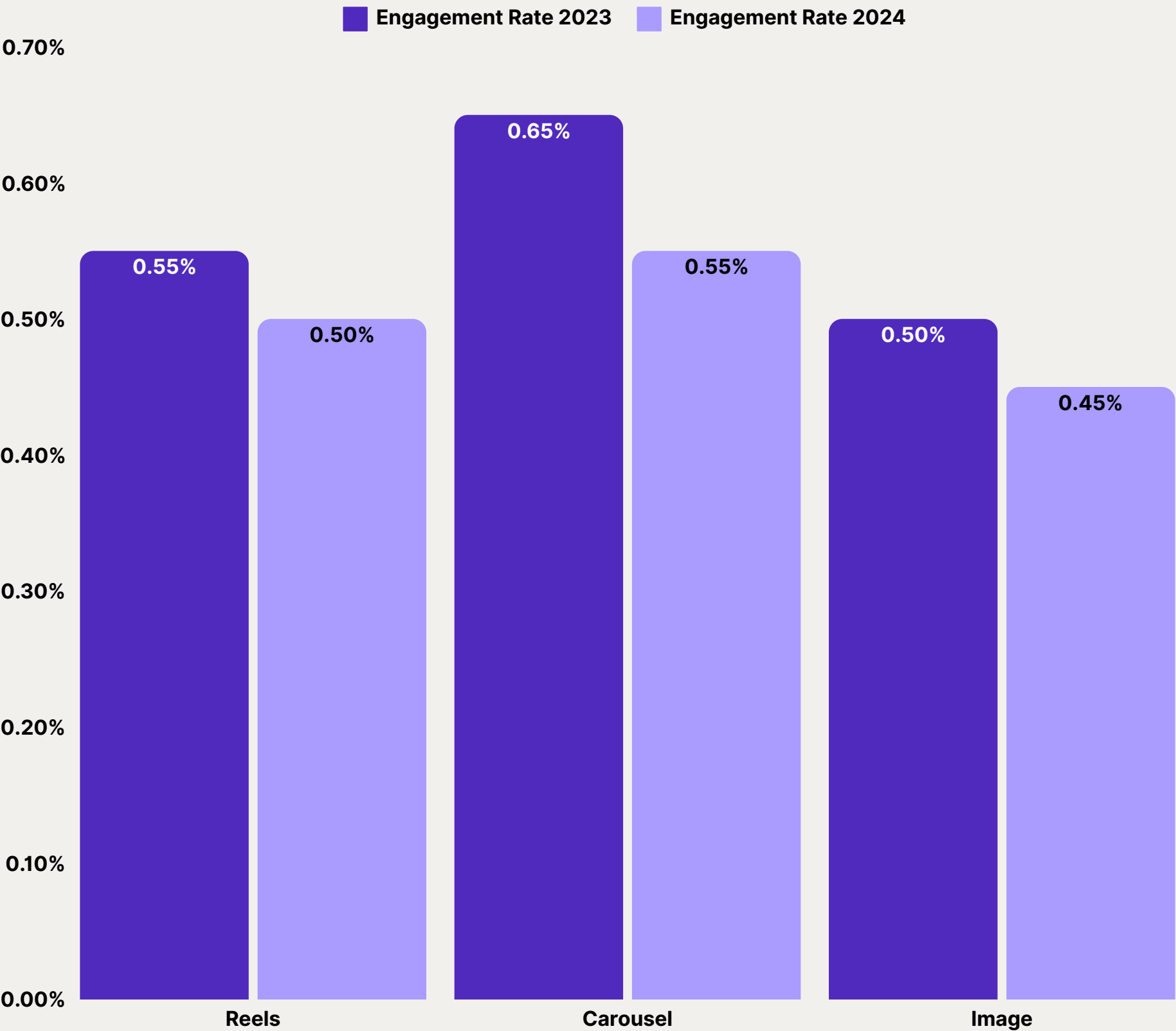


2025 INSTAGRAM BENCHMARKS

Content performance data, engagement metrics, audience growth insights.



EXECUTIVE SUMMARY

- Instagram registers a 28% YoY decrease in engagement, standing at an average engagement rate of 0.50%.
- Carousels, although having a 15% decrease in engagement YoY, scoring the highest drop, are, however, the most engaging content type, averaging a 0.55% engagement rate per post.
- In 2025, Instagram Reels have an average engagement rate per post of 0.50%, while images stand at an average of 0.45%.
- While images generate the highest number of comments for the largest profiles (those with more than 100K followers), Reels drive more conversations for all the other page sizes.
- Instagram Carousels are getting the highest number of saves.
- Reels bring more impressions for small-to-middle-sized accounts (with less than 50K followers), whereas for bigger pages, Carousels are more effective.
- The smallest accounts (below 5K followers) have a 20% view rate on their Reels.
- Instagram Reels from small accounts get on average 300 views per video, while the largest profiles (those exceeding 100K followers) get on average 15K views per Reel.
- Brand posts, on average, 20 posts per month, among which half of them consist of images.
- The smallest accounts have the highest YoY growth rate - of 38% on average.



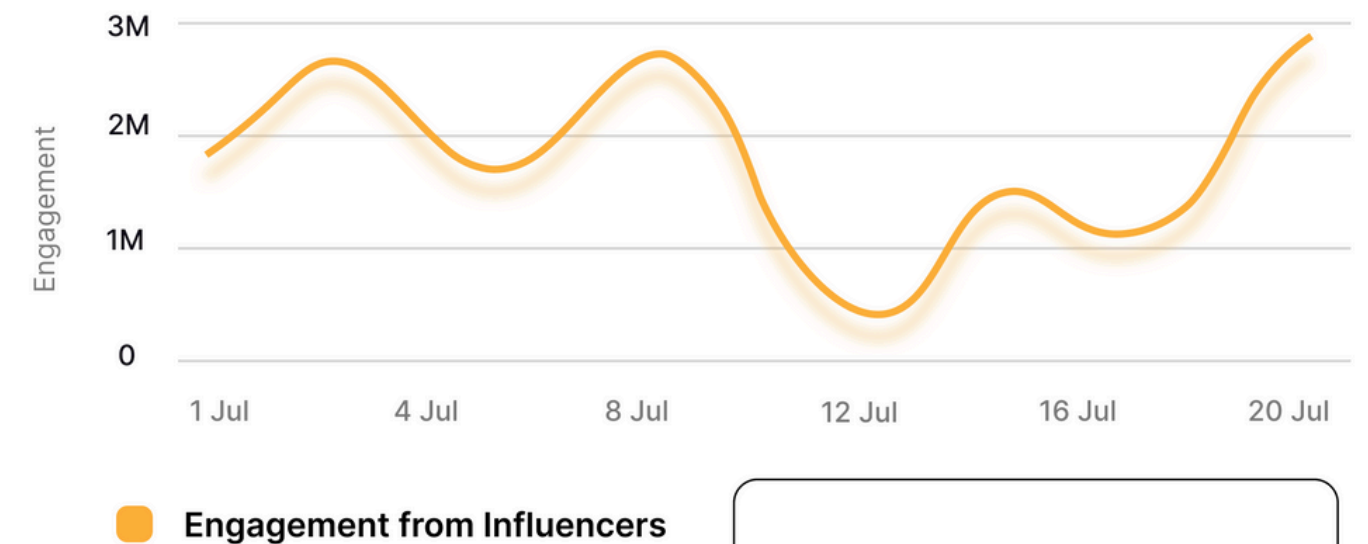
Get in-depth data and competitor benchmarks for your Industry!

