



Profile Photo

- Aspect ratio: 1:1
- 150 x 150 circle thumbnail on your profile

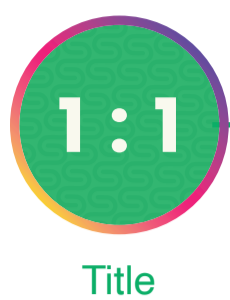
Photo Cropping

The edges of your square photo may be cropped, important details on photo must be within the circle.

Instagram Highlight Stories

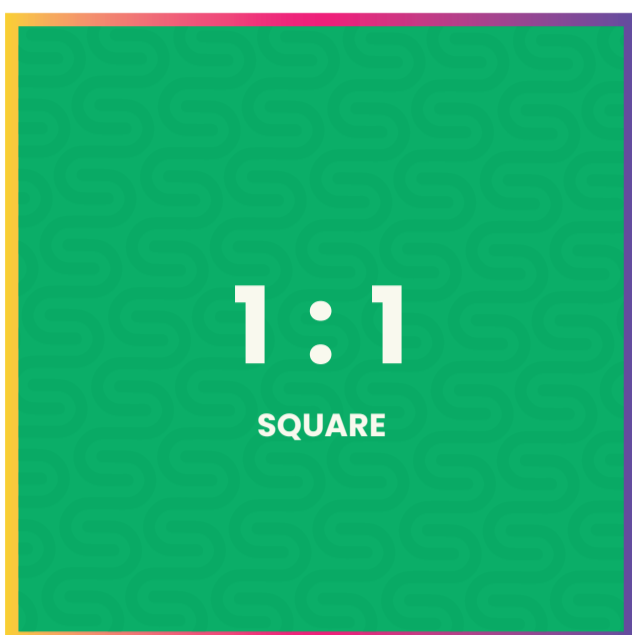
Instagram Stories size should be 1080 x 1920, you may also use the same size for Highlight Stories Cover Photo.

A circle thumbnail on your profile only shows an aspect ratio of 1:1.



