

Instagram profile grids are going to feature rectangles instead of squares

Instagram's profile grids will display content as rectangles instead of squares as part of a change rolling out "over the weekend," Instagram chief Adam Mosseri said in an Instagram Story on Friday.

"I know some of you really like your squares. And square photos are sort of the heritage of Instagram. But at this point, most of what's uploaded, both photos and videos, are vertical in their orientation," Mosseri said. It's a "bummer to overly crop them," he added.

Mosseri recognizes that the change might be a "bit of a pain," but he thinks that it's a "transitional" pain. "I think people will, over the long run, be excited that more of their photos and more of their videos are actually visible as intended in the profile as opposed to aggressively cropped," Mosseri said.

<https://www.theverge.com/2025/1/17/24346304/instagram-profile-grids-rectangles-squares>