

50+ Instagram Post Designs, Format & Examples

With over a billion active users on Instagram per month, marketing with this social media platform can be your next ticket to success. But with so many competitors and eye-catching posts from different Instagram feeds out there, making a compelling, creative, and effective IG post may be challenging. Well, not for today when you get introduced to curated Instagram post designs and examples that represent your brand, personality, and aesthetic perfectly.

To create an Instagram post of your very own, follow the following steps:

- Browse through our Instagram post design examples.
- Customize Online or Download in your preferred File format and Print As Required

Time to step up your next IG game using streamlined and customizable Instagram post templates in a variety of designs, examples, themes, and styles. May you come up with a birthday party invite, a grand opening, a memorable quote, or even a simple shoutout—there is a range of IG posts worth trying out. Hence, allow easy-to-use [Instagram post templates](#) to guide you on your next social media domination.

1. Summer Party Instagram Post Design

From swimming pool shots, beachwear photo ops, down to summer aesthetic IG filters, [summer Instagram posts](#) are the perfect recipe for summer content. Hence, bring the summer aesthetics into your next social media content.



2. Anniversary Sale Instagram Post Design

Working on a perfectly themed [sale Instagram post](#) can be an effective marketing strategy if done well. And you can grab this opportunity for an anniversary sale, holiday sale, and any other type of business sale.



3. Event Invitation Instagram Post Design

Pique your invitees' interest to attend your upcoming event with a well-designed and intriguing [invitation Instagram post](#). The key is to make sure your IG post's theme matches that of your event.



4. Fashion Instagram Post Example

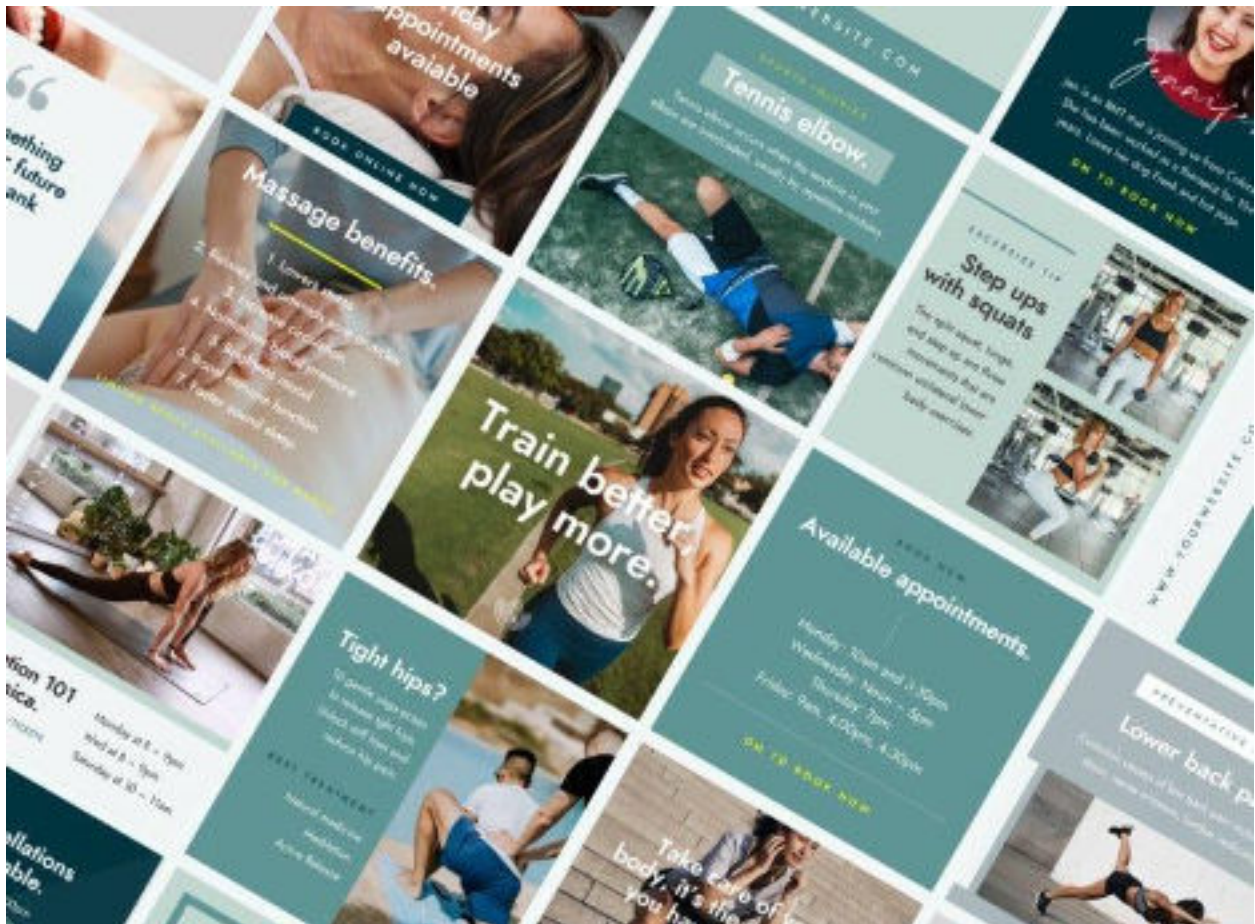
Flaunt your OOTDs and other fashion-driven IG posts with curated fashion Instagram posts. Not only should the clothes be fashionable since the overall post itself should have a sense of style too.



Source

5. Healthcare Instagram Post Example

Inspire audiences to get fit and healthy with healthcare Instagram posts. Don't forget to add pictures, tips, and other wellness elements to your post here.



Source

6. Travel Instagram Post Design

Talk about your best travel experience, share travel packages/discounts, and other travel-related data with impressive visuals to your [travel Instagram post](#) design. The goal is to make sure your post engages audiences to travel as well.



TED'S TRAVEL AGENCY

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YOUR
FIRST
FLIGHT!**

For more information, contact
us at 806-592-1652
info@tedstravelagency.com

7. Inspirational Quote Instagram Post Design

Want to share creative content using inspirational quotes from your favorite movie, book, or any other source? Use artistic [quote Instagram post](#) designs for this matter.