Analyze your social media performance and see where you stand against your top competitors.

[Request a demo](#)

ENGAGEMENT EVOLUTION

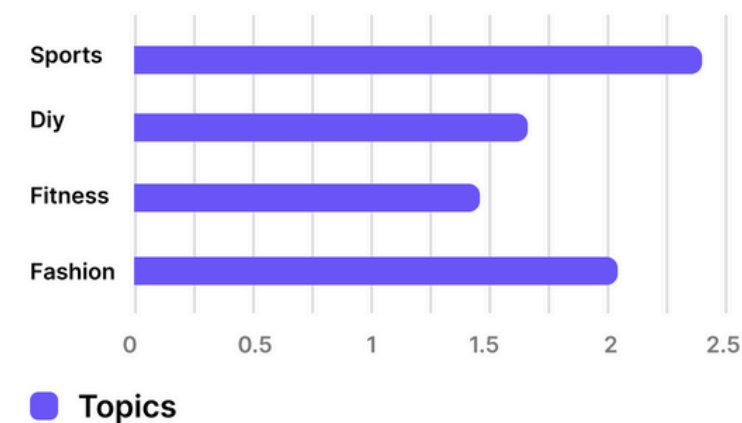
Distribution of engagement



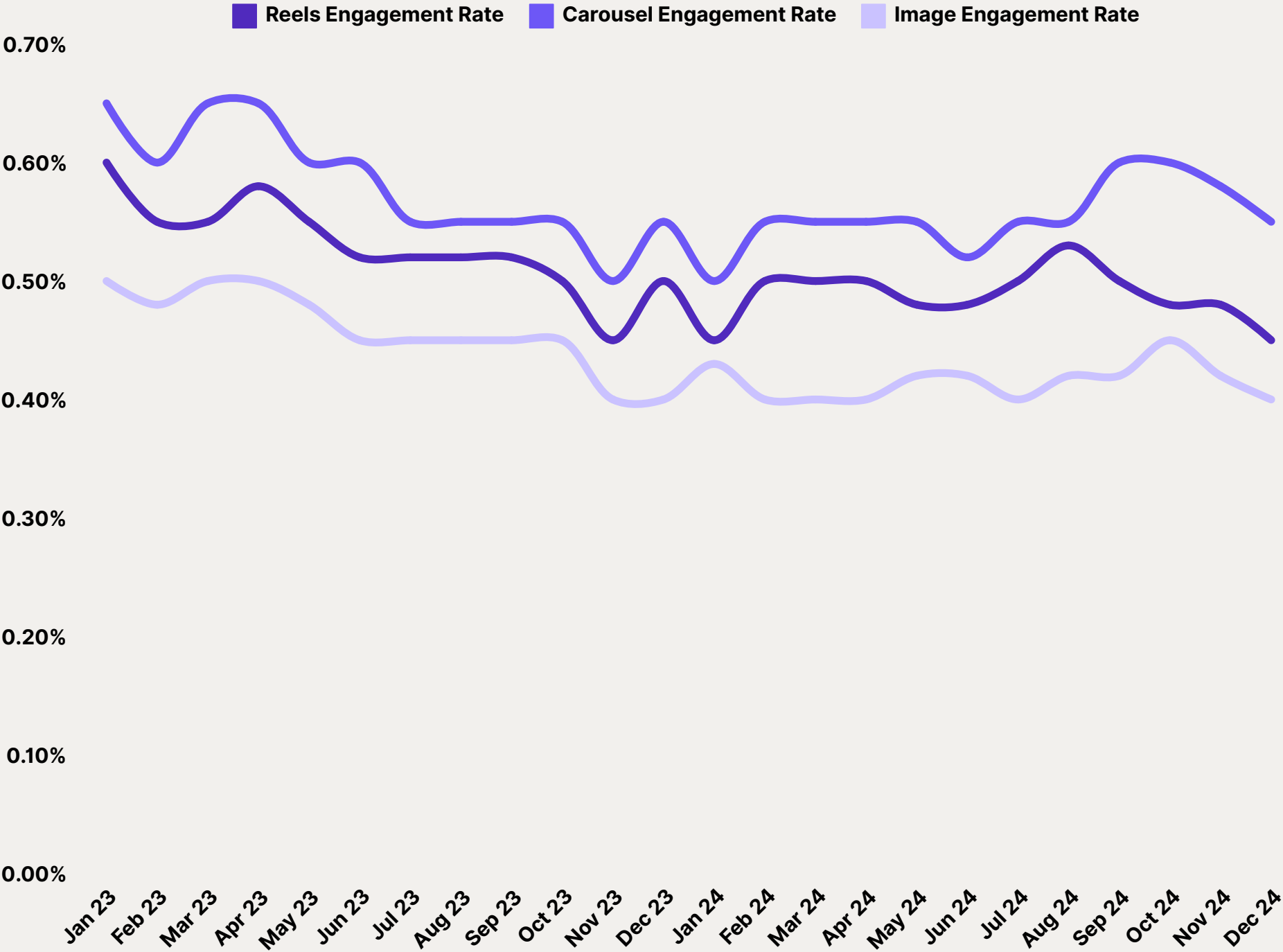
POST TYPES



TOP TOPICS



INSTAGRAM ENGAGEMENT BENCHMARKS



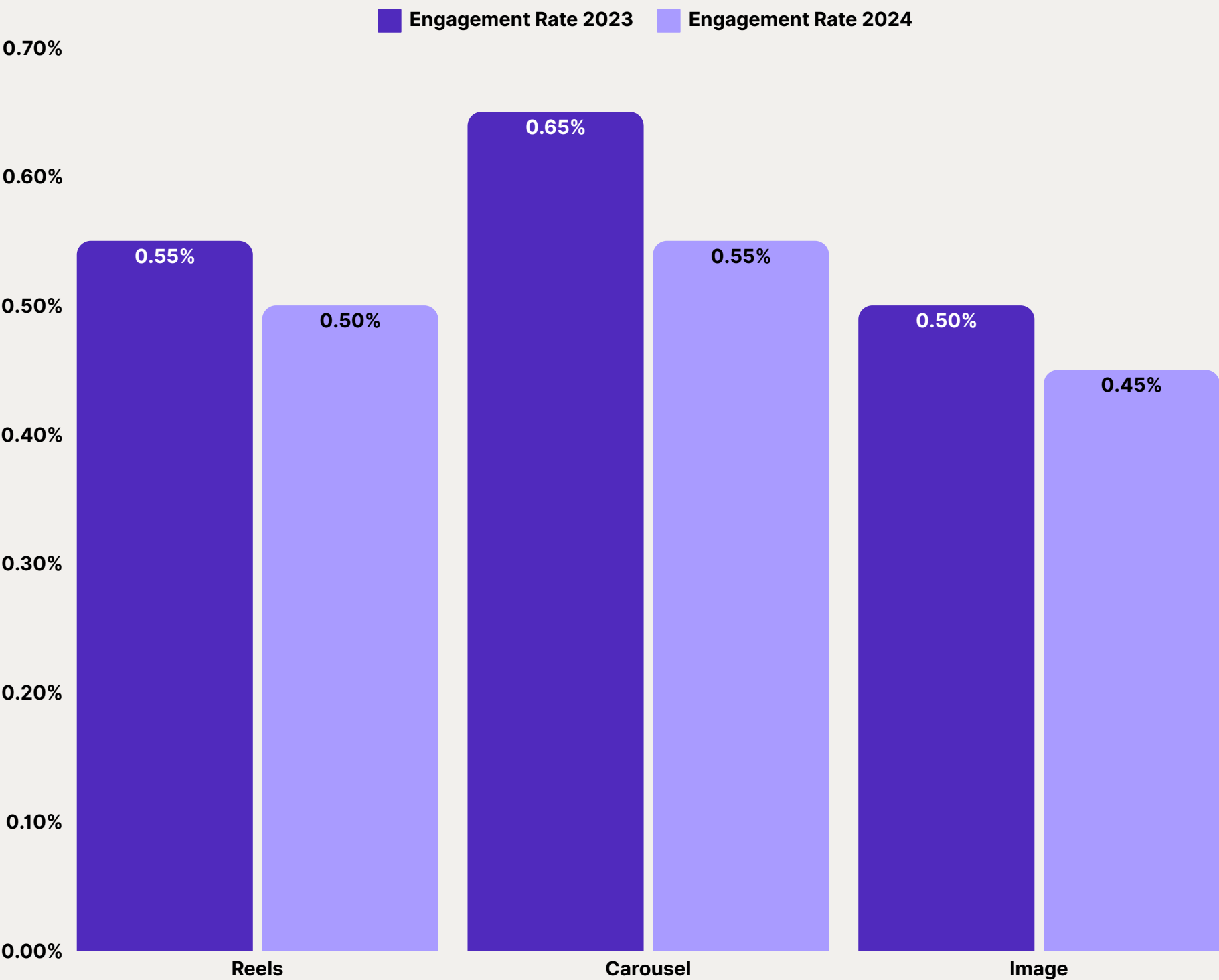
**YOY INSTAGRAM
ENGAGEMENT RATE
