REELS AND TIKTOK SAFE ZONES

Lay the Instagram Reels, Story and TikTok interface over your video or cover and see if your text or call to action gets covered. Download a free overlay template.

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WHAT IS THE SAFE ZONE ON INSTAGRAM REELS AND TIKTOK?

It is the part of a 9:16 video that no app interface covers. On Reels and TikTok the username, caption, sound line and the like, comment and share buttons sit over the bottom and right of the frame, and a header sits at the top. The checker lays that interface over your own frame, shades the bands to avoid and tells you if your call to action is covered.

BANDS EACH APP USUALLY COVERS

App	Top	Bottom	Right buttons
Instagram Reels	14% · 269 px	35% · 672 px	17% · 184 px
Instagram Story	14% · 269 px	20% · 384 px	None
TikTok	11% · 211 px	26% · 499 px	16% · 173 px

Neither Meta nor TikTok publishes one fixed figure for organic posts. These are cautious guides on a 1080 × 1920 frame; check one test post on your phone.

BEFORE YOU POST A REEL

- [ ] Keep the call to action between the top seventh and the bottom third of the frame.
- [ ] Keep it away from the right edge, where the like, comment and share buttons stand.
- [ ] Put faces and product details in the same middle band.
- [ ] Show the keyword on screen and say it out loud: some people watch muted, some listen.

USING THE OVERLAY TEMPLATE

Import
Add the template PNG as the top layer of a 1080 × 1920 timeline in CapCut, Premiere or Canva.

Lock
Lower its opacity, lock the layer and edit underneath it.

Hide
Turn the layer off before you export, so the bands do not end up in the video.

USE THE FREE SAFE ZONE CHECKER

1. **Choose a video or an image.** A video opens at its first frame; slide to the moment you want to check.
2. **Pick the app.** Instagram Reels, Instagram Story or TikTok, with the app interface, the shaded bands or both.
3. **Place your call to action.** Type it, move it up or down and see at once whether it stays clear. Download the template for your editor.

QUESTIONS PEOPLE ASK

Where should text go on a reel?

In the middle of the frame, roughly between the top seventh and the bottom third, and away from the right edge where the buttons stand. That band stays clear in the Reels and TikTok players.

Are these the official safe zones?

Neither Meta nor TikTok publishes one fixed figure for organic posts, and layouts shift between app versions. The bands are cautious guides measured from where the interface usually sits, so check one test post on your phone.

How do I use the template in CapCut or Premiere?

Download the template PNG, import it as the top layer over your 1080 by 1920 timeline, lower its opacity and lock it. Keep text and faces out of the red bands, then hide the layer before you export.

DO IT IN SECONDS, FREE

Free in your ChatinFlow account: the Safe Zone Checker, every other free tool and the automations that answer your DMs.

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