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FREE GUIDE

Instagram Edits for Mac: the Mac check, the install steps and the workflow

A one-page checklist: is your Mac eligible, how to install Edits, a six step workflow for a creator or a small business, and the honest limits from the full guide.

WHAT THIS ADDS

Most launch posts repeat the press release. This guide separates what Instagram's own desktop page says (opened November 6, 2026) from what 9to5Mac and The Next Web report, says plainly that the app was not installed for this guide, and adds the part a business cares about: a workflow that removes the file juggling between phone and desk.

How to get it (three steps)

1. **Check your Mac.** The page's FAQ says you need a Mac with Apple silicon (M1 or later). Intel Macs are not listed, and the FAQ says Edits on desktop is only available on macOS, so there is no Windows version.
2. **Download it.** Go to edits.instagram.com/desktop and click *Get Edits for Mac*. It downloads a disk image (the file seen on November 6 was version 454.0.0.38.112).
3. **Sign in with Instagram.** The FAQ says an Instagram account is required: signing in keeps your projects with you and lets you share without leaving the app.

The FAQ also says, in plain words, that Edits on desktop is free to download and that exported videos have no watermark.

A workflow for a creator or a small business

1. Shoot on the phone, like you do now.
2. Move the clips to the Mac and build the cut on the multi-track timeline, where you can see the waveform and cut on the beat.
3. Add the automatic captions, then fix names, prices and product words by hand. Automatic captions get names wrong.
4. Export two versions: a vertical one for Reels and a horizontal one for YouTube. The page says it creates in multiple aspect ratios and exports in 4K.
5. Publish the vertical one to Instagram straight from the Mac.
6. Keep the project on the Mac. 9to5Mac reports that cross-device editing is still in development, so right now a project lives where you started it.

Why it matters for a business: the biggest cost of video is not the camera. It is the hour spent moving files between devices and the hour spent redoing captions. A free editor that posts from the desk removes both. The licensed audio library on the page is Instagram's own, so the music you pick on the desktop is the music that is cleared for a reel.

Honest limits

- The app was not installed for this guide, so there is no report on speed, stability or how good the automatic captions are.
- Apple silicon only (M1 or later), and macOS only. No Intel Macs on the list, no Windows.
- Editing the same project on phone and Mac is reported as still in development.
- The MCP and AI agent feature is reported, not on Instagram's desktop page as of November 6, 2026.
- It launched on November 5, 2026, and weekly updates are promised, so what you see next month may differ from this guide.

What it costs

Item	Price shown
Edits for Mac	Free to download on macOS (Instagram's desktop page)
Edits for iPhone	Free, with in-app purchases listed on the App Store
A Mac with Apple silicon	Not included, and the only real cost

Prices as shown on November 6, 2026, and they can change.

DO THIS

If you already have an M1 Mac or newer and you post reels, install Edits for Mac this week and move one edit from your phone to the desk: watch the waveform, try the captions, and export one horizontal version for YouTube while you are there. If you are on an Intel Mac or on Windows, nothing changes for you yet. If you edit for clients, it is worth an hour, because the client can open the same app on their phone and see what you mean.

What Fynl.io is

One portal a small business runs itself on, instead of five subscriptions that do not talk to each other.

- A CRM and pipeline that shows every lead and where it stopped
- A calendar clients can book straight into
- Quotes, contracts and invoices, with deposits taken up front
- A website and form builder, so the enquiry lands in the same place
- Your Gmail connected, so the whole thread sits on the contact
- Automations for the follow-up you keep forgetting to send

The AI runs on **your own Claude or ChatGPT API key** — no markup on it. No SMS or phone calls yet. $49/month per business, $149 Agency, and we move your contacts over for you.

Fynl.io is for the business behind the content: one portal for your contacts, calendar, quotes, invoices and email, with AI that runs on your own key. Fynl is not a video editor and is not connected to Instagram or Edits.

Sources

- Edits for Desktop (Instagram's own page) — https://edits.instagram.com/desktop/
- 9to5Mac: Instagram launches Edits for Mac (Nov 5, 2026) — https://9to5mac.com/2026/11/05/instagram-launches-edits-for-mac-with-multi-track-video-editing-and-4k-exports/
- The Next Web: Instagram launches free Edits video editor for Mac (Nov 5, 2026) — https://thenextweb.com/news/instagram-launches-free-edits-video-editor-for-mac-with-4k-exports
- Edits on the App Store (iPhone) — https://apps.apple.com/us/app/edits-an-instagram-app/id6738967378