DROP**

28%

Engagement on Instagram is facing a decrease across all post types.

Source: Socialinsider data
Data range: Jan 2023 - Dec 2024

INSTAGRAM ENGAGEMENT BENCHMARKS



**AVERAGE
ENGAGEMENT RATE
FOR CAROUSELS**

0.55%

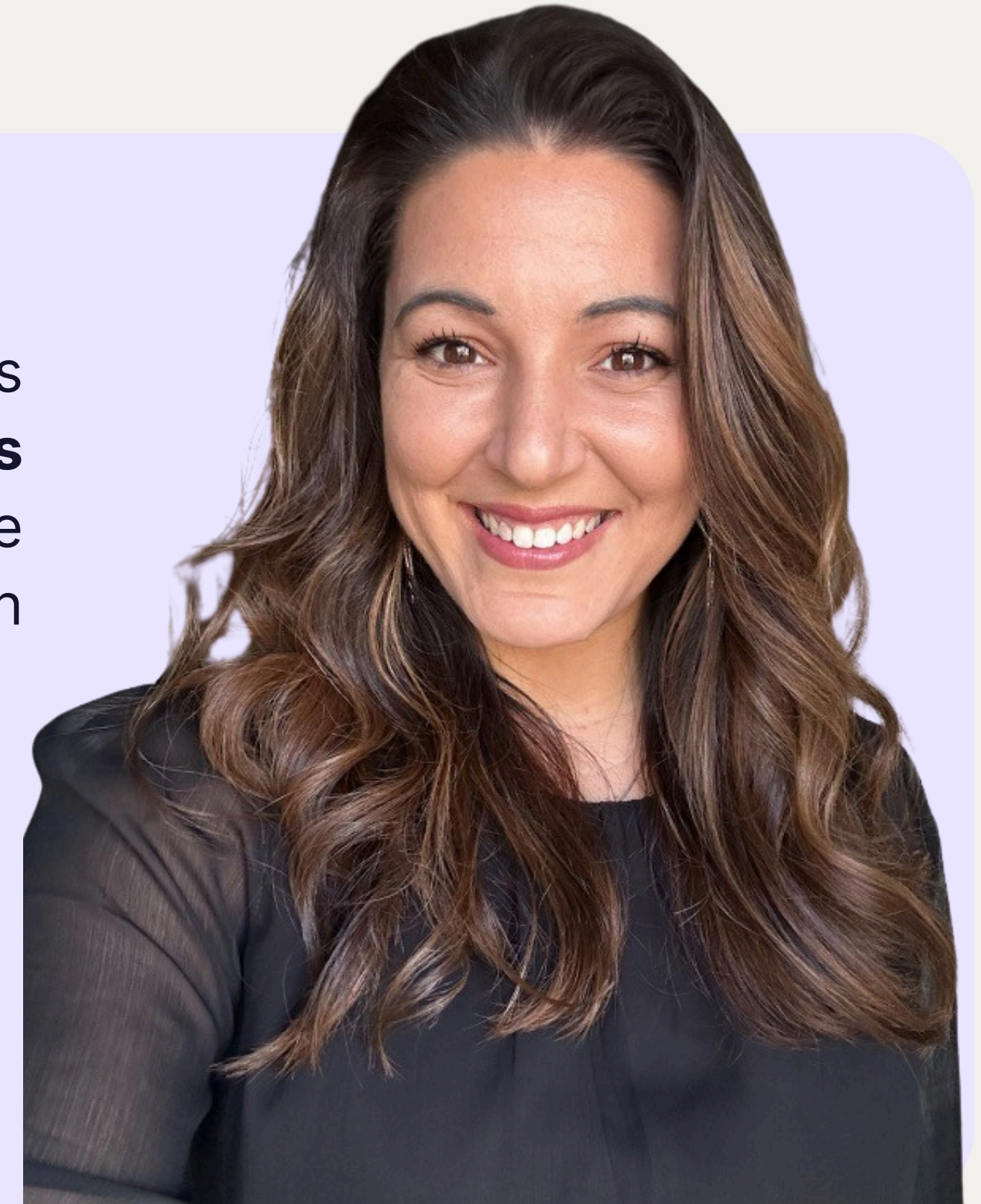
Instagram Carousels represent the best-performing content type on Instagram, followed by Reels (0.50%) and Image (0.45%).

