as a ratio.

Example: 4:5 The first number of an aspect ratio is the width, while the second number describes the height.

If:

- You share a photo that has a width between 320 and 1080 pixels, Instagram keeps that photo at its original resolution as long as the photo's aspect ratio is between 1.91:1 and 4:5 (a height between 566 and 1350 pixels with a width of 1080 pixels).
- The aspect ratio of your photo isn't supported, it will be cropped by the app to fit a supported ratio.
- You share a photo at a lower resolution, Instagram enlarges it to a width of 320 pixels.
- You share a photo at a higher resolution, Instagram sizes it down to a width of 1080 pixels.

If you want to make sure that your photo is shared with a width of 1080 pixels:

- Download the most recent version of the Instagram app.
- Upload a photo with a width of at least 1080 pixels, it means with an aspect ratio between 1.91:1 and 4:5.
- Make sure you're using a phone with a high-quality camera as different phones have cameras of varying qualities.
- Use Canva, to make sure the width is at least 1080 pixels (just upload the pic and the platform will tell your the width).

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VIDEO

Following these video format technical specs, you will ensure your videos are always high-quality.

- File type: MP4 or MOV
- H.264 codec
- AAC audio
- 3500 kbps bitrate
- File size is generally capped at 4GB
- Frame rate of 30 fps (frames per second)
- Video can be a maximum of 60 seconds
- Maximum video width is 1080px wide
- Best video height is 920 pixels tall

You can check the video quality by going into your phone camera settings or by uploading your video into Inshot.

If your IG videos don't look professional (even if your vibe is "homemade"), you're likely to lose a viewer in seconds. And their quality is a crucial factor.

Let's now look at the different types of videos you can share on Instagram.

Feed Video

They are 15-second to 1-minute long. They come in two formats, portrait and landscape. For these videos, the perfect aspect ratio are:

- 1.91:1 with dimensions 1080px wide by 608px tall.
- 4:5 with dimensions 1080px wide by 1350px tall.

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Carousel Video Ads

Instagram Carousel video ads are designed to deliver greater engagement. The ability to scroll to the left and enjoy video content makes them generate longer watchtime. Recommended dimensions are 1080px wide by 1350px tall with an aspect ratio of 1:1.

Stories

The size for Stories is 1080px wide by 1920px tall size dimensions. The best Instagram Story aspect ratio is 9:16.

Stories are 15-second long videos

IGTV

It is a long content video. The ideal aspect ratio is 9:16, and the perfect dimensions are 1080px by 1920px.

IGTV videos that are 10 minutes or less have to be 650MB as the maximum size. The top file size for videos as long as 60 minutes is 3.6GB. If you use a cover pic from your camera roll, the recommended cover size is 420px by 654px (1:1.55 aspect ratio.)

Reels

They have the same dimensions and aspect ratio as IGTV videos. The 9:16 aspect ratio and 1080px by 1920px (fullscreen effect.)

Up to 60-second videos.

When Reels appear in feeds, they are optimized to not take up your entire smartphone screen. On that note, be careful when you add text or call to actions, as they might get cut.