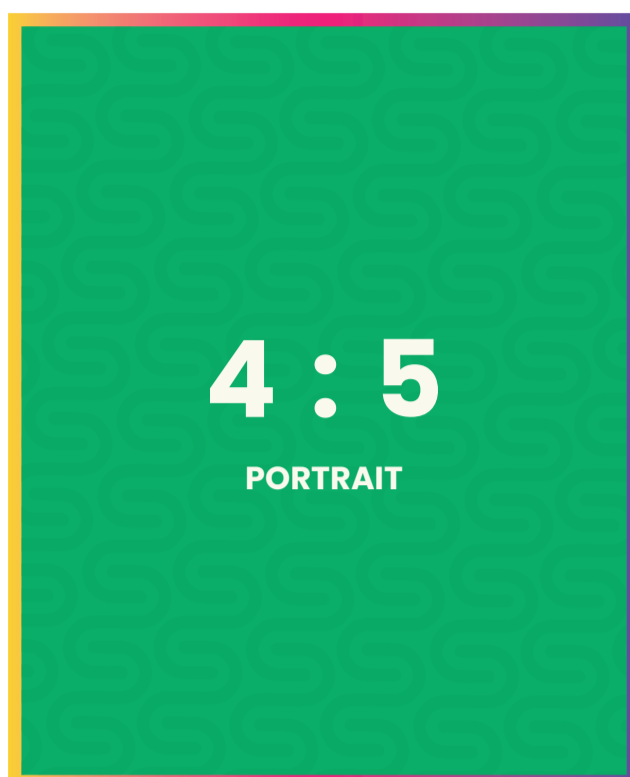
POSTS

TAGGED



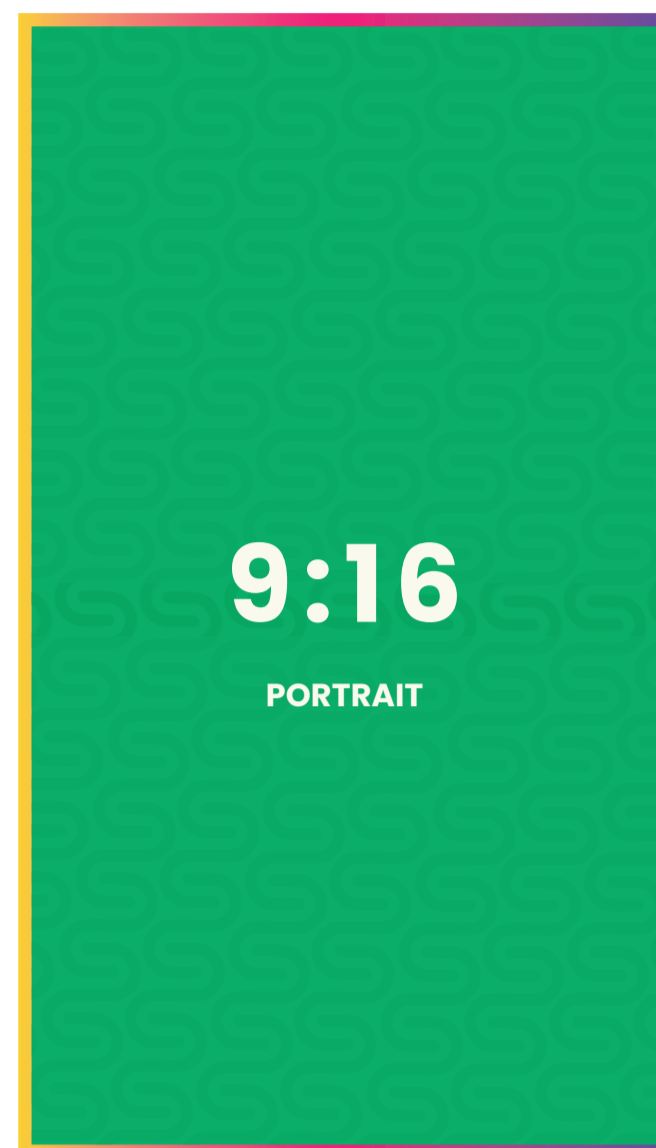
Square: 1:1

- Best for square posts on IG feed
- Recommended Size 1080 x 1080



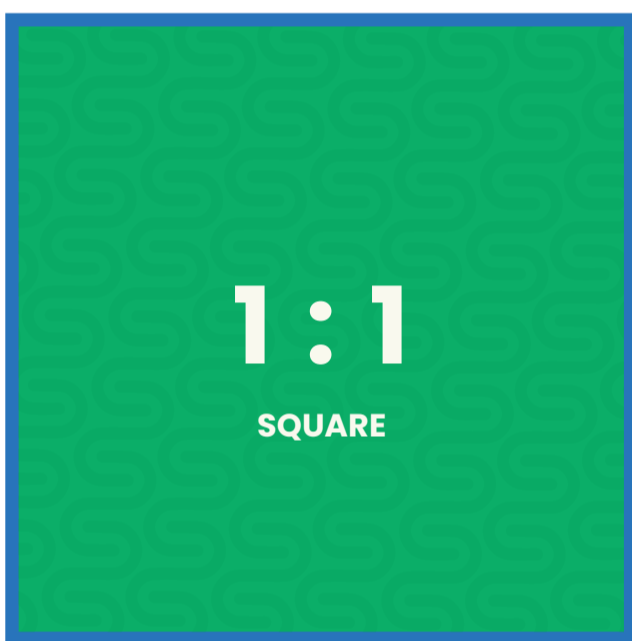
Portrait: 4:5

- The sweet spot for most platforms as it is able to maximise the vertical screen space given while avoiding being cropped when adjusted to a full-screen format
- Best for IG carousels and portrait IG feed images
- Max Size: 1080 x 1350, can upload larger but will be reduced to its right size