STRATEGIC TACTICS TO BOOST ENGAGEMENT

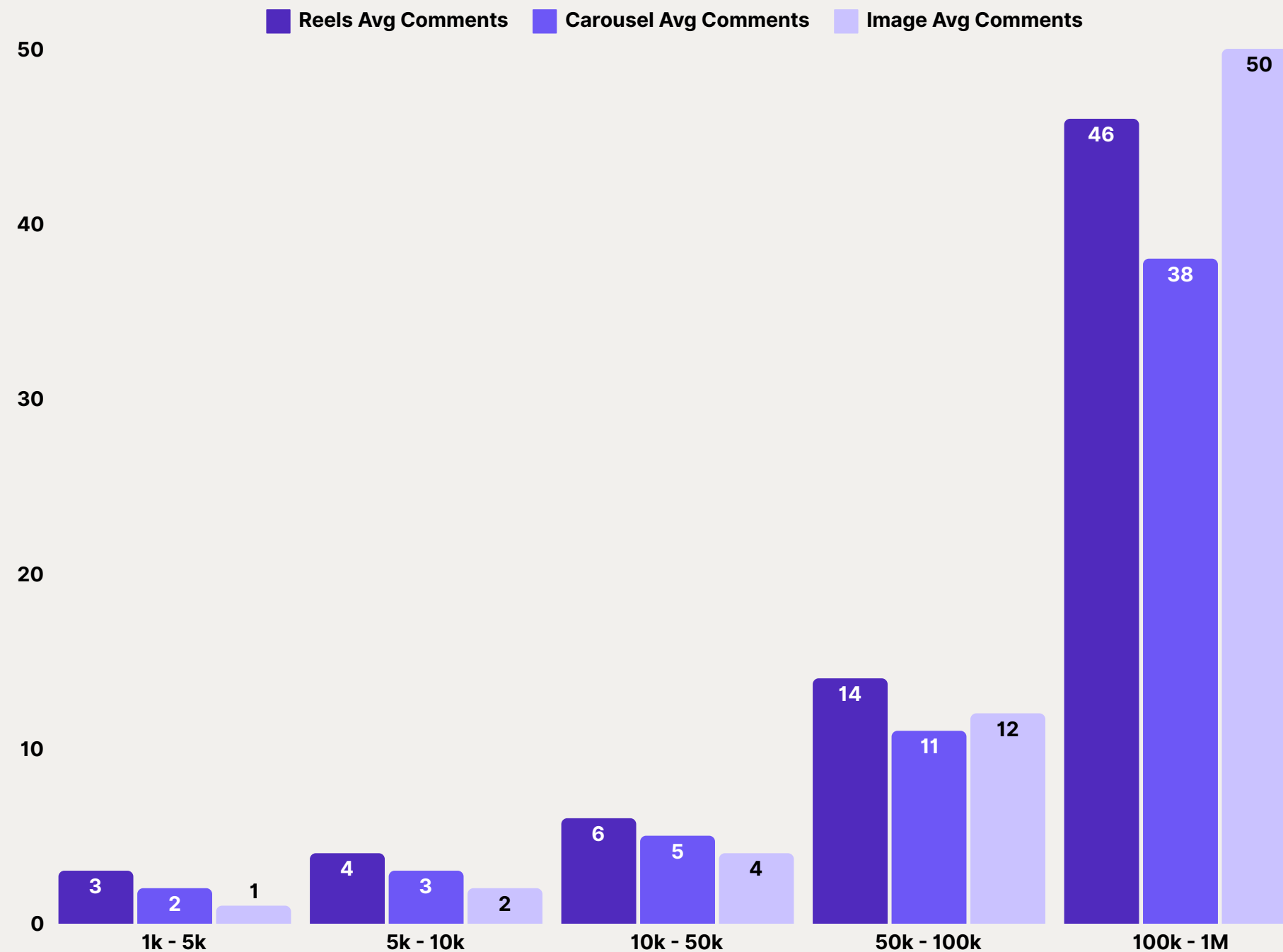
- **Outbound engagement** also means engagement. It means proactive outreach efforts aimed at connecting with potential customers or target audiences.
- **Stand out with value-driven carousels:** Carousel posts aren't just holding strong; they're thriving. Use them to tell stories, educate, or share impactful visuals that grab attention in a crowded feed.
- **Diversify your Reels:** Combat saturation by experimenting with unique angles, shorter formats, or niche trends. Authenticity wins over generic content.
- **Boost static images:** Reinforce your images with bold, creative captions and ensure they align with trending topics or user pain points.

To reach more people in 2025, make lists of brands and other accounts, including **events and influencers** in your industry, to follow, and make sure you're engaging with their content consistently and in an **authentic way!**

