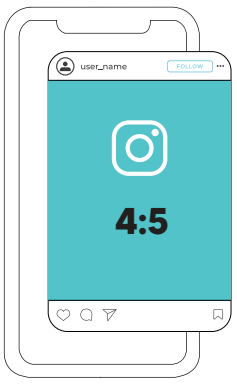
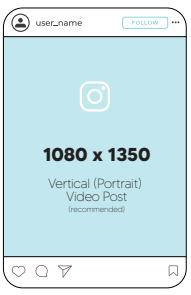
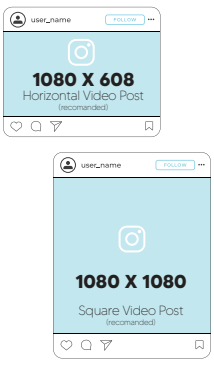
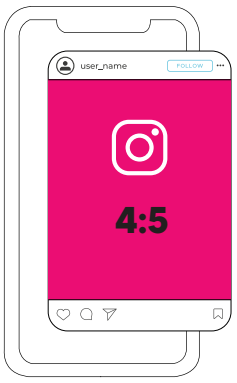
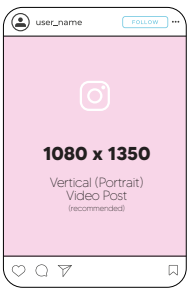
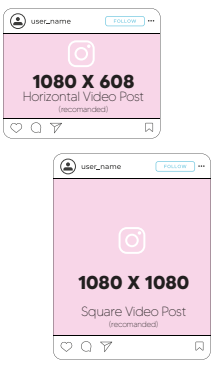
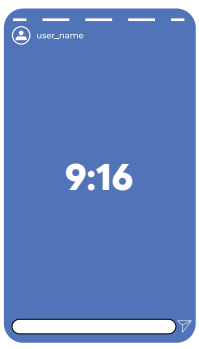
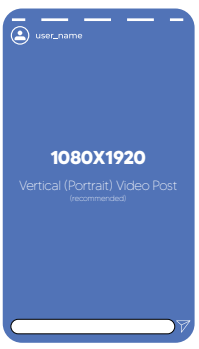
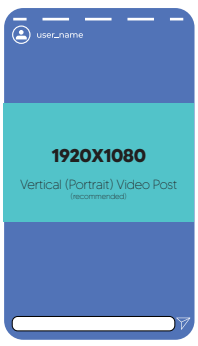
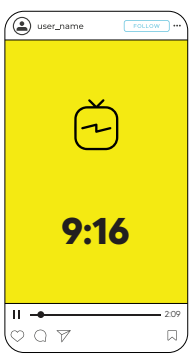
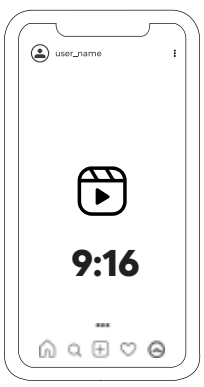
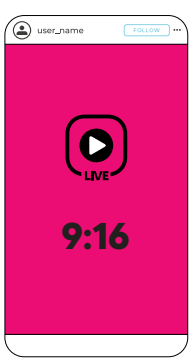
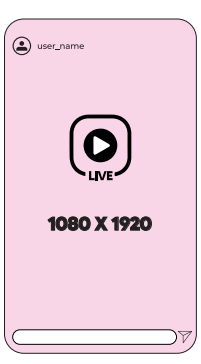
EditMate

INSTAGRAM VIDEO CHEAT SHEET

Instagram Video Type	Best Aspect Ratio	Best Size	Other Sizes Accepted	Hot Tip
Feed				The Instagram app doesn't rotate on smartphones (to make the screen bigger) so use 1080 x 1350 to have your video take up the most real estate on the screen
Carousel				A carousel is a series of videos in the same post. Once you have selected your first video in a carousel, all your videos will be cropped to the same aspect ratio & dimensions.
Stories				An Instagram story can only be 15 sec long, max. If you upload a video longer than 15 sec it will automatically be cut into 15 sec segments for up to 1 minute.
IGTV			**1920 X 1080,** **1080 X 1350,** (IGTV videos in the Instagram feed), **1080 X 1080** (IGTV videos on the profile grid)	You can give a 1 min preview that will be seen by your followers when they are scrolling through their feed and on your profile grid. The viewer can then click to watch the full video, in the IGTV section of Instagram.
Reels			**Nope**	See our 5 tips for Instagram Reels here! https://www.edimate.com/prject/5-tips-for-instagram-reels/
Live			**Nope**	Make sure to shoot these vertically, as Live's are broadcasted from mobile devices.