

Story Board

Understanding Instagram Engagement: Key Trends & Insights

Where Do Users Discover Instagram Posts?

What Drives Interaction?

Which Hashtags Work Best?

Introduction

Instagram is a powerful platform where hashtags, reach sources, and engagement metrics play a crucial role in content visibility. This analysis explores how posts perform, where users discover content, and what drives audience interaction.

- ❑ Hashtags & Explore contribute to 75% of total reach
- ❑ Posts with 3+ hashtags receive 2x more engagement
- ❑ Average engagement rate per post: 4.5%
- ❑ Profile visits convert to followers at a 12% rate..

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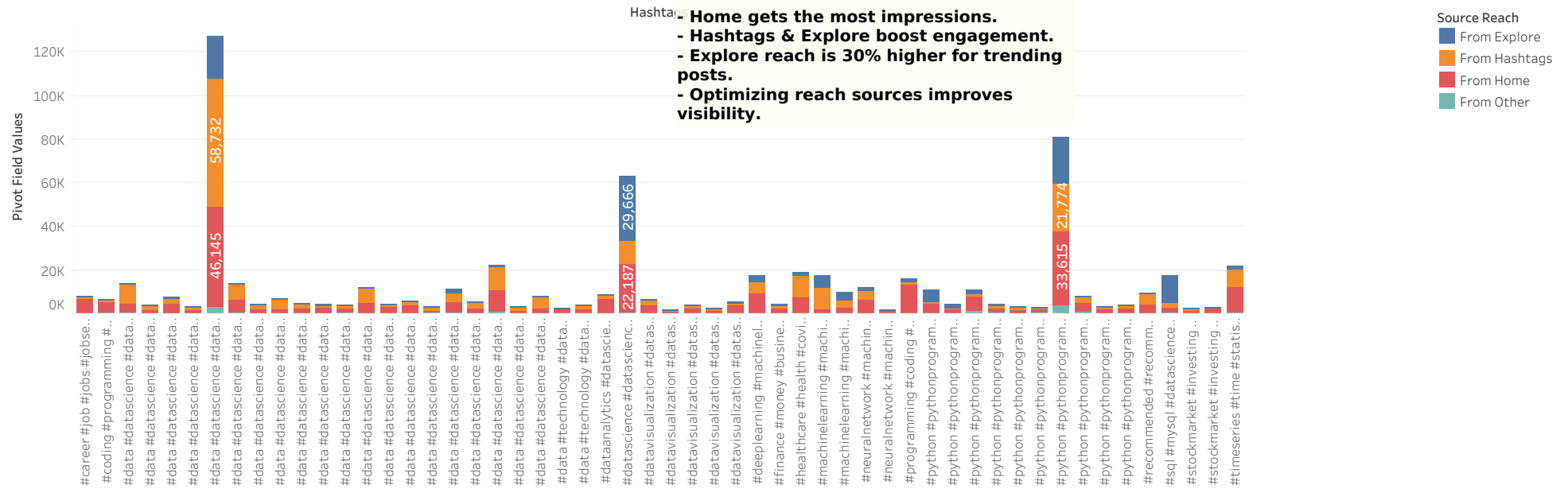
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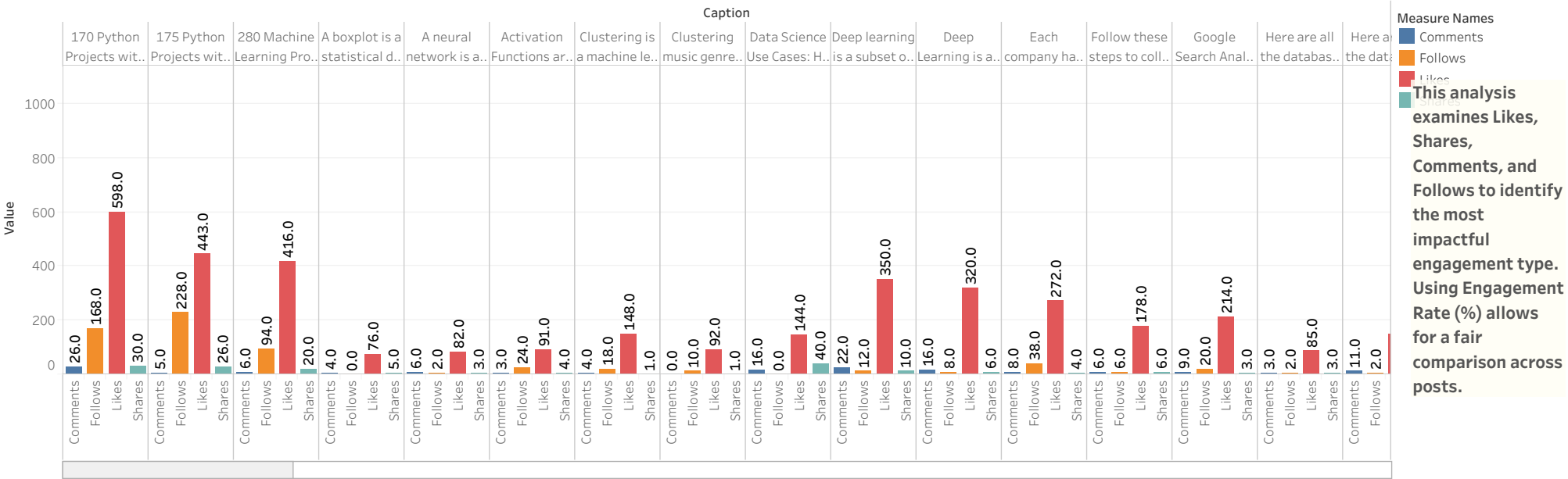
Which Hashtags Work Best?