**Giuliana Alcala Clanin- Social Media Director
at Purpose Brands, LLC**



INSTAGRAM'S AVG. COMMENTS PER POST



**REELS AVERAGE
COMMENTS FOR LARGE
BRANDS**

46

**Reels get the highest number of
comments for brands under 100K
followers.**

STRATEGIC TACTICS TO GET MORE COMMENTS

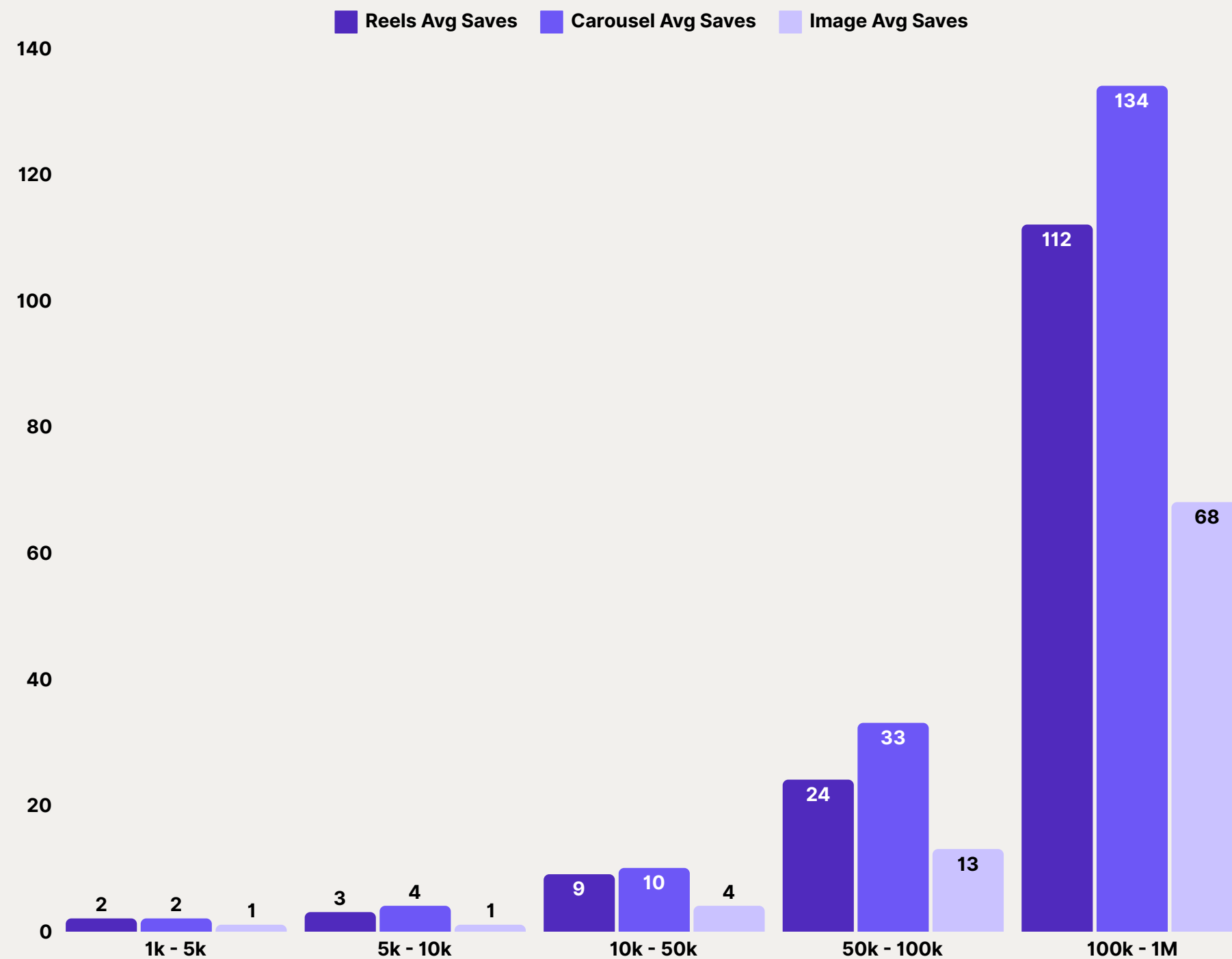
- **Get the comments flowing with questions:** Ask a question in the caption or the reel itself. Questions like “What’s your go-to tip?” or “How would you use this?” make it easy for followers to jump into the comments.
- **Share behind-the-scenes moments:** People love seeing the real side of brands. Use reels to show your day-to-day, a funny moment, or even a sneak peek—it’s like letting followers in on a little secret, which always gets people talking.
- **Hop on trends and use humor:** Fun, trending content is a guaranteed comment magnet. Whether it’s a popular sound or a funny twist, Reels that make people laugh or feel “in on the joke” encourage tagging friends and sharing reactions.

Instagram's algorithm emphasizes searchable content, so optimizing posts with **relevant keywords** in captions and **alt text** is key for your content to be **discovered**.

Morgan Cox- Social Media Manager & Content Creator



INSTAGRAM'S AVG. SAVES PER POST



**AVERAGE CAROUSELS
SAVES FOR LARGE
BRANDS**

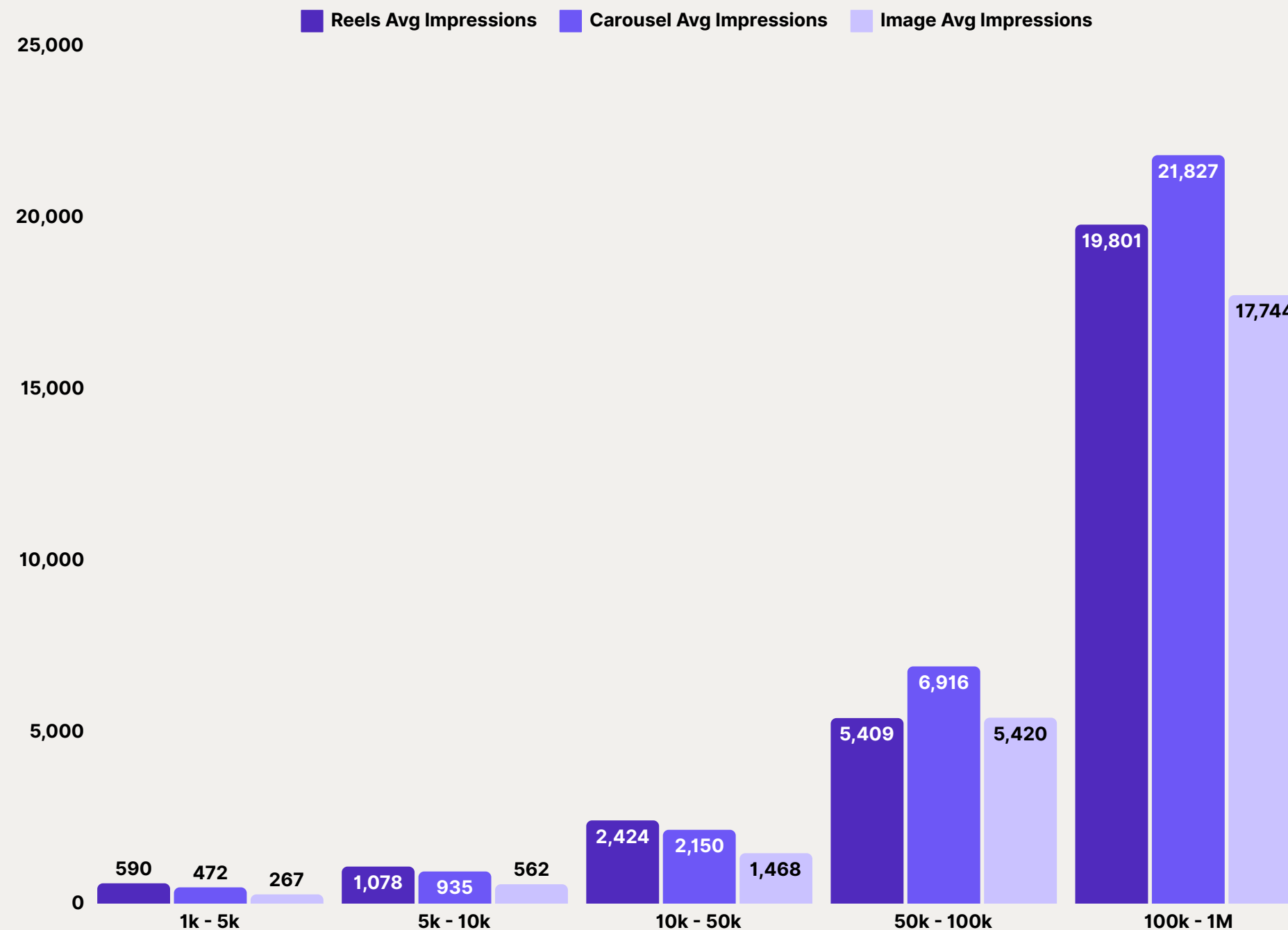
134

**Carousels consistently get the most
saves across all brand size.**

STRATEGIC TACTICS TO GET MORE SAVES ON INSTAGRAM

- **Focus on save-worthy carousels:** Create guides, checklists, or tutorials to position your carousels as valuable resources.
- **Make Reels practical:** Use reels for quick tips or tutorials that deliver value in under 15 seconds, encouraging users to save for later.
- **Add value to images:** Pair images with powerful, actionable captions, like quotes or step-by-step instructions, to drive saves.
- **Use Stories to share save-worthy content:** Aim to provide insights, tips, or entertaining content that encourage them to save and share your posts with others.