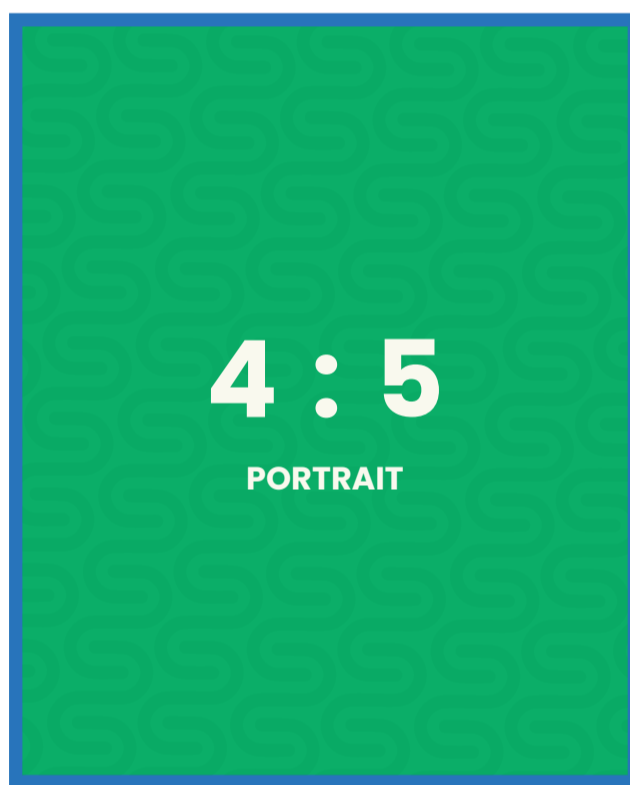
Instagram Stories and Reels: 9:16

- Best for Instagram Stories and Reels
- Stories can now be zoomed out or resized smaller
- Maximum file size: 30 MB