Today's Inspirational Quote

**"Always learn
to appreciate
yourself."**



8. Real Estate Instagram Post Example

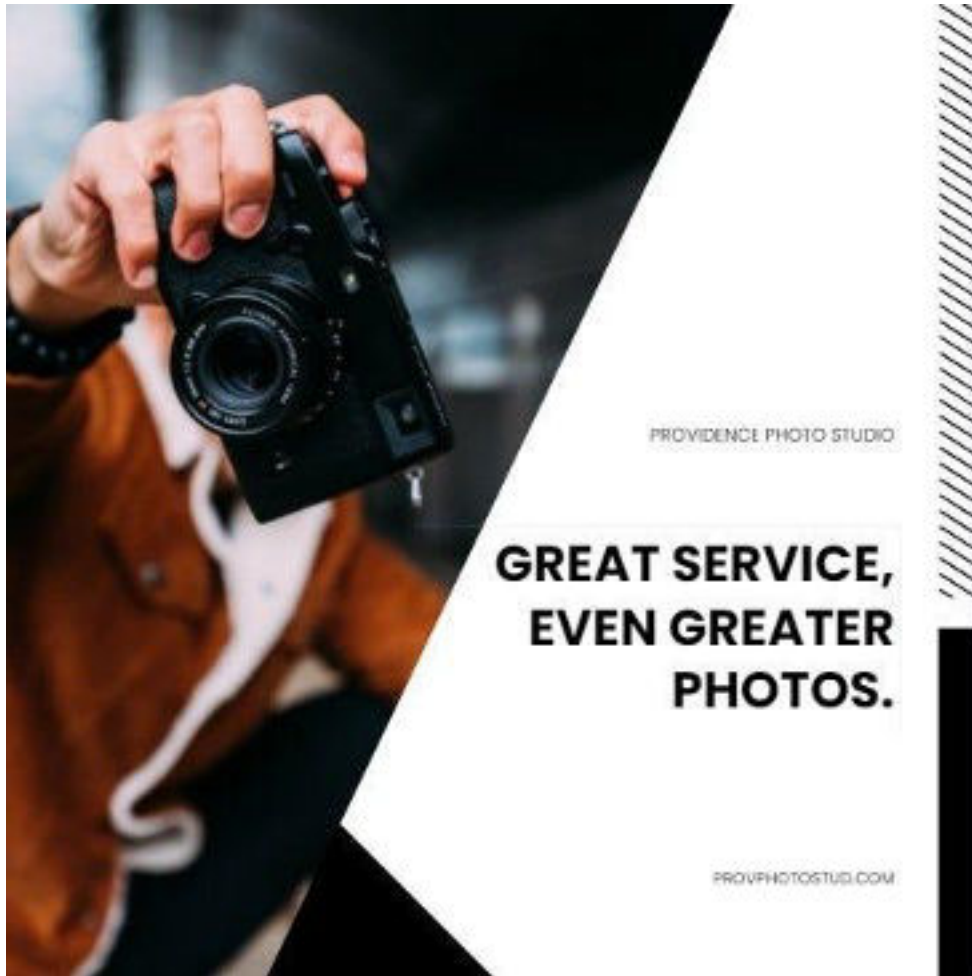
Start promoting your real estate business or professional service on Instagram with a professional motif to fit very well to the theme.



Source

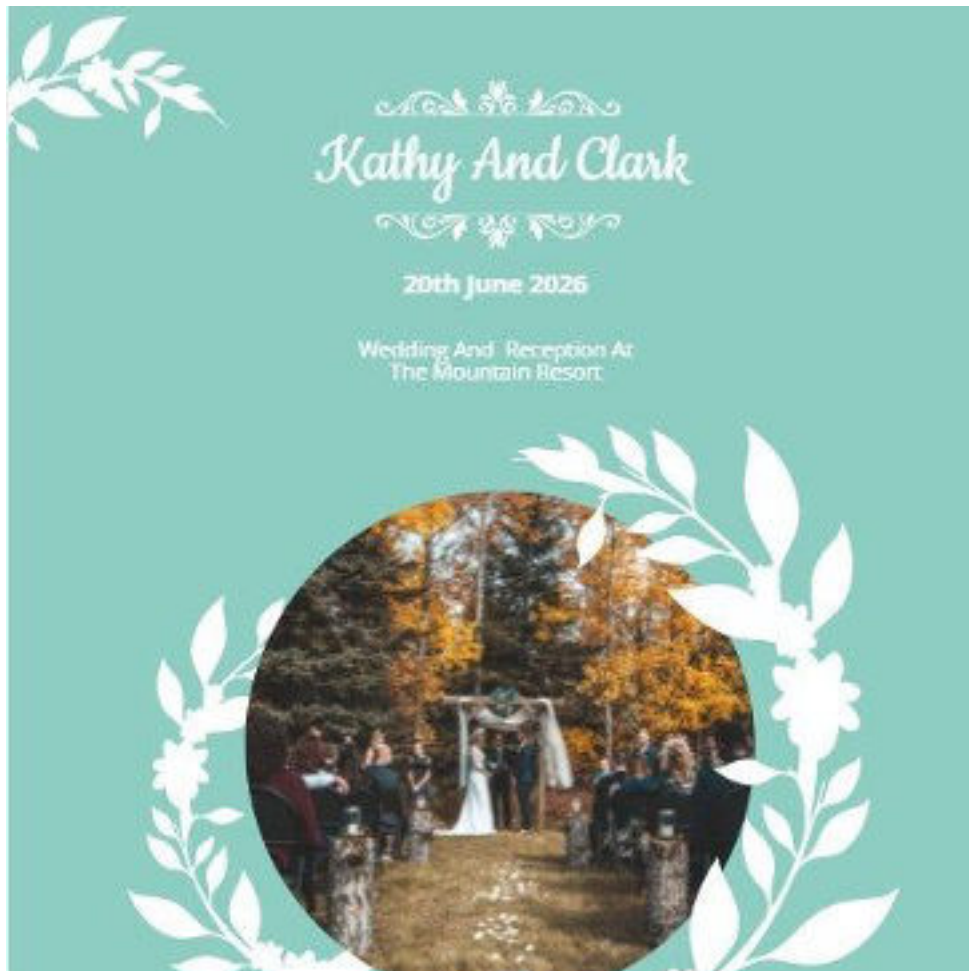
9. Photography Studio Instagram Post Design

What better way to promote your photography studio than to take advantage of Instagram's users that take photography seriously? [Photography Instagram posts](#) are your special opportunity to keep audiences spellbound with your photography skills.