INSTAGRAM'S AVG. IMPRESSIONS PER POST



AVERAGE REEL IMPRESSIONS FOR SMALL ACCOUNTS

590

For brands over 100K followers, carousels drive higher impressions (21,827), while for brands under 50K, Reels tend to perform better.

STRATEGIC TACTICS TO GET MORE IMPRESSIONS ON INSTAGRAM

- **Reels are essential for growth:** Smaller accounts should rely on Reels to reach broader audiences and maximize impressions.
- **Use carousels to deepen engagement:** For mid-sized and large accounts, carousels offer a reliable way to generate impressions while keeping your audience hooked.
- **Be selective with images:** For impressions, pair images with trending or highly relevant topics to make them stand out.

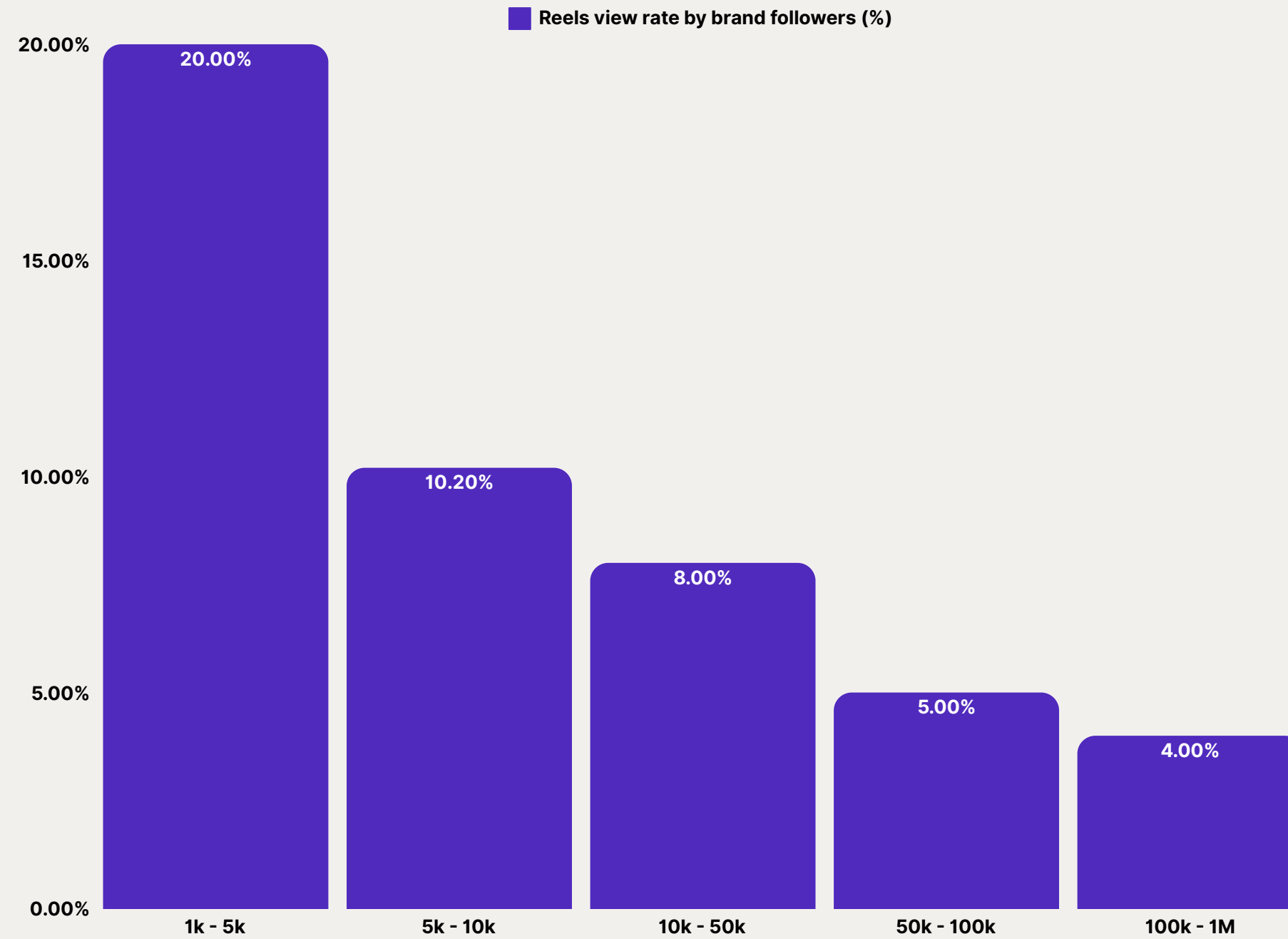
In 2025, **Instagram Reels** remain the #1 way for brands to reach more people on Instagram. Short-form video content continues to perform best.

With shares and views **being the most critical metrics** for the Instagram algorithm - creating short, shareable Reels that are funny, educational, inspirational, or emotional is the key to reaching a wider audience.