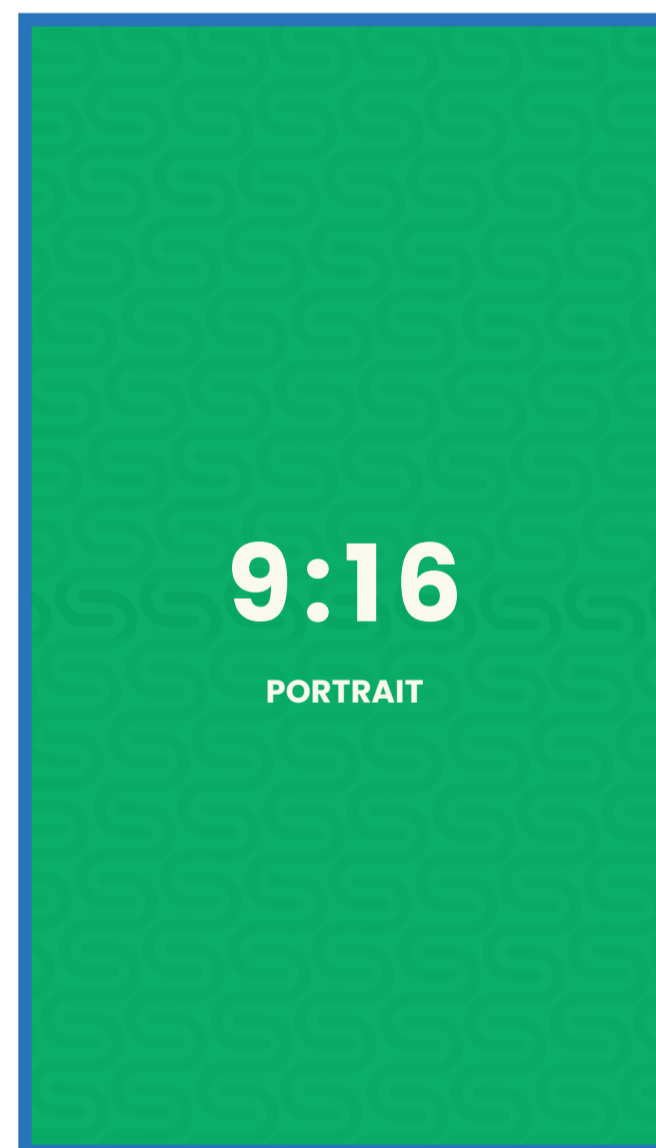
Square: 1:1

- Best for FB Feed Images, along with 4:5
- Recommended Size 1080 x 1080



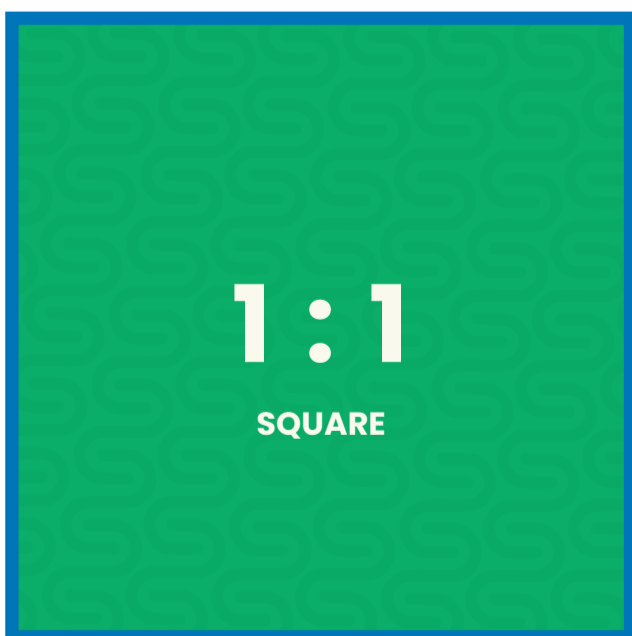
Portrait: 4:5

- The sweet spot for most platforms as it is able to maximise the vertical screen space given while avoiding being cropped when adjusted to a full-screen format
- Best for FB Feed Images, along with 1:1
- Recommended Size 1080 x 1350



Facebook Stories and reels: 9:16

- Best for Facebook Stories and Reels
- Stories can now be zoomed out or resized smaller
- Maximum file size: 30 MB
- Recommended Size 1080 x 1920



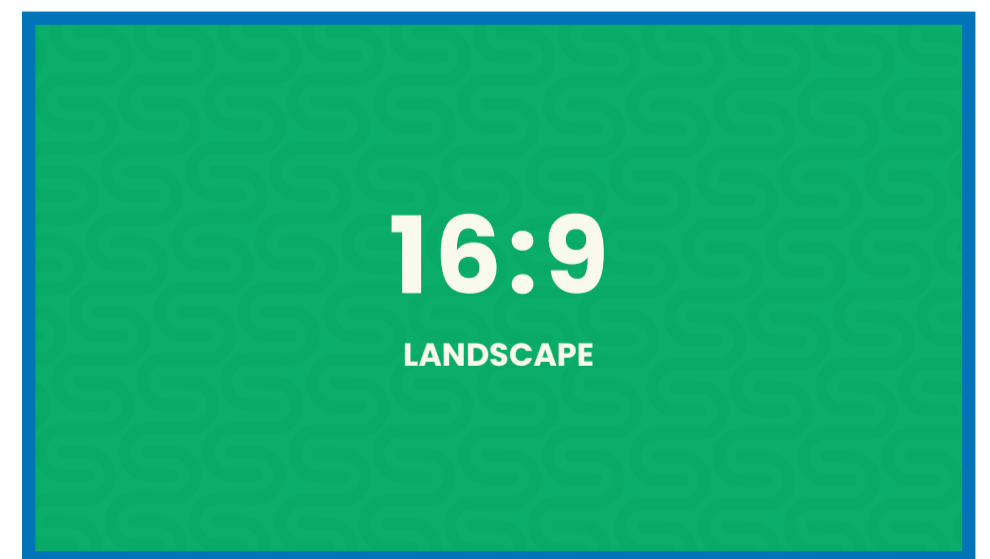
Square: 1:1

- Best for Single Image post on LinkedIn feed and Common videos along with 16:9
- Recommended Size 1200 x 1200



Carousel / Document Post: A4

- Best for Carousel and Document LinkedIn Posts
- Export as PDF (A4)



Video (Common): 16:9

- Best for Video posts on LinkedIn feed
- Recommended Size 1920 x 1080

Design tips to avoid cropping

- Keep key text and logos inside a safe zone (centre area) so platform UI does not cover it.
- For 9:16, avoid placing important text right at the top or bottom.
- Export at the recommended size rather than resizing multiple times.
- When in doubt: use 4:5 for feed and 9:16 for stories and reels.