10. Wedding Ceremony Instagram Post Design

Special events such as weddings are ceremonial moments worth discussing on Instagram too. So whether you are promoting a wedding planner business, a beach wedding venue, a wedding catering company, or any other [wedding Instagram post](#), ensure that elements related to weddings are added to the designs you posted.




11. Fitness Motivation Instagram Post Design

Spread awareness on how to stay fit with creative [fitness Instagram posts](#). You can also use this opportunity to sell your fitness products, market your gym studio, or even promote your business as a fitness influencer.



12. Beauty Spa Instagram Post Design

Reenergize and stay hydrated with beauty [spa Instagram posts](#). And these designs should give off soothing and relaxing vibes to make audiences want to dive into the nearest spa center.



**Breath of Life
Day Spa**

Feel more relaxed and beautiful!

Enjoy make-up, nail care, energy therapy,
Asian massages, and more!

4439 Cherry Camp Road, Lombard, IL 60148 www.breathoflifedayspa.com

13. Digital Marketing Instagram Post Design

Dominate online marketing by adapting digital art right into your digital marketing company/agency through a digital [marketing Instagram post](#).



14. Birthday Wishes Instagram Post Design

Celebrate birthdays in the most fun way possible with party-themed [birthday Instagram posts](#). In this example, keep the designs festive to have a fun-filled birthday event.



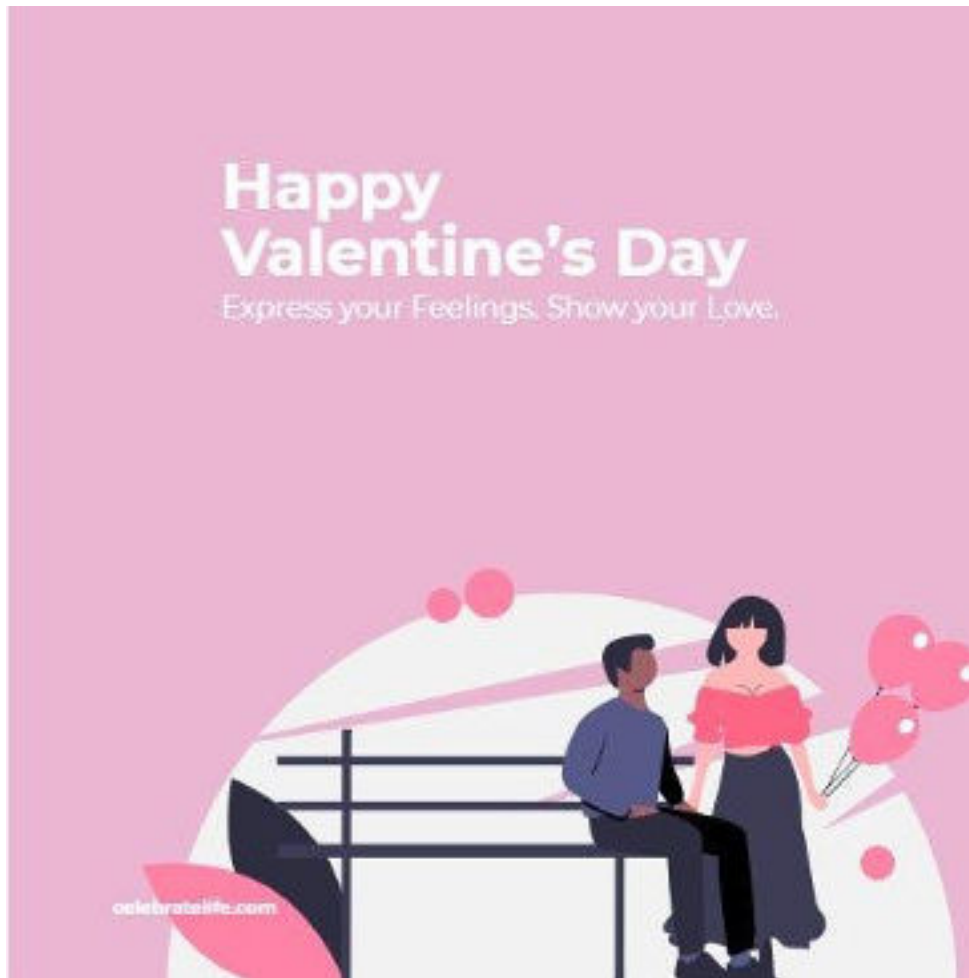
15. Chinese New Year Party Instagram Post Design

Red shades, serpent-like dragons, and luminous lamps dominate on social media during Chinese New Year. So be sure you are on theme with a [Chinese New Year Instagram post](#) as well.



16. Happy Valentine's Day Instagram Post Design

Express love in the most romantic yet stylish way with a [Valentine's Day Instagram post](#). Expect to use heart designs, pink/red shades, and even photos of lovers in your IG posts here.



17. Charity Auction Instagram Post Design

If one person's donation can make a huge difference, how much more when more people add up to donation and charity events? Hence, make a voice with a [charity Instagram post](#) to help meaningful causes.



18. School Admission Instagram Post Design

When schools are about to open, you don't need to hand out posters and flyers in person to advertise. Make use of a [school Instagram post](#) instead where you can invite more enrollees to join the next semester, especially if you are looking for new pupils.



19. Beauty Influencer Instagram Post Design

Instagram is a good platform for influencers to increase their followers. And whether you are a fashion, travel, food, game, or beauty influencer, make sure your [influencer Instagram post](#) design blends well with your purpose.



20. Online Learning Class Instagram Post Example

Online classes are just as popular as classes taken in person. So if you are opening an online class, an effective IG post can be your next ticket to gather as many students as you can manage.

English zoom
ONLINE LEARNING CLASS

YOUTH AGES 15-17
NEW NORMAL LEARNING TECHNIQUE

with **TEACHER JAYNAB**
Certified position from ...

