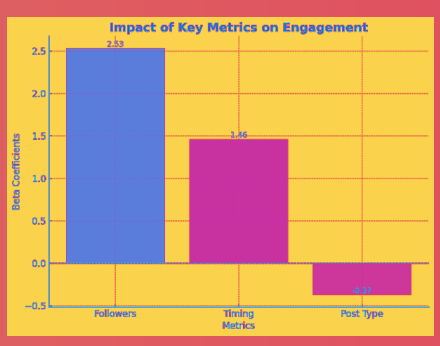
Unlocking Instagram Engagement: Data-Driven Strategies

Insights from 19,669 Instagram Posts

Followers' Impact

Follow

Followers are the most significant driver of engagement, with beta coefficients of **0.89 for Likes** and **0.37 for Comments**.



Timing Insights

Afternoon posts (12 PM–4 PM) achieve the **highest engagement**, averaging **1.6 Likes per post and 0.8 Comments per post**, while late-night posts (8 PM–12 AM) see the **least engagement** with **(0.5 Likes, 0.3 Comments per post)**.

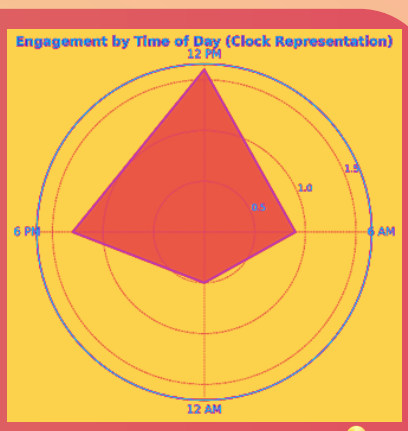
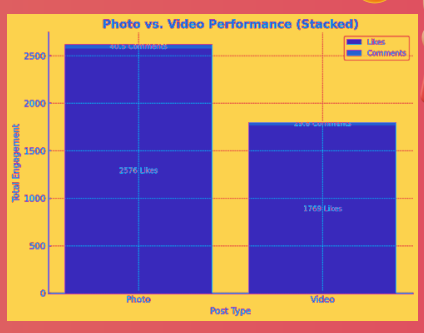


Photo vs. Video

Photos outperform videos in generating Likes (**2,576** average Likes vs. **1,769** for videos) but drive fewer comments.

