INTRODUCING IGTV PREVIEWS IN FEED

WHAT'S LAUNCHING?
We’re launching a feature that allows IGTV videos to be more discoverable in feed. Viewers will more easily find IGTV videos from accounts they follow and creators will be able to seamlessly promote their IGTV content.

IGTV PREVIEWS IN FEED

Promote Your IGTV Videos to Feed
Now you can share a 1-minute preview of your IGTV video directly to your feed. This makes it easier for more people to find and discover your video.

Get More Views on IGTV
When someone watches more than 3 seconds of your IGTV Preview, this counts as a view on both feed and IGTV. Comments and likes are shared too.

IGTV Previews on Profile
The IGTV video thumbnail will also be used as image on your Profile Grid.

Note: You can choose to delete this photo if you’d like to remove it from profile.
1. Upload an IGTV Video that is longer than 60 seconds

2. Keep default on for “Share preview on Instagram”

3. The first 60 seconds of this video will then be published to your feed
   Note: Your feed caption will default to the title of your IGTV video

4. The IGTV preview video will also appear on your Profile Grid
   Note: You can choose to delete this photo if you’d like to remove from profile

FREQUENTLY ASKED QUESTIONS

Does the video length have to be over 1-min to be eligible for this?
Yes, videos must be over 1-minute.

If on a business profile, will that feed post be able to be boosted?
No. At the moment, there’s no capability to boost an IGTV Preview in feed.

Can a creator control the 1-min preview, or is it automatically the first 1-min?
It is automatically the first minute.

Are the feed posts themselves eligible for Explore (outside of IGTV unit)?
No, the preview is not eligible for Explore though the full IGTV video is.

How do feed captions work?
Your feed caption will default to the title of the video you use when you post your IGTV video. You’re unable to edit this caption at this time.

How do insights work with feed video?
Feed video insights and IGTV video insights will remain separate at this time. That being said, the views and comments metrics will be the same - whether you’re looking at the video preview or the video within IGTV.

Is this also available on web?
Yes.

What are the exact dimensions for how the thumbnail will show up on the profile grid?
The center square of the thumbnail will show up as the photo on profile grid.

What happens to the preview if a creator deletes the video within IGTV experience?
If a creator deletes the IGTV video, then the Preview video will be deleted from their profile and home feed. But if a creator only deletes the Preview video, the original IGTV video will still remain.

Can a creator control the 1-min preview, or is it automatically the first 1-min?
It is automatically the first minute.