\$30 PER MONTH ONLY

**EVERY MONDAY AND THURSDAY
8-10PM**

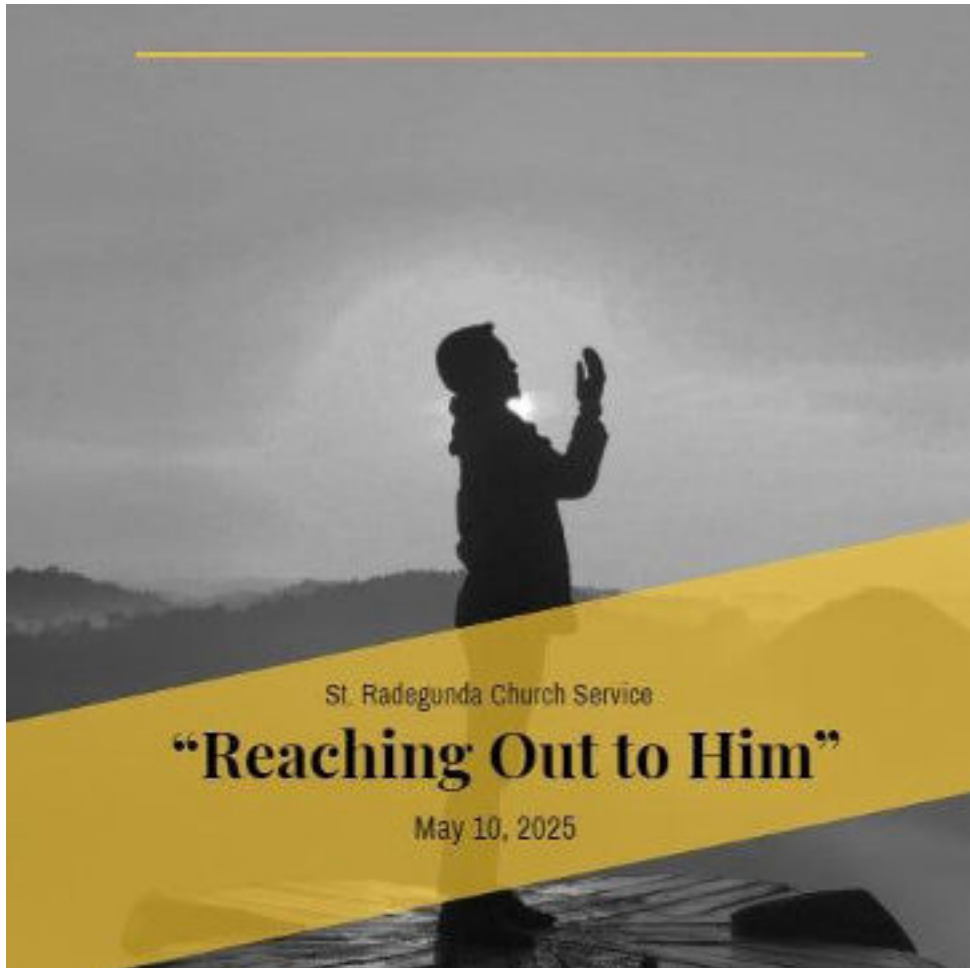
TYPE "JOIN ENGLISH CLASS" TO 016-6031661

Made with PosterMyWall.com

[Source](#)

21. Church Service Instagram Post Design

When you talk about a bible study, church fundraiser, and any other church service content, you should work on solemn designs for your [church Instagram post](#).



22. Music Production Instagram Post Design

Instagram is more than just video/photo sharing, it is a great platform for music talents and production companies as well. Hence, [music Instagram posts](#) deserve effort in the design as well.



23. Construction Company Instagram Post Design

A visually pleasing IG post that promotes your construction business can work well with well-designed [construction Instagram posts](#). Don't forget to bring your company's identity where people can easily tell that you are running a construction company in a post.



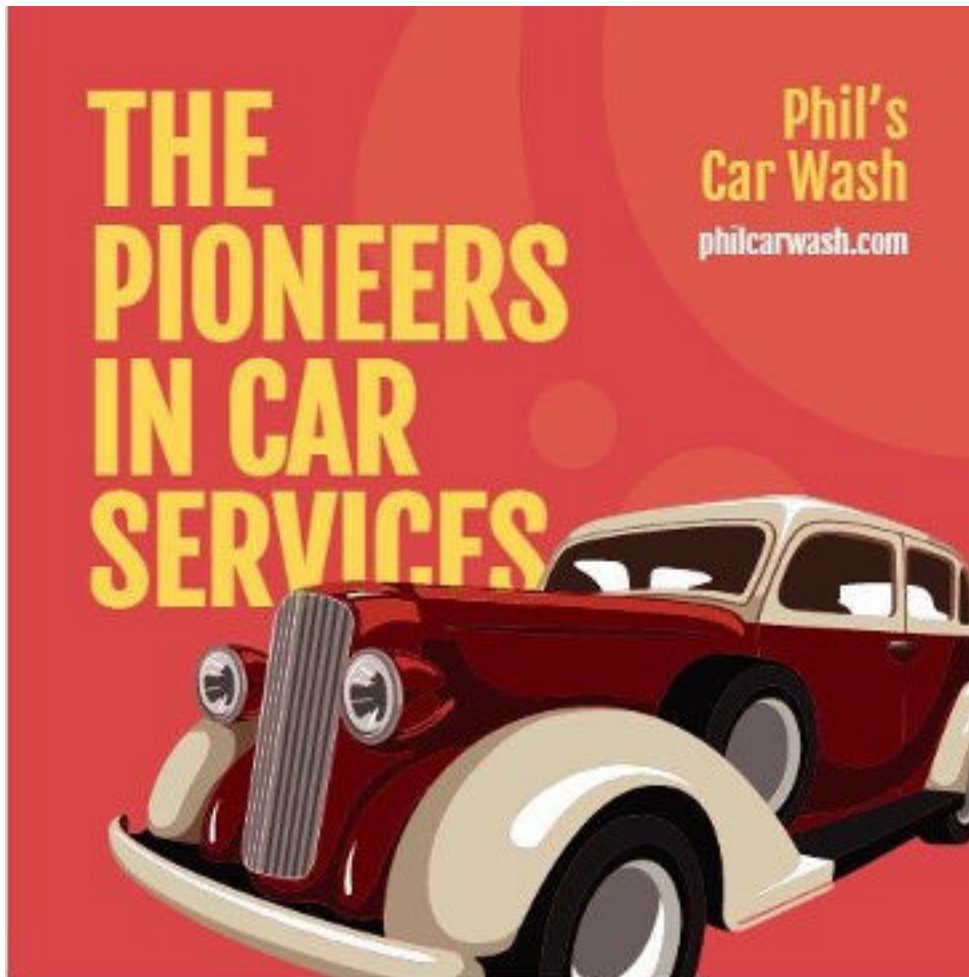
24. Restaurant Food Instagram Post Design

Tease your audiences with the best photos of your restaurant food in an enticing [food Instagram post](#). Hence, make each food as appealing as possible.



