

Instagram Content Performance Study



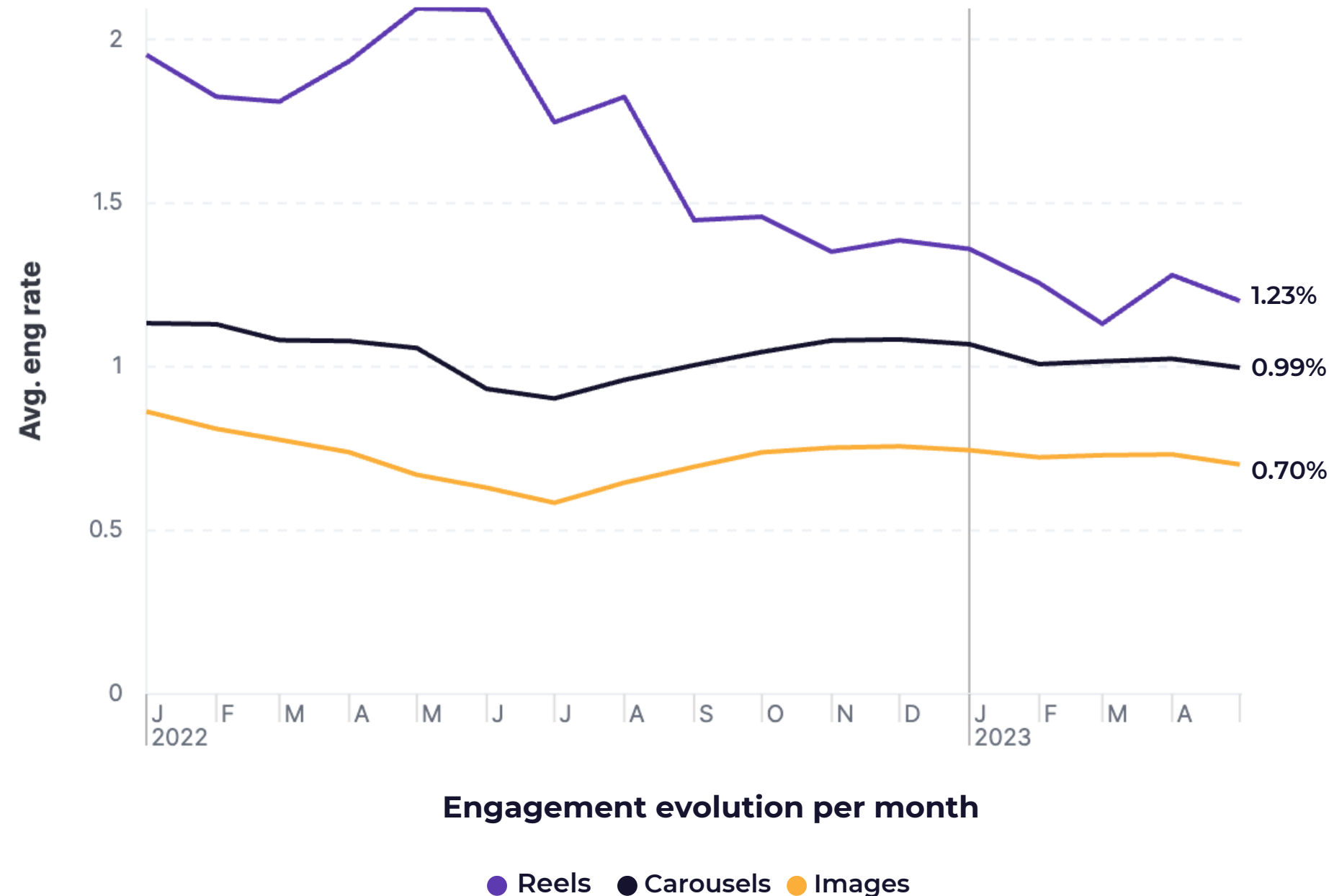
Timeframe: January 2022 - May 2023
Sample: Socialinsider data — worldwide

Instagram content performance statistics and insights

- Instagram Reels have had a 57.4% YoY growth in usage.
- In 2023, Instagram Reels score an average engagement rate of 1.23%.
- While being the most engaging content type on Instagram, Reels' engagement entered a dropping phase.
- Reels generate the highest amount of saves for the smallest profiles.
- Carousels spark the highest number of comments across all profile sizes.
- With a double reach rate than the other post types, virality is more likely to be achieved through Reels.
- Reels have a 2x higher average impression rate compared to the other Instagram content types.