Michelle King- CEO @Contelp



INSTAGRAM REELS VIEW RATE

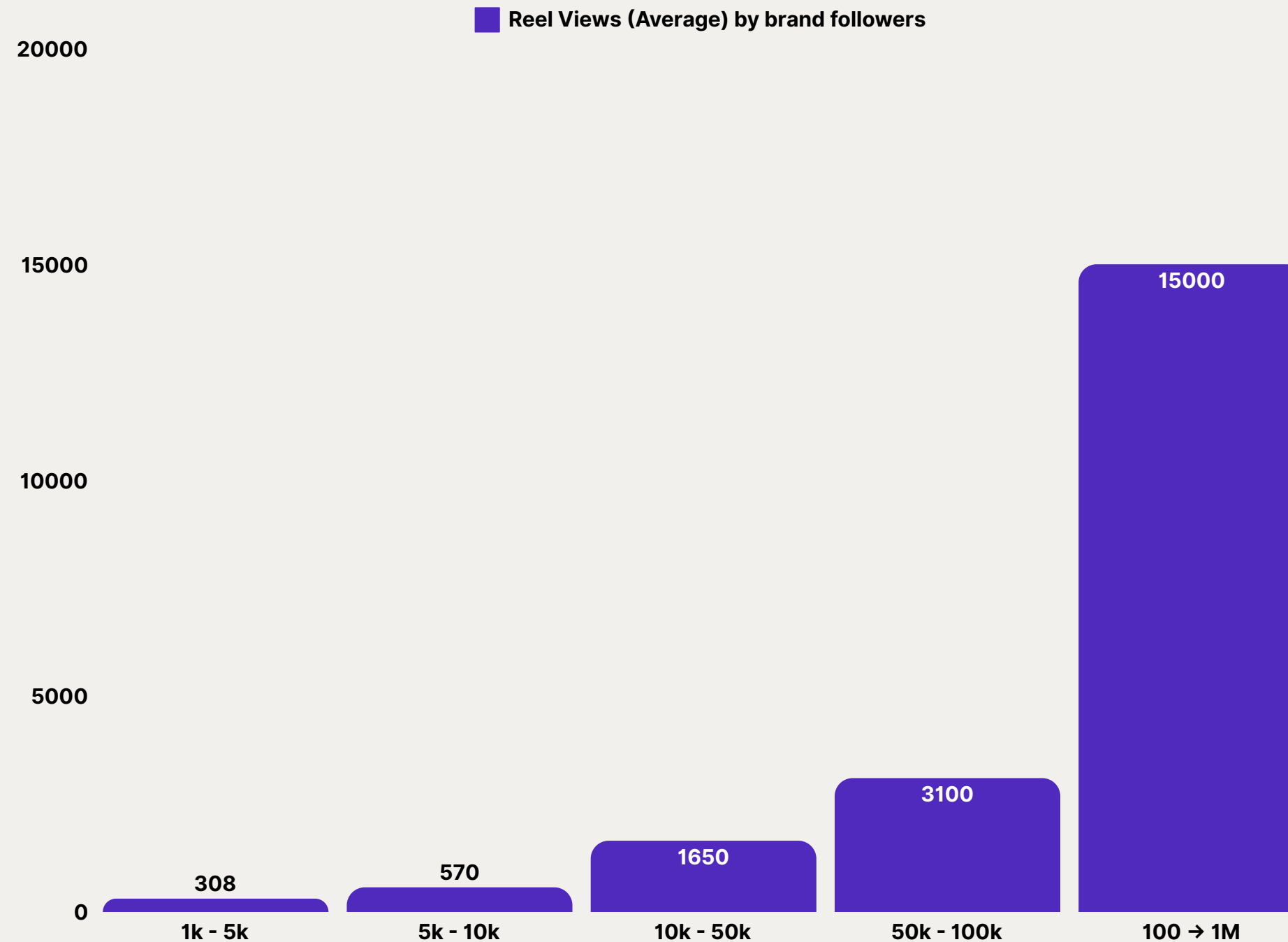


**REELS VIEW RATE FOR
SMALLER ACCOUNTS**

20.00%

**Instagram Reels's view rate decreases as
profile size grows.**

AVERAGE ORGANIC INSTAGRAM REELS VIEWS



**AVERAGE REELS VIEW
FOR SMALLER
ACCOUNTS**

308

As your account grows, your average views increase, with larger accounts reaching around 15K views.

STRATEGIC TACTICS TO INCREASE YOUR REELS' VIEWS

- **Aim for consistent growth:** Use Reels to steadily build both average views and your follower base over time.
- **Optimize with analytics:** Pay attention to which Reels perform best and replicate successful elements to keep views high.
- **Tailor content by size:** Small accounts can focus on discoverability, while large accounts should balance discoverability with deep audience engagement.

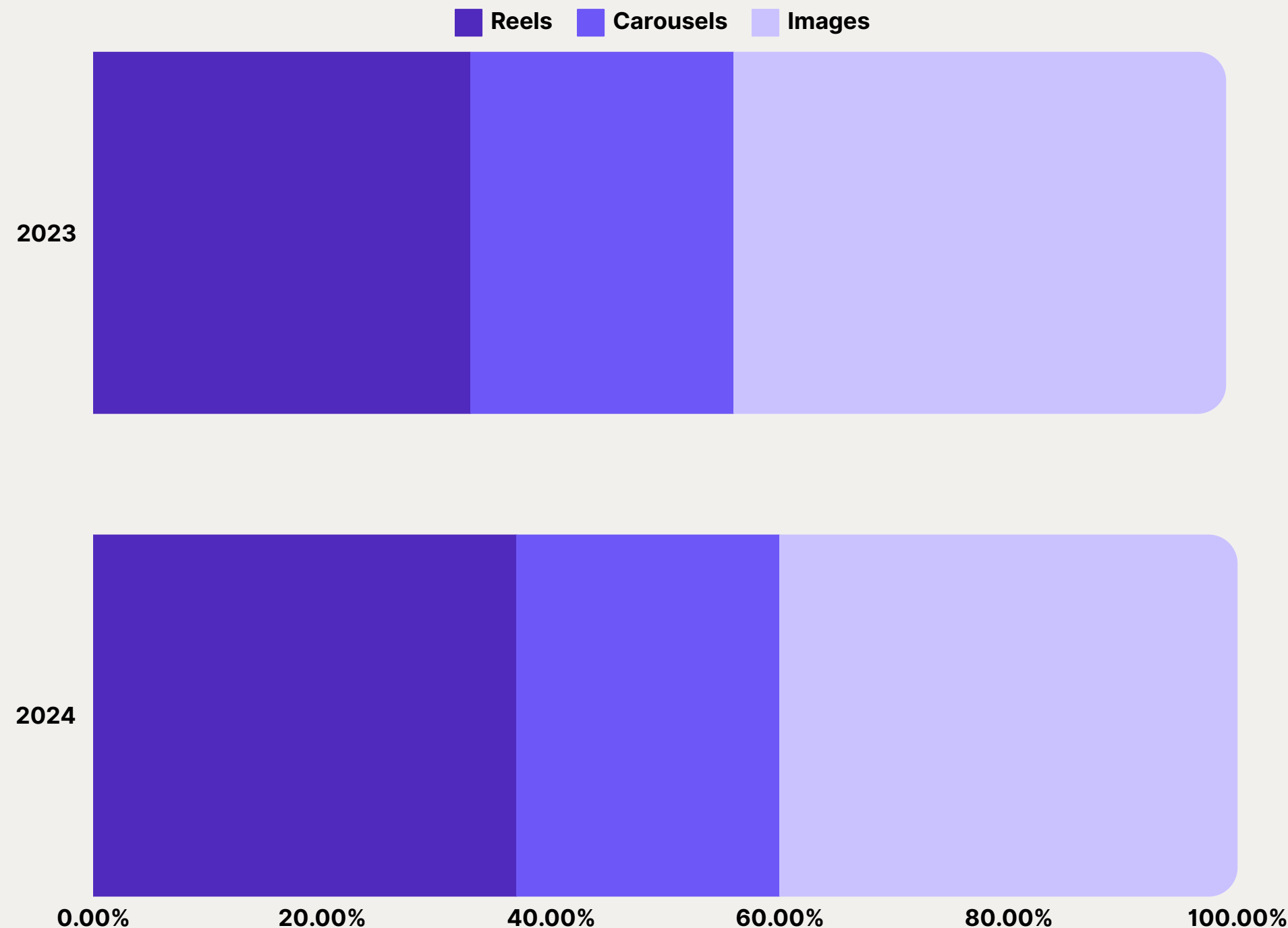
Reels **UNDER 30 seconds** are ideal for reaching **NEW** audiences.