25. Vintage Car Wash Instagram Post Design

A car washing business doesn't have to be boring. Try using classic motifs to pique nostalgia into your IG post instead with a vintage [car wash Instagram post](#).



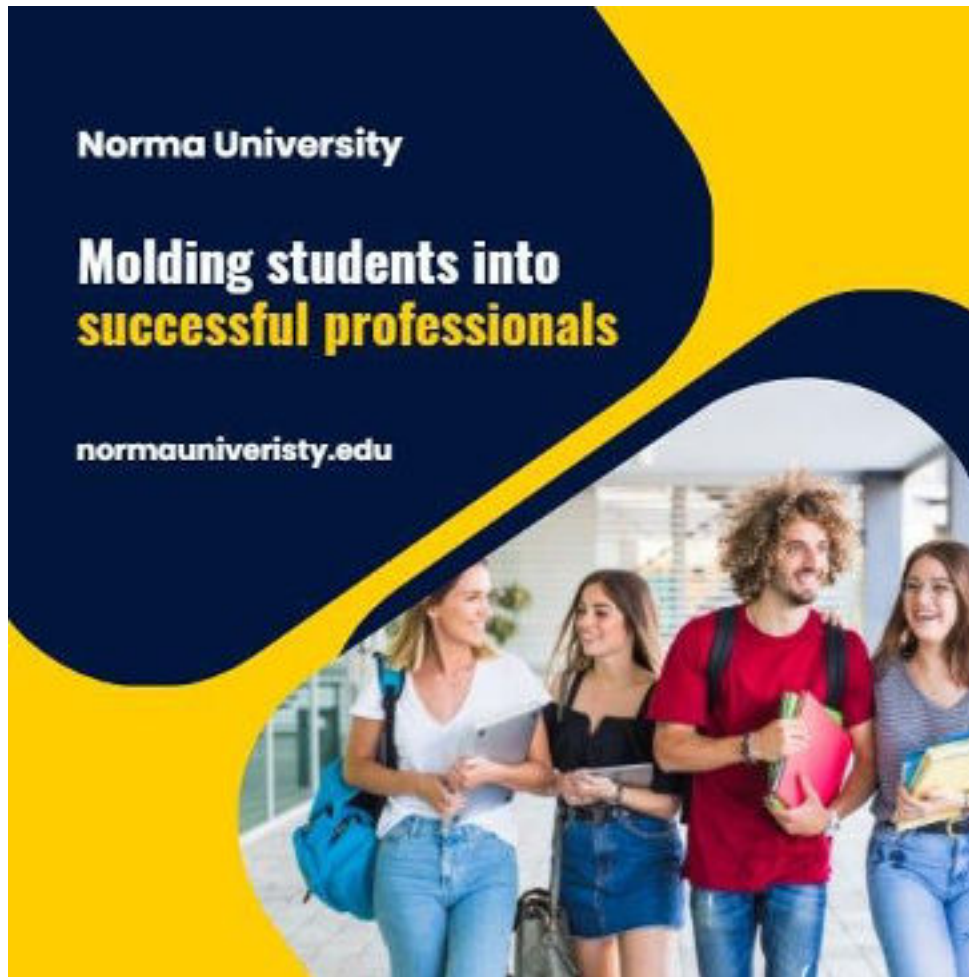
26. Simple Lawn Care Instagram Post Design

Attract new clients with a simple yet chic design towards your professional lawn care business. And you can do that with a well-thought-out [lawn care Instagram post](#).



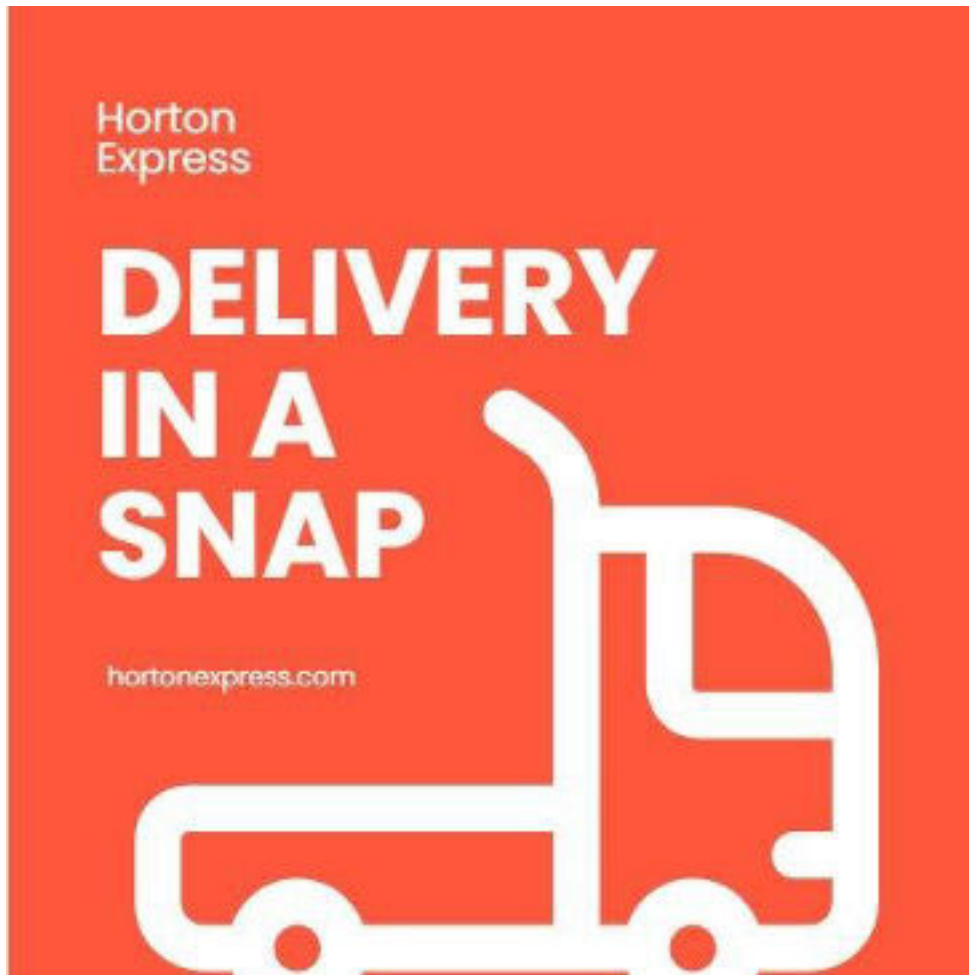
27. University Advertisement Instagram Post Design

Help your university reach audiences with upcoming enrolments, scholarships, and other advertisements with a stylized [university Instagram post](#).