This chart shows how posts reach users:



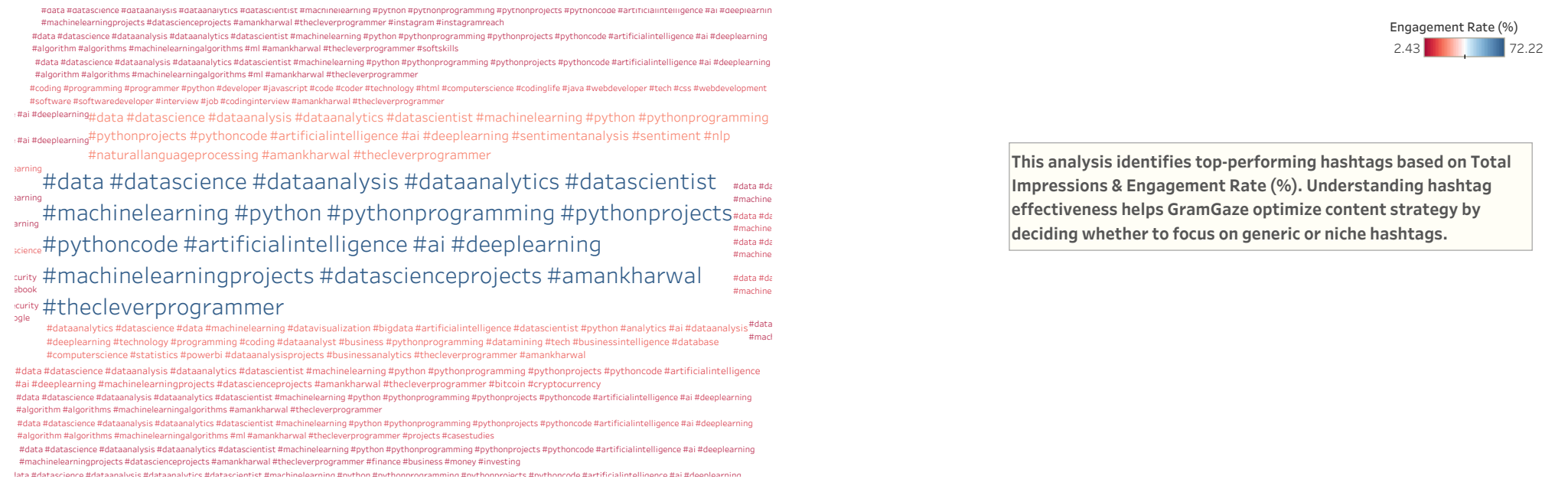
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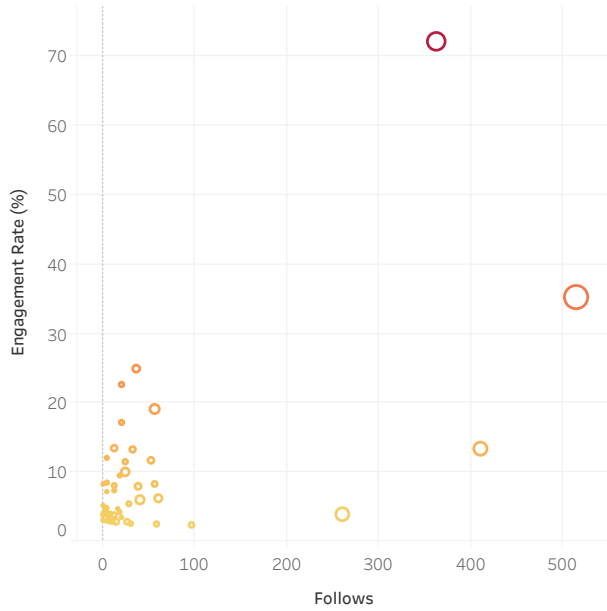
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What Drives Interaction?

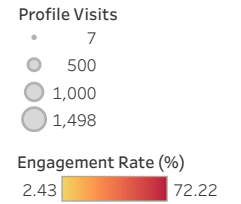
Which Hashtags Work Best?

How Do Profile Visits Convert to Follows?

Explore the dashboard to uncover key Instagram trends and leverage data-driven strategies to enhance engagement and audience growth.



This analysis examines the relationship between Profile Visits and Follows to determine whether high-profile visits always lead to more followers. Identifying posts with the highest conversion rates helps optimize content strategies for audience growth.



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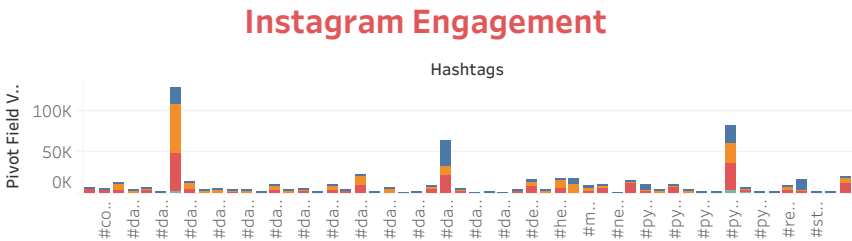
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ReverbX – Your reach reverberating across platforms



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