

Instagram

Tips for using the visual storytelling platform

Facts

- Instagram launched in October 2010
- 200 million active users monthly
- 60 million photos posted each day
- 1.6 billion likes per day
- 86% of top brands have Instagram accounts
 - o Up from 71% last year

Where does this information come from?

<http://t.co/akCSLdqYYM> this study encompasses:

- 6,075 posts by 80 brands
- 113,030,987 likes
- 1,314,427 comments

Key Findings

- Active brands post at least one photo or video per week. This is a 35 percentage point increase over 2012
- The number of brands with 10,000 followers has grown by 34 year-over-year
- The number of brands with 100,000 follower has grown by 15 year-over-year

Take Away: Brands are joining Instagram at a substantial rate and are dedicating resources to maintaining a brand presence on the network. By doing so, many brands are finding successful ways to grow their audience

BRAND ACTIVITY is being standardized. A year ago, posting frequency seemed to be spread across the board with 18 –20 brands posting in each of the three most common buckets (less than 10 posts, 10–20 posts and 20–30 posts per quarters) this is no longer the case.

Key Findings

- In Q3 2014, monthly posting dropped in both the less than 10 and the 20–30 categories but grew substantially in the 10–20 category
- The number of brands posting at least once daily has more than tripled in the last year, growing to 20 brands in 2014

Take Away: This increasingly standardized posting cadence highlights a more sophisticated and measured approach to the network. Brands recognize what's working and have adjusted tactics accordingly

Comments

Key Findings

- On average, posts by top brands garner 216 comments with 50% of comments being posted in the first 48 hours.
- Top brands have staying power—10% of comments come after 13 days
- High-performing posts (posts with double the average engagement) will peak later, taking more than 13 hours to hit 50% of total comments
- Posts with half the average engagement get 50% of their comments in less than 3 hours

Take Away: High performing content on Instagram has a longer shelf life than average posts. This is an important reason to focus on quality. Instagram users scroll through a single stream of images, even when using the discovery tools and searching specific topics. As a post ages it's important to have content that will catch their eye.

Things to note

- Instagram is a playground for brands with visually-appealing products and a unique style.
- Engagement doesn't drop when longer-captioned posts are shared
 - o Don't be afraid to use the space needed to convey your message so long as it adds to the visual facts of your post, as opposed to detracting from it
- Caption content does effect engagement
 - o On average, posts that include another user handle in the caption net 56% more engagement
 - o 36% of all brand posts include at least one mention, making it a successful tactic
- Posts with a tagged location receive 79% higher engagement