28. Delivery Service Instagram Post Design

Your delivery business may need some upgrades with artistic delivery service IG posts. You can try using colors that match your business logo or any other [delivery Instagram post](#) that fits well with your message's intention.



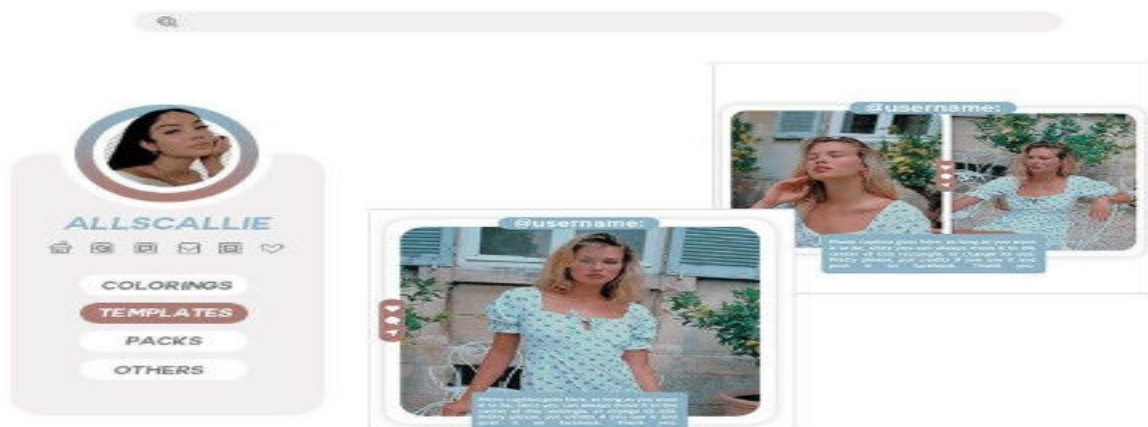
29. Simple Cafe Instagram Post Design

Got a cafe business to run? Try a minimalist or simple [cafe Instagram post](#) that can give your business some light in the industry.



30. Artsy Instagram Post Example

Sometimes, all you need is more art. Be artsy in the process of making your IG post may you get inspiration from Y2K aesthetics, vintage vibes, or even soft pastels.



Source

31. Bake Sale Instagram Post Design

Got some pastries and products to promote or a whole bake sale to run? Cute [bakery Instagram posts](#) might just be what you need.



32. Hotel Offers Instagram Post Design

Besides promoting the comfort of your hotel in fancy pictures, you can also get customers when you get special deals and offers to share for them. Thus, spread the offers and announcements through a [hotel Instagram post](#).



33. Modern Music App Promotion Instagram Post Design

If classic designs make you uninspired, maybe you need modern and new motifs to promote. Hence, [modern Instagram posts](#), like a modernized music app promotion IG post, will help you dominate online too.



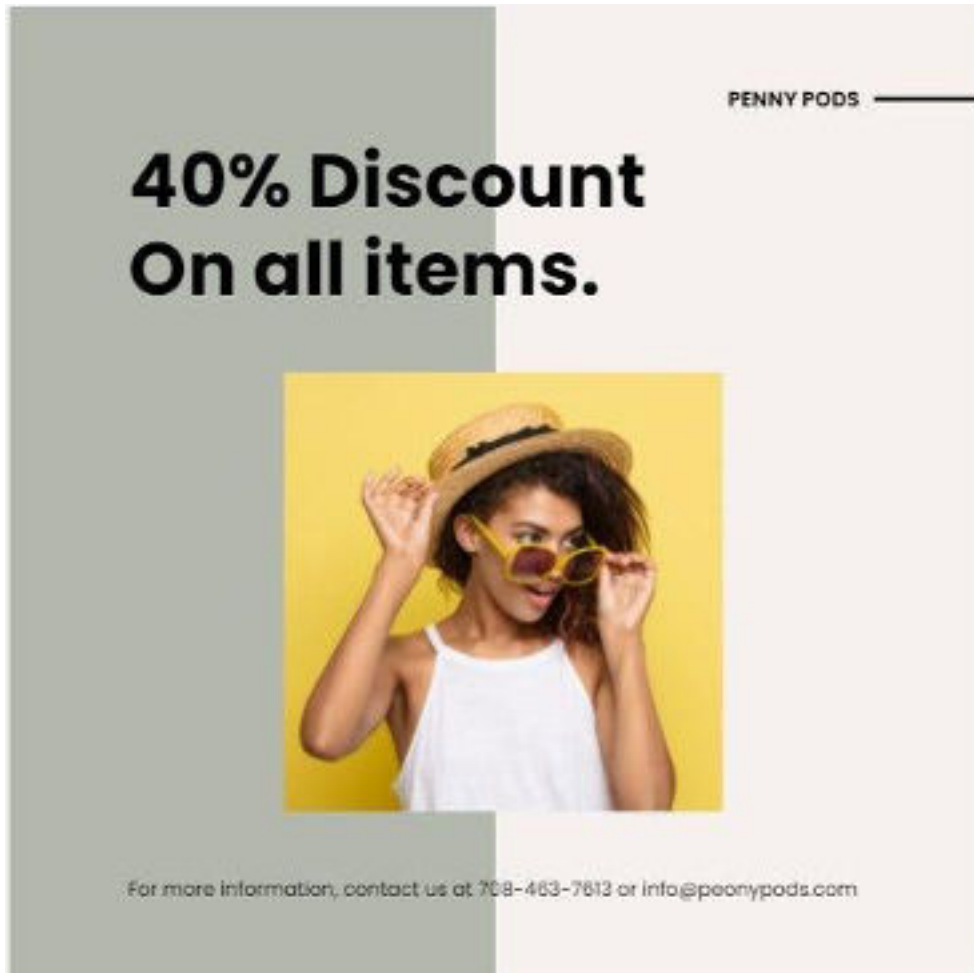
34. Small Business Consulting Instagram Post Design

A striving small business consulting service may transform into a bigger company eventually. And it could very well happen after an impressive [consulting Instagram post](#).