Instagram engagement rate evolution by post type

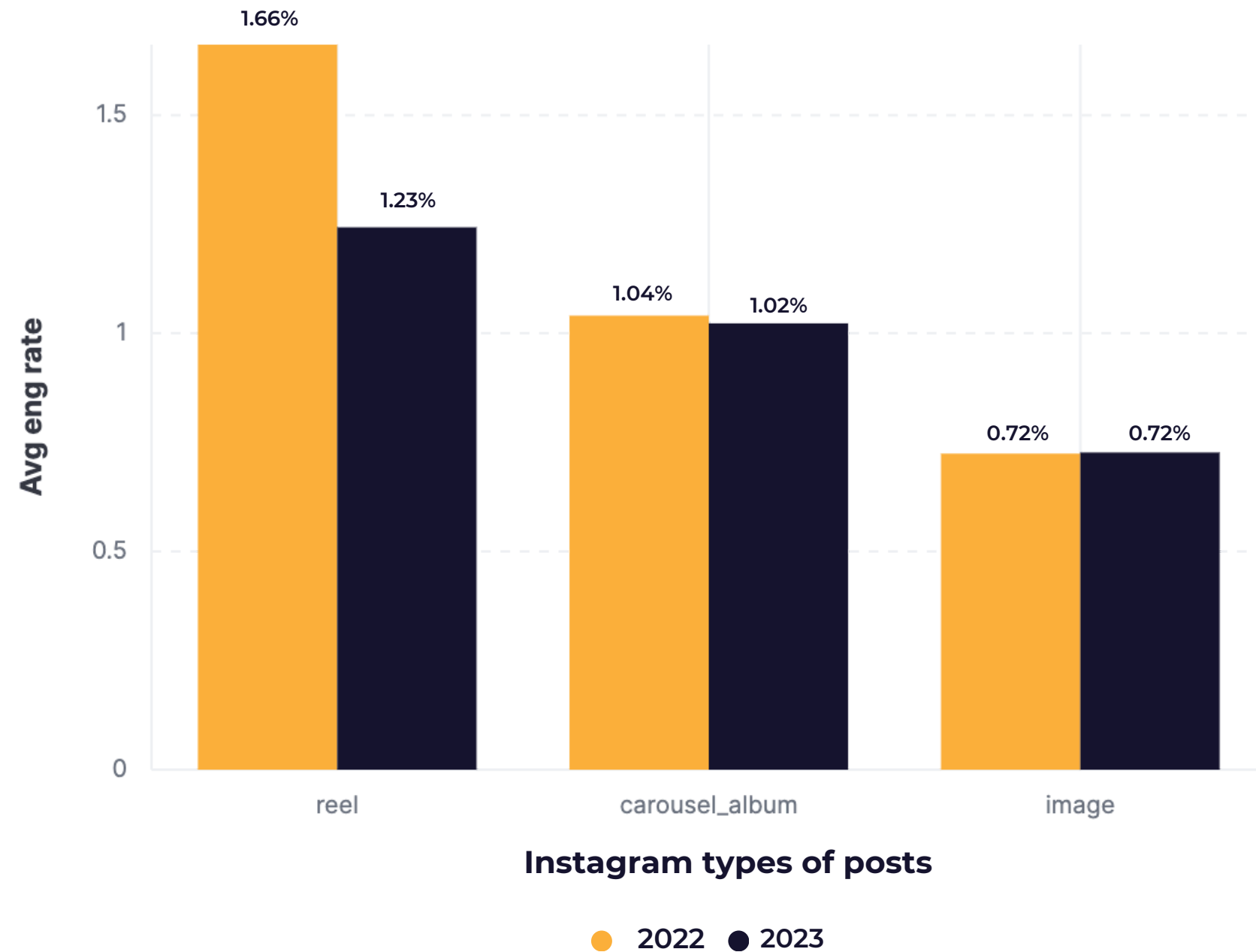


Instagram Reels average engagement rate

1.23%

Instagram Reels have faced a 25% decrease in engagement over 2023.