Longer Reels don't typically appear in search and recommended posts. But, Reels from **30-90 seconds** are great for your existing audience so keep using those!

Jenn Herman- Instagram Expert



INSTAGRAM POSTING FREQUENCY



POSTING FREQUENCY PER MONTH

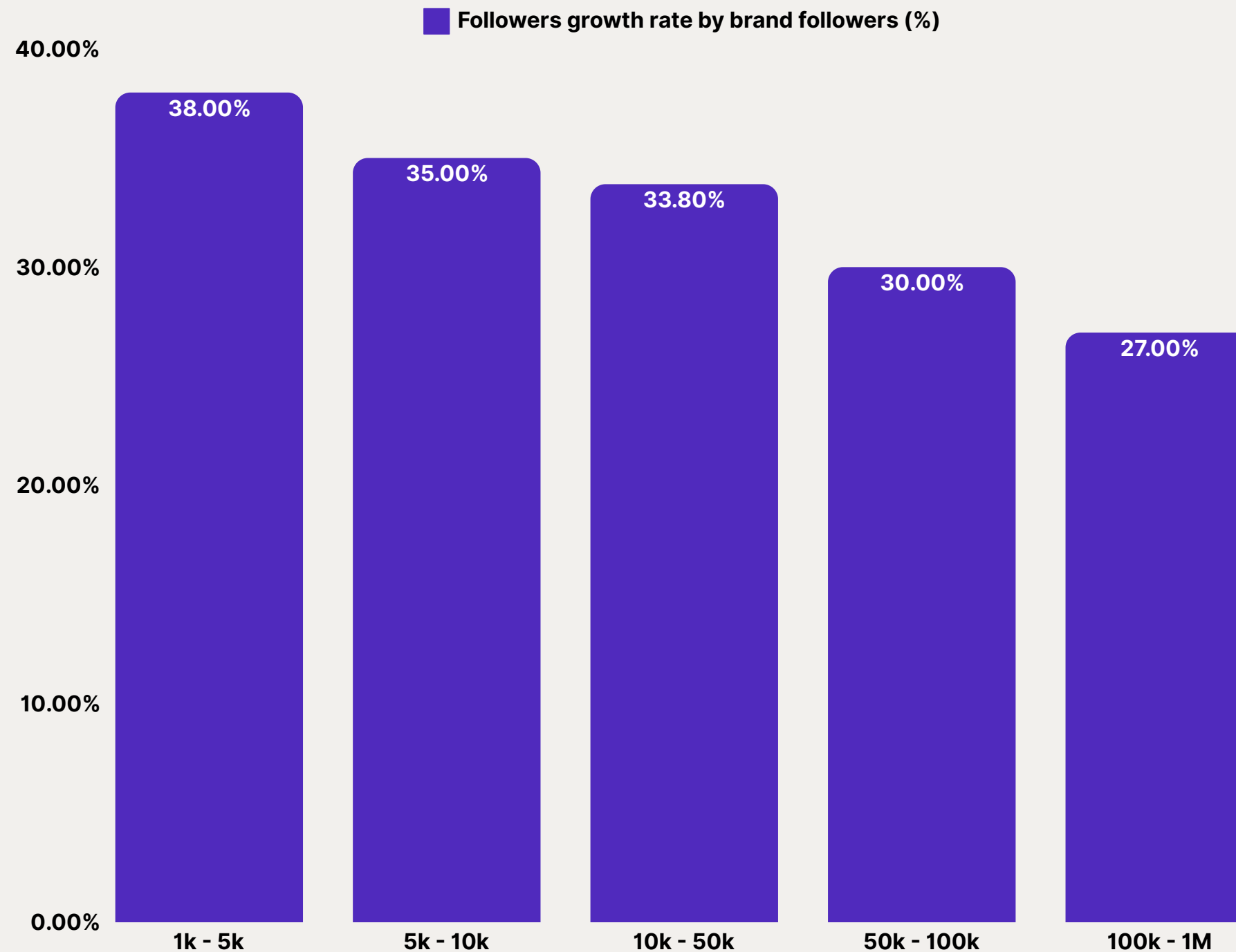
20

Brands post around five times per week, averaging 10 images per month (50% of their content), 4 carousels (20%), and 6 Reels (30%).

STRATEGIC TACTICS TO OPTIMIZE YOUR CONTENT CALENDAR

- **Images are great for consistency:** Posting images keeps your account active and your audience updated. Pair them with bold captions, questions, or CTAs to boost engagement.
- **Carousels for informative content:** Save carousels for the juicy stuff—mini-tutorials, multi-part stories, or swipe-through guides that your audience can't resist.
- **Reels for getting more reach:** Experiment with trends, show off your personality, and make them fun and engaging!

INSTAGRAM FOLLOWER'S GROWTH RATE



**YOY GROWTH RATE FOR
SMALLER ACCOUNTS**

38%

**The smallest accounts have the highest
YoY growth rate of 38% on average.**

STRATEGIC TACTICS TO GET MORE FOLLOWERS IN 2025

- **If you're small, focus on visibility:** Use Reels and collaborations to maximize your exposure. This is the time to go big on discovery!
- **Mid-sized accounts:** build community: Keep growing while deepening relationships with your current followers. Prioritize meaningful engagement, like replies and direct conversations.
- **Large accounts:** Focus on retaining your audience while experimenting with new content formats to keep things fresh.

Community Management is one of the most underrated, **low-cost, high-reward** ways brands can reach more people in 2025.

If you're not responding to your DM's and comments in a timely manner and in a way that continues to foster conversation you're already **missing the boat.**

Giuliana Alcala Clanin- Social Media Director at Purpose Brands, LLC





Leader in social media analytics category

High Performer social media analytics tool for brands and businesses - [G2 Crowd](#).

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METHODOLOGY

THE AVERAGE ENGAGEMENT RATE PER POST (BY FOLLOWERS)

Instagram engagement rate is calculated as the 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.

THE AVERAGE INSTAGRAM VIEW RATE

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

THE AVERAGE FOLLOWER GROWTH RATE

The average follower growth rate is calculated as the number of followers you gained divided by the number of followers you started with and multiplied by 100.

METHODOLOGY

AVERAGE COMMENTS PER POST

Average comments per post represents the number of comments a post receives, on average.

AVERAGE SAVES PER POST

Average saves per post stands for the average number of saves a post receives on average.

AVERAGE IMPRESSIONS PER POST

Average impressions per post represents the number of impressions a post receives on average.

AVERAGE VIEWS PER REEL

Average views per Reel stands for the average number of views a Reels get, on average.