35. Trendy Fashion Sale Instagram Post Design

Keep up with trends as what's cool on Instagram can change too quickly. For example, what used to be a trendy [fashion Instagram post](#) won't be the same a few days after. The same goes for how quick fashion sales last.



PENNY PODS

**40% Discount
On all items.**

For more information, contact us at 708-463-7613 or info@peonypods.com

The image is a vertical Instagram post design. It features a split background: a grey vertical bar on the left and a light beige background on the right. In the top right corner, the brand name "PENNY PODS" is written in a small, black, sans-serif font, followed by a horizontal line. The main text, "40% Discount On all items.", is positioned in the upper left quadrant, with "40% Discount" in a large, bold, black font and "On all items." in a slightly smaller, bold, black font. Below the text is a square photograph of a woman with dark hair, wearing a white tank top, a straw hat, and yellow sunglasses, posing against a bright yellow background. At the bottom of the post, centered across the split background, is the contact information: "For more information, contact us at 708-463-7613 or info@peonypods.com".

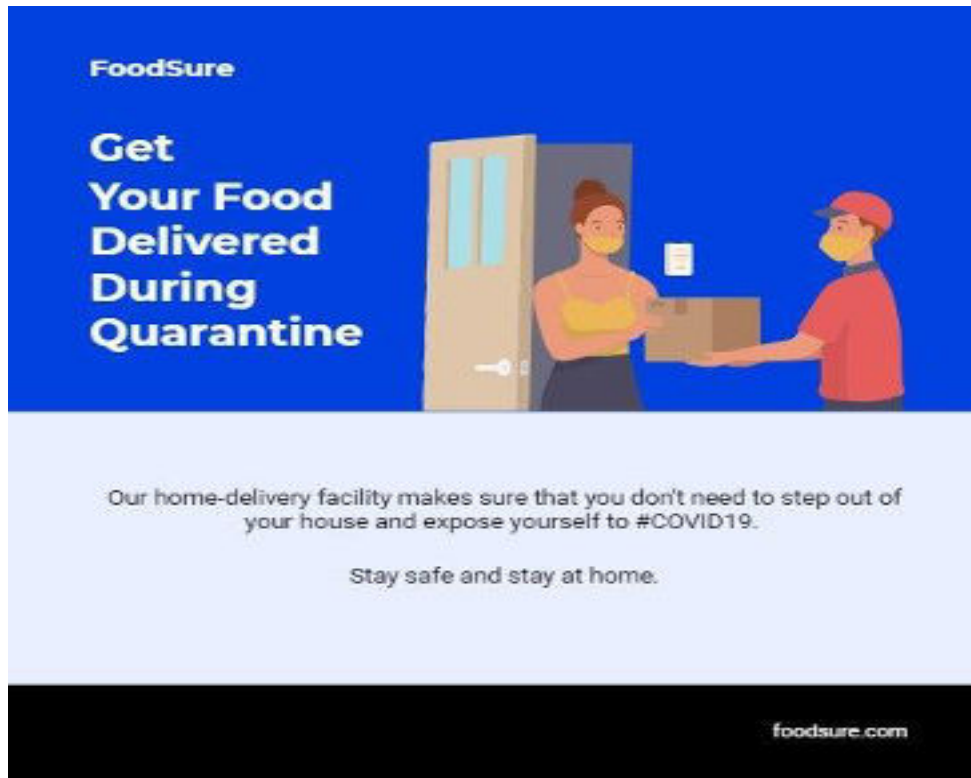
36. Contest Announcement Instagram Post Design

Make some noise about a contest announcement to invite more participants to join. And that is why there are many [contest Instagram posts](#) out there too.



37. Coronavirus COVID-19 Instagram Post Design

Spread awareness about the risks and other concerns about [COVID-19 Instagram posts](#) to help save lives.



38. Adventure Camp Instagram Post Design

Encourage everyone to go out and hike on adventure camps with engaging [camping Instagram posts](#).



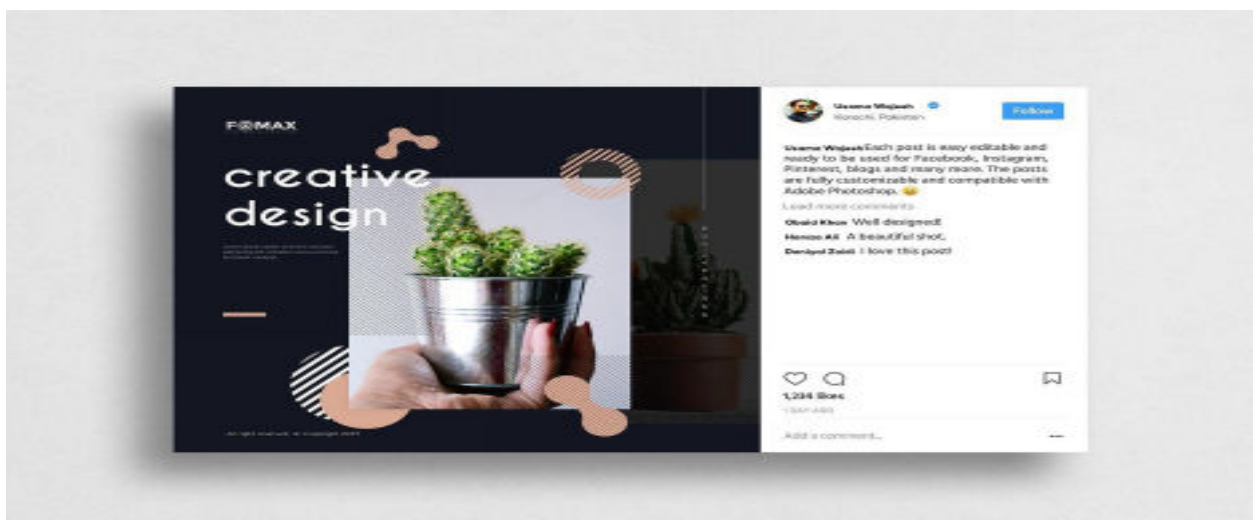
39. Catering Company Instagram Post Design

Time to give some spotlight to your catering business with professionally made [catering Instagram posts](#).