Instagram engagement rate by post type

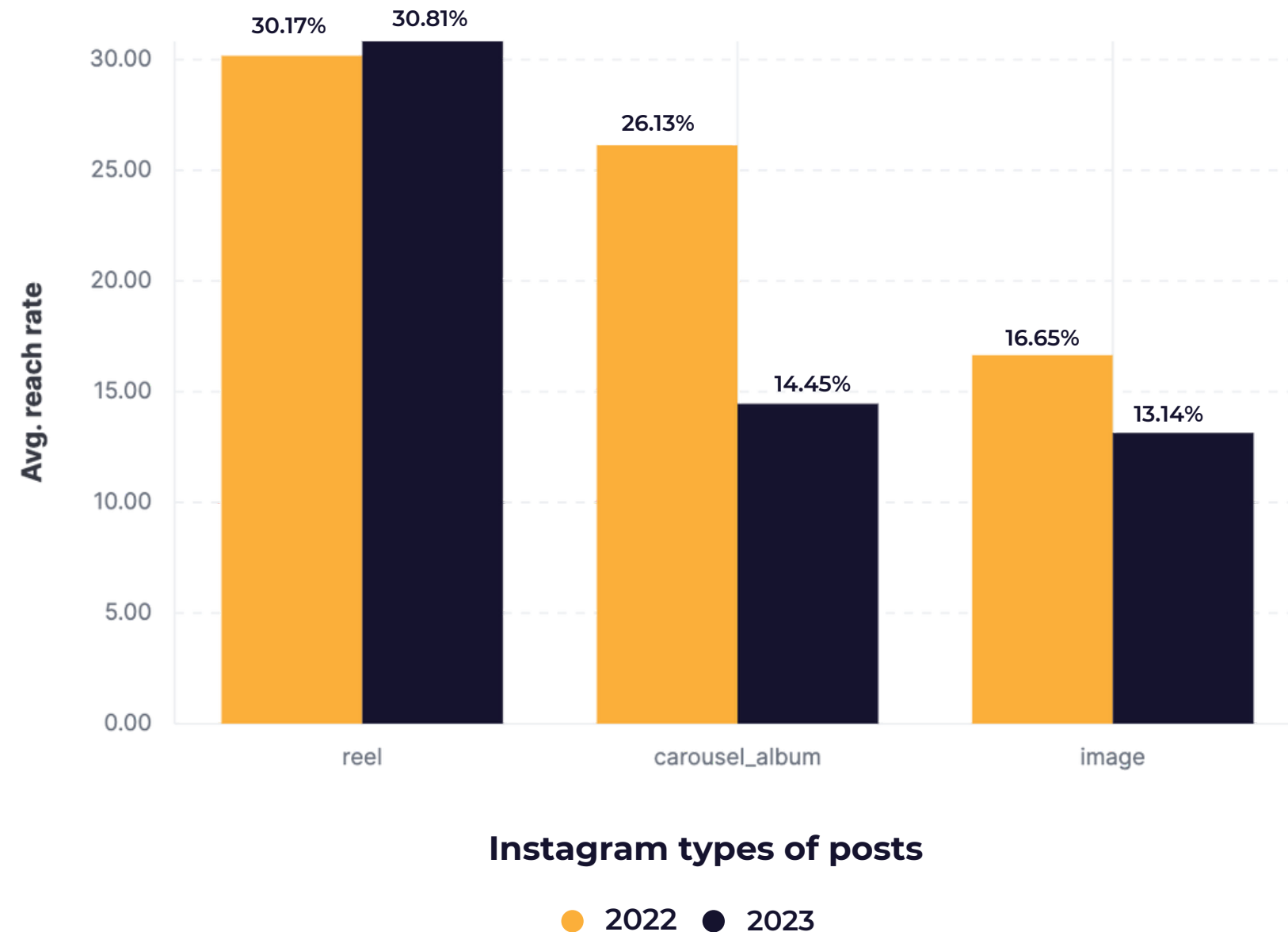


Instagram Reels average engagement rate

1.23%

In 2023, Reels make for the most engaging content type on Instagram.

