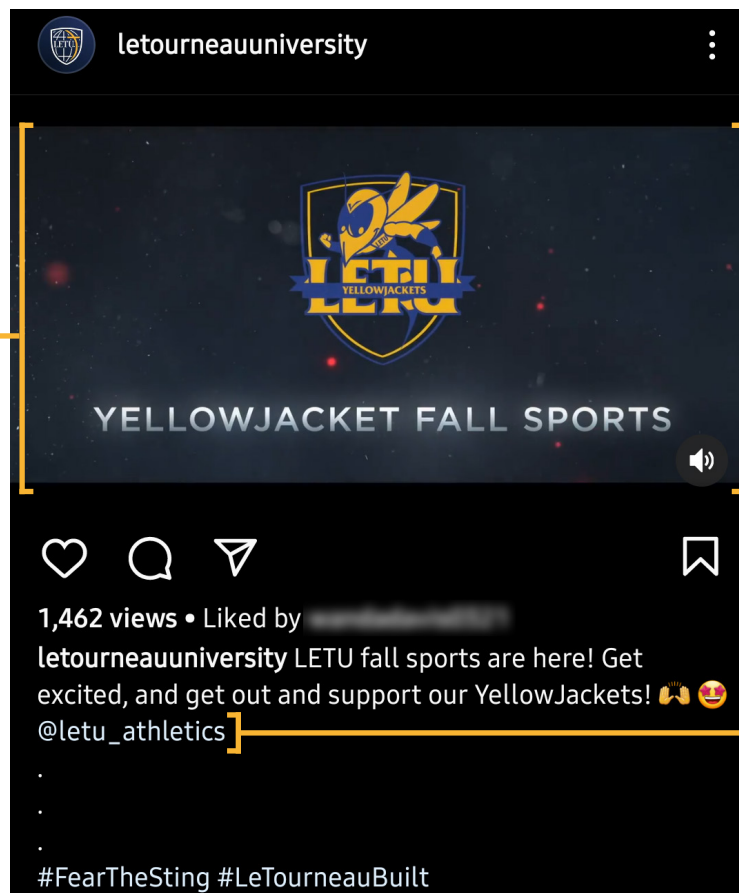# QUICK REFERENCE GUIDE

Instagram

Audience

- Current and prospective students, younger alumni.

Tips to Succeed on Instagram

- Instagram is the most-used platform for current and prospective students and has the most engagement by far.
- Instagram is visually focused. Use compelling images and videos to grab attention. Lean way from graphics with text and instead use simple photos with relevant info included in the caption.
- The visual appeal and content of your profile page matters. People often decide whether or not to follow you simply by the look and feel of your profile page "grids".
- You can't include links in Instagram posts. To include a link, post it in your profile bio info, and direct users to "click the link in bio".
- Leverage Instagram Stories and Reels for the most engagement. They are a great place for engaging videos, full-screen branded content, and polls/questions/mentions that can be used to tag other users (a very popular feature)
- Still avoid long stories and keep content concise.

Example Post

Video created separately and uploaded to Instagram to create a higher-quality experience

Utilizes a video/reel, leveraging Instagram's current prioritization of video content

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YELLOWJACKET FALL SPORTS

1,462 views • Liked by ███████████

letourneauuniversity LETU fall sports are here! Get excited, and get out and support our YellowJackets! 🙌 🤩 @letu_athletics
.
.
.
#FearTheSting #LeTourneauBuilt

Tags another account to drive cross-engagement between followers

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⬡ Technical Specifications

Video

	Recommended Size	Min Size	Supported Ratios	Max Length	Recommended File Types	Max File Size	Notes
Story / Reel	1080x1920	600x1067	9:16	90 seconds	.mov or .mp4 (H.264)	4 GB	Audio should be stereo AAC w/ at least 128Kbps
In-Feed Video, In-Feed Video Ad	600x600 (for 1:1) 600x315 (for 1.9:1) 600x750 (for 4:5)	not published	1:1, 1.9:1, 4:5	10 min, 30fps	.mov or .mp4 (H.264)	4 GB	Audio should be stereo AAC w/ at least 128Kbps
Carousel Video ad	1080x1080	600x600	1:1	60 seconds, 30fps	.mov or .mp4 (H.264)	not published	Audio should be stereo AAC w/ at least 128Kbps

Updated on 2022-10-17 | Sources: https://influencermarketinghub.com/social-media-video-specs/#toc-1, https://help.later.com/hc/en-us/articles/360043361213-Media-Format-Requirements-for-Scheduling

Images

	Recommended Size	Min Size	Recommended File Types	Max File Size	Notes
Profile Photo	320x320	320x320	.jpg, .png, .bmp	8 MB	
Feed Photo, Carousel, In-Feed Ad	1080x566 (horizontal) 1080x1350 (vertical) 1080x1080 (square)	320x320	.jpg, .png, .bmp	8 MB	Carousels are cropped to 1:1 in profile feed and 4:5 in the home feed
Thumbnail	1080x1080	320x320	.jpg, .png, .bmp	8 MB	
Story / Reel	1080x1920	not published	.jpg, .png, .bmp	8 MB	

Updated on 2022-10-17 | Source: https://blog.hootsuite.com/social-media-image-sizes-guide/

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