40. Creative Instagram Post Example

Be as creative as possible, like a multipurpose post where you can post not only on Instagram but also on Facebook and other social media sites.



[Source](#)

41. White and Yellow Instagram Post Example

Have you tried playing with two different colors for an Instagram post's design? Experiment with different combinations like a white and yellow combo.



[Source](#)

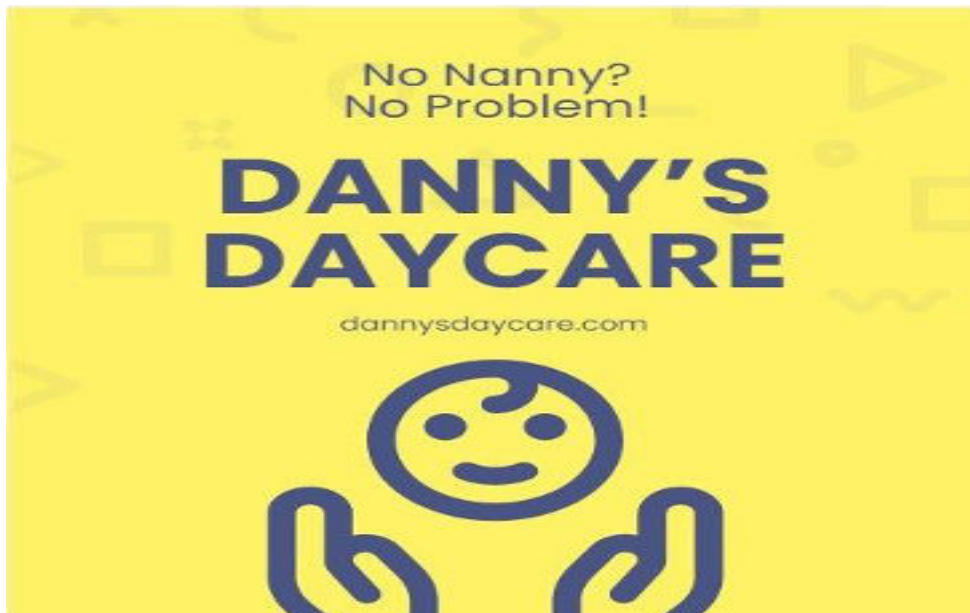
42. Night Club Party Instagram Post Design

Invite all the party peeps by announcing your upcoming night club parties through visual [club Instagram posts](#).



43. Daycare Services Instagram Post Design

Child-friendly elements to an Instagram post are certainly welcome when you create [daycare Instagram posts](#) and other services involving the kids.



44. Rustic Save-the-Date Instagram Post Design

If an Instagram post's important detail lies in the schedule of an event or program, then make use of a [save-the-date Instagram post](#) so people won't forget those significant numbers or dates.



45. Classy Instagram Post Example

It's easy to buy things but difficult to buy in class. So be sure to implement classy elements to your IG post's motif too.



Source

46. Yoga Training Instagram Post Design

Encourage more people to fitness and wellness training sessions with sleek [yoga Instagram posts](#).



47. Pet Shop Instagram Post Design

Many pet lovers on social media are just waiting to adopt a furry animal. And your [pet Instagram post](#) involving a pet shop can help you win customers.



48. Sports Event Instagram Post Design

Create smooth [sports Instagram posts](#) may they be related to sports day, sports equipment, sports tournament, and other sport-driven events.



49. Talent Show Audition Instagram Post Design

Instead of only limiting contestants in your local area, how about creating a talent show where a wide range of contestants from other places can audition for your talent show? Ensure to implement striking [audition Instagram posts](#) to entice more people into joining.



50. Holiday Travel Instagram Post Design

Don't let people stay undecided on where to go during the next holidays but rather send them ideas on the best travel destinations into your [holiday Instagram posts](#).



INSTAGRAM POST FORMAT

In case you are wondering what the crucial elements to make a solid and effective Instagram post are, ensure that you observe this format into your next IG post:

1. Image/Video

Instagram is basically known as an image/video social media platform. So make sure your IG post has great visuals in photography and videography to promote your subject effectively.

2. Filter

Instagram filters exist for a reason, and they are there to beautify and enhance your photos and posts however you want. Find the best filters that promote your post even more rather than a basic IG post.

3. Caption

Simply posting pictures and videos on IG without further explanation may confuse audiences. Hence, add some captions as these are where you write further descriptions, additional instructions, and other helpful content.

4. Location

Where is an upcoming event happening? Or perhaps, where is the place in the photo you posted located? Venue-related concerns should be answered if highlighted.

5. Tagged People/Products

Most audiences would want to know who the people in a photo or post are. The same goes for what products or subjects are being promoted there. Hence, tag the right people or business name for that matter.

6. Timing

Posting on Instagram is a matter of timing too. For example, you might want to post at a time where Instagram has a huge traffic of users rather than at times where only a few people are online to see the post. Thus, set a proper schedule.

7. Hashtags

One way of marketing through Instagram is to use the appropriate hashtags. You may create new and unique hashtags or use an existing one that is relevant to your post to manage this element well.

FAQs

Who created Instagram?

Instagram was co-founded by Kevin Systrom. And he was the CEO for eight years until he left the business around September 2018 for another dream project.

When is the right time to post on Instagram?

It is said that the best time to make Instagram posts is around 10 AM to 3 PM. Specifically, post around 11 AM on Wednesdays and about 10–11 AM on Fridays.

What should you not post on Instagram?

As much as possible, you shouldn't post about insensitive content. Don't use hard-to-find hashtags and usernames as well as it would be challenging to be in favor of SEO. Also, avoid setting a private profile if you wish to promote your posts to a wider audience. Overused hashtags are a no-no. And most importantly, avoid stealing anyone's content as you would be reported.

What is the average length of Instagram captions?

Instagram captions for your IG posts should be around 138–150 characters only. Thus, keep it brief and straightforward to deliver your message instantly.

What are examples of good posts for Instagram?

Good IG posts will depend on your creativity. Examples include making IG challenges, adding product teasers, sharing inspirational stories, posting instructional videos, running a flash sale, and inserting creative photography.