Instagram reach rate by post type

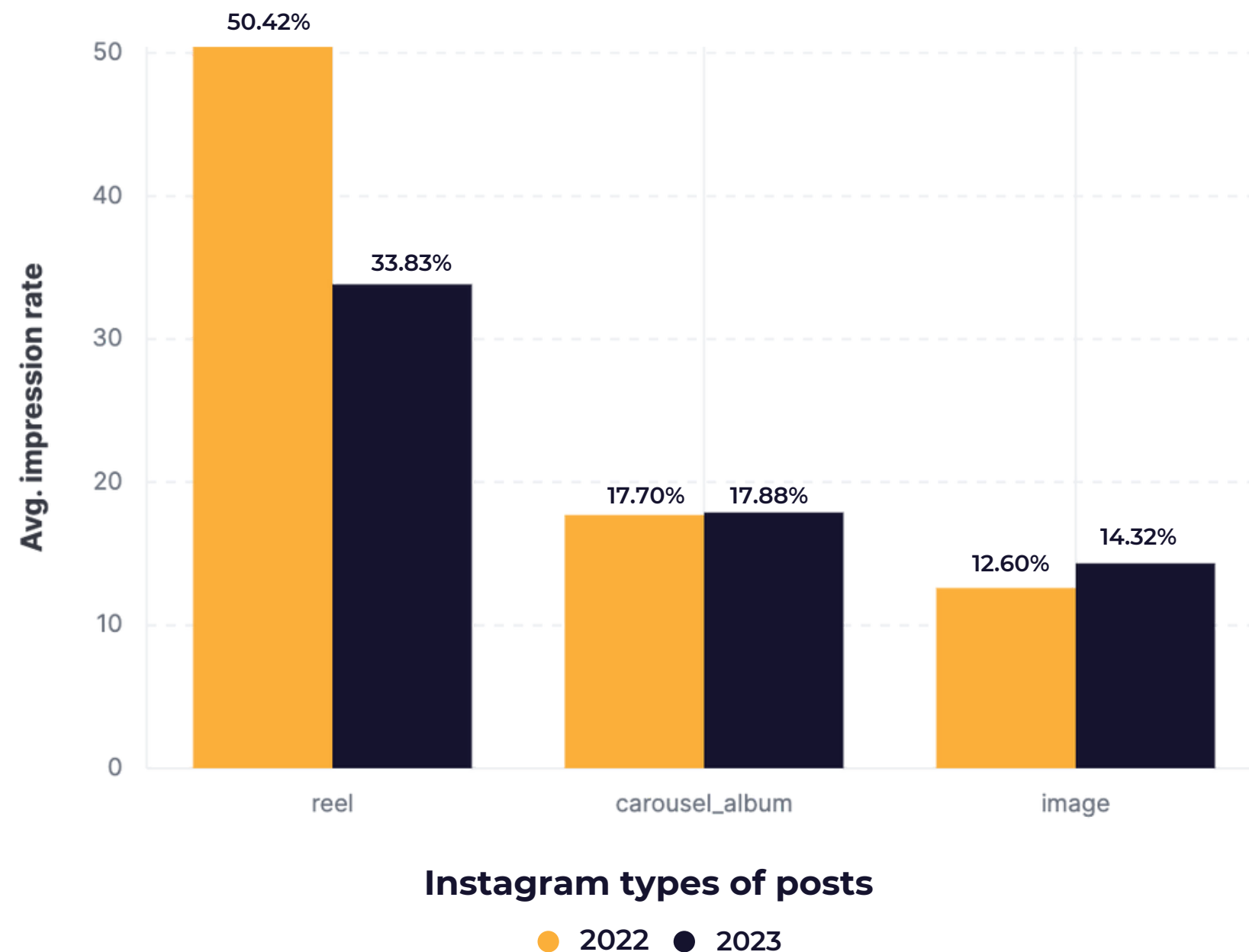


Instagram Reels average reach rate

30.81%

Reels generate 2x more reach than the other types of content on Instagram.

