

Instagram Asset Guidelines & Best Practices

ASSET TYPES

:06-:15s Stories, Reels (9:16) | Custom Partner Content
:15s In-Feed (600x600 - 1:1; 600x750 - 4:5)

KPIs

Followers, Likes, Comments, Shares, Saves, Impressions,
Story Completion Rate

PEAK POSTING TIMES

MON (11AM-2PM) | TUES (10AM-4PM) | WED (9AM-4PM) | THURS (9AM-2PM)
FRI (11AM-3PM)

BRAND CREATIVE CONSIDERATIONS

Like YouTube, rotate 2-3 brand creative executions to create depth and drive recognition. For short-form, tighter, more concise versions of the same creative to reinforce and keep wine top-of-mind.

PARTNER CONTENT CONSIDERATIONS

Collab posts have become a fundamental mechanic to expand the reach of posted content, serving as a unified effort between the brand and co-creator.

Leveraging **native features** such as geotags, polls, frames, and countdowns can also keep content fresh and create space for meaningful engagement.

Longer-Form Custom Partner Content

