



Instagram Best Practices

Keep these tips on hand to help maximize your Instagram account's performance



Platform Info

With roughly one billion monthly active users, Instagram can be a powerful platform for storytelling and engaging with your community. Its background as an image-first social media channel has since evolved into a video-heavy community where users are looking for authentic, engaging content that isn't focused on the "hard sell".

Platform Audience

34% are 25-34
22% are 18-24
20% 35-44
56% female
44% male

Posting Cadence and Times

2-3 times a week for feed posts
2-3 times a day on Stories
Monday-Friday
9am-12pm EST
(Post cadence may change depending on industry and unique audiences)

Content Formats

Video is the preferred content type on Instagram, with videos resulting in 91% higher engagement than still photos.

Ad Recommendations

While the majority of ad impressions on IG are from feed posts, 42% are from Stories. Reel ads also offer an opportunity for increased reach and engagement

Image/Video Specs

Feed posts: 1:1 (square), 1.91:1 (landscape), 4:5 (portrait)
Feed videos: 60s
Stories: 9:16
Stories/Reels: 9:16, 15-60 seconds

Hashtag Usage

To maximize your post reach, try adding 8-15 relevant hashtags in the body of your Instagram caption. Adjust this number using your Instagram analytics if needed.

Instagram Vocabulary



Feed Posts

The original post on Instagram, "feed posts" are photos, graphics, or videos uploaded to your profile's grid, or main page. These posts can have a variety of aspect ratios and offer the opportunity for geotags, captions, and hashtags.



Carousels

A specific type of feed post, carousels are up to 10 photos or videos gathered together in a swipeable post, which often generates more engagement on Instagram.



Reels

The most recent form of video on Instagram, Reels are vertical videos of up to 30 seconds that are shared into a separate Reels-only feed on the platform.



Stories

Created as a way to showcase "raw" or unfiltered content for followers, Stories are photos or videos that expire in 24 hours and are able to be saved permanently as a highlight on your profile.