Instagram impression rate by post type

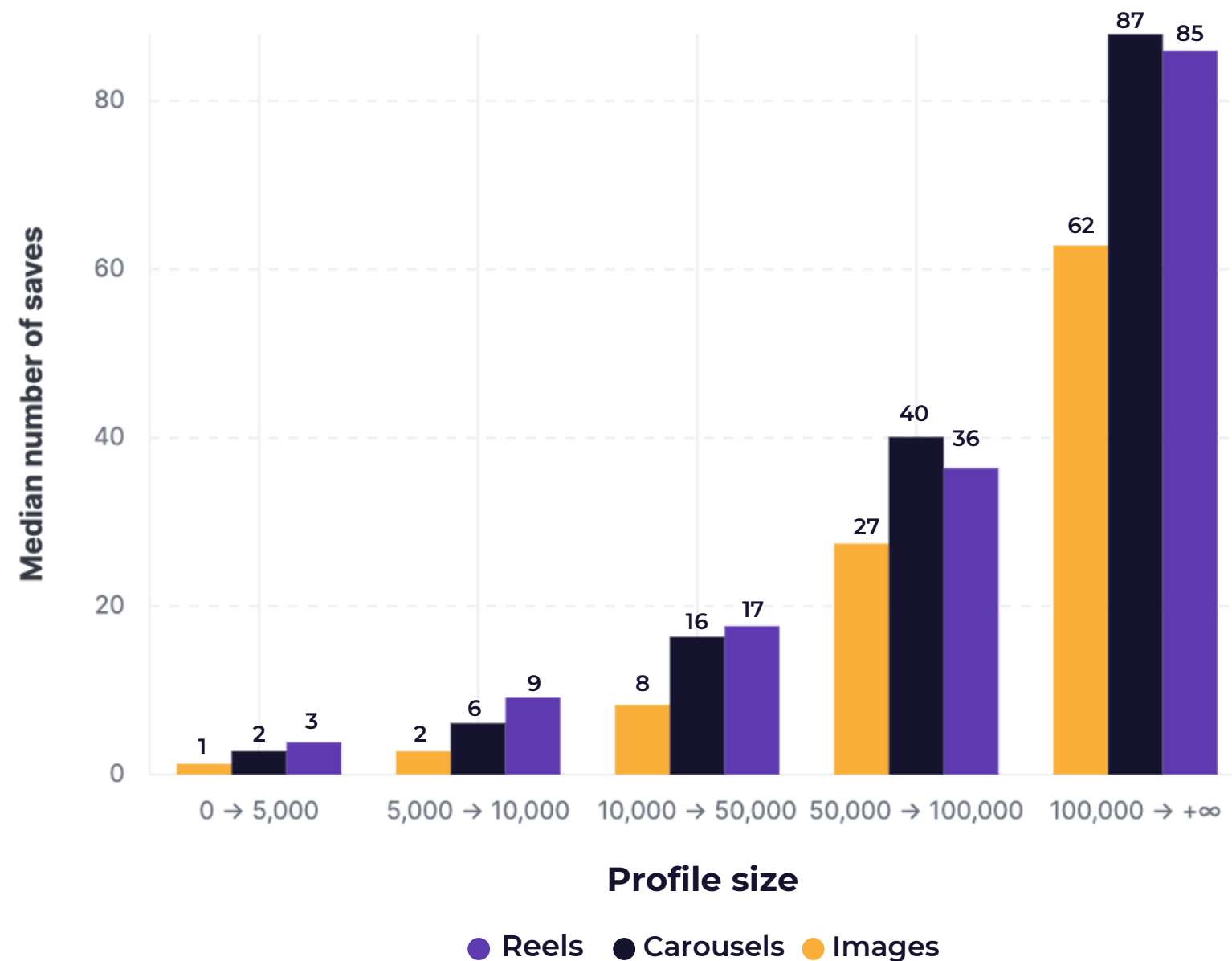


Instagram Reels average impression rate

33.83%

Reels generate 2x more impressions compared to the other Instagram post types.

