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FREE GUIDE

Instagram Edits for Mac: what the free desktop editor does, how to get it, and an honest workflow for creators and small businesses

Instagram's free video editor, Edits, launched on the Mac on November 5, 2026. What Instagram's own desktop page says it does, the Mac you need, how to install it in three steps, what the press reports that is not on the page yet, and a simple workflow for a creator or a small business. Free PDF checklist, no sign-up.

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.

Why people are searching for this

On November 6, 2026, typing *instagram edits app* into Google autocomplete suggested *for mac*, *desktop* and *for pc*; typing *edits for mac* suggested *download* and *desktop*. Creators have wanted Edits on a bigger screen since the phone app launched in April 2025.

Important: the app was not installed for this guide. Everything below comes from Instagram's own desktop page, opened on November 6, 2026, and from launch coverage dated November 5, 2026. Where a detail is only in the press and not on Instagram's page, it is marked as reported.

What Edits for Mac is

Edits is Instagram's free video editing app for creators, on iPhone and Android since April 2025. On November 5, 2026, Instagram opened a desktop page for it. The headline reads *Create your most ambitious work*, and the page says the desktop app keeps the interface you know from the phone, adds new features, and gives you more room and power for complex editing. It is a real Mac app: you download it, sign in with your Instagram account, and edit on the big screen.

What the desktop page lists

These are the features named on edits.instagram.com/desktop on November 6, 2026.

Area	What the page says
Timeline	Multi-track timeline with keyframes for transitions; audio waveforms for beat-accurate cuts
Color	Color wheels and curves; import your own LUTs
Libraries	Instagram's licensed, royalty-free audio libraries; import your own font files
Captions	Unlimited automatic captions
Formats	Create across multiple aspect ratios
Export	Export in 4K with no watermark
Publishing	Publish directly to Instagram, without downloading and re-uploading

The publishing line is the one that changes a creator's week: until now a desktop edit meant export, AirDrop to the phone, open Instagram, upload. The page says you post from the Mac.

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.

Reported in the press, not on the page

These details appear in launch coverage but could not be confirmed on Instagram's own desktop page on November 6, 2026. Treat them as reported.

- 9to5Mac (November 5): customizable keyboard shortcuts; publishing with tagging, location and trial reels; saved audio and text styles from the phone app already available on desktop; editing the same project across Mac and phone is still in development; Instagram says the desktop app will get weekly updates.
- The Next Web (November 5): turning on the Model Context Protocol (MCP) lets an AI agent handle parts of editing; Matthew Simari, who leads Edits, is cited saying creators can connect the agent they prefer, including Meta's Muse, for example to get a rough cut and finish it by hand. The same article says Instagram told Gulf News more than 50 million creators use the phone app.

If you are buying a Mac for this, do not buy it for the AI part. Buy it for the timeline.

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