Instagram's median number of saves by post type

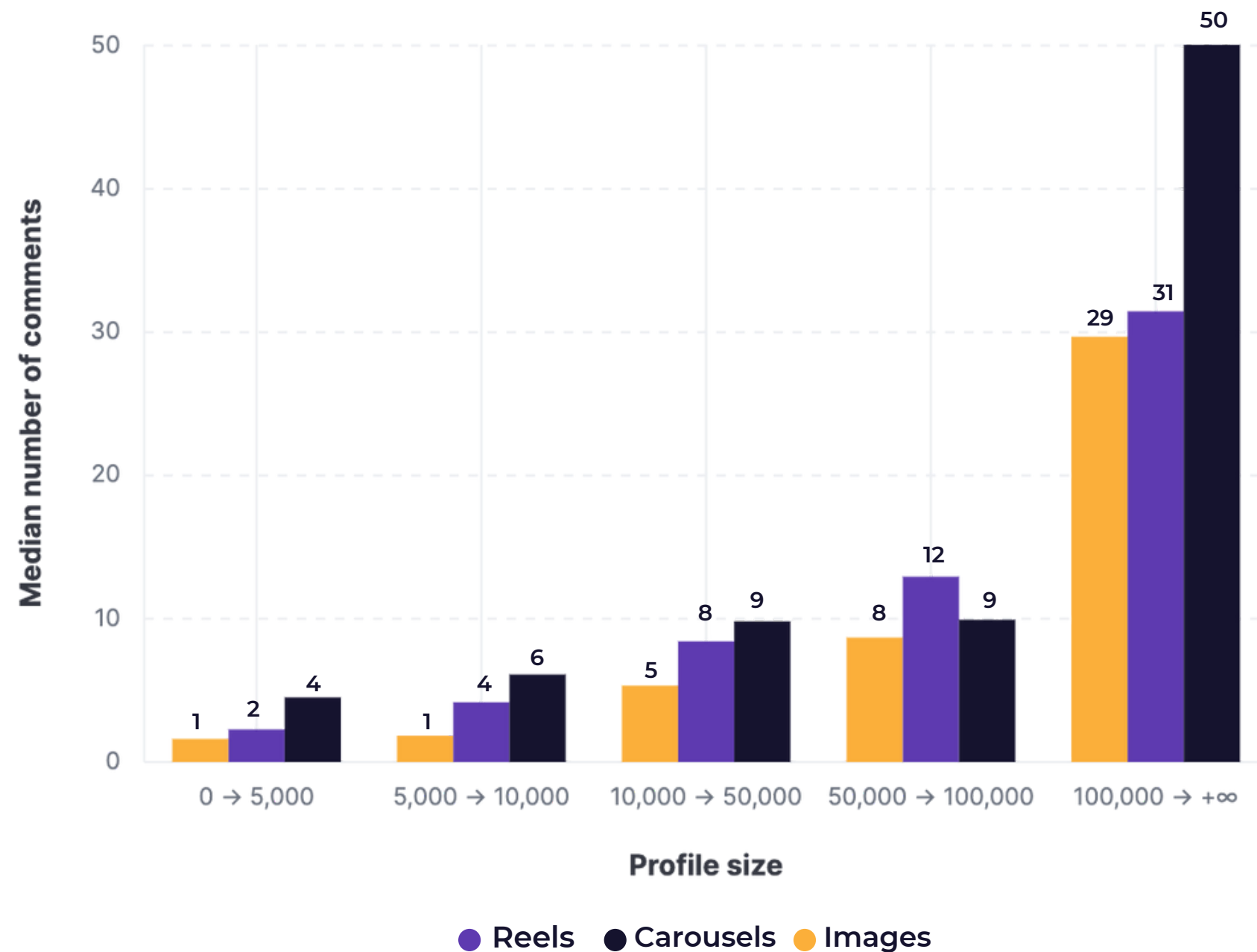


Median number of saves for
Instagram Reels

45

Reels drive the highest amount of saves
for the smallest profiles.

Instagram's median number of comments by post type

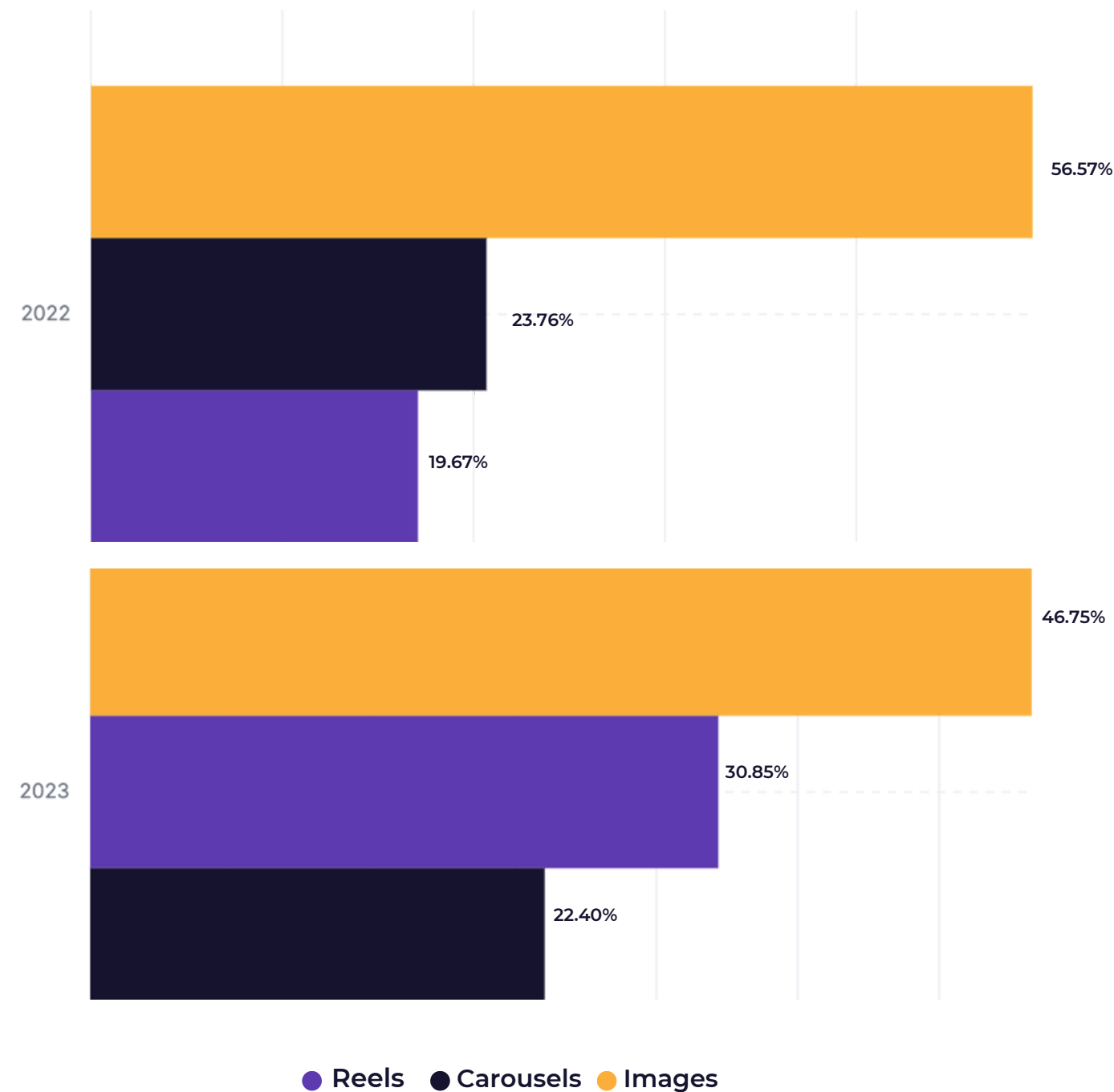


Median number of comments for
Instagram Carousels

20

Carousels generate the highest number of
comments for the smallest and the largest
profiles.

YoY Instagram Reels growth for business pages



Instagram Reels YoY growth

57.4%

In 2023 businesses have increased their Reels usage.

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- ✓ Ready to download social media reports
- ✓ Review the performance of certain social posts

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Methodology

Instagram engagement rate per post (by followers)

The average engagement rate per post (by followers) on **Instagram** is calculated as total engagement (the sum of likes and comments) of the posts published within an established timeframe divided by the total number of followers that a profile has. The result is then multiplied by 100.

Instagram reach rate

The average **Instagram reach rate** represents the percentage of unique people that have seen a profile's posts. It is calculated by dividing the total reach of a post by the total number of followers and multiplied by 100.


Median number of saves/comments

Midpoint values for the comments and saves generated by a post type.

Instagram impression rate

The average **Instagram impression rate** shows the percentage of people that have seen a profile's posts more than once. It is calculated by dividing the total impressions of a post by the total number of followers and multiplied by 100.

Methodology

Platform	No. of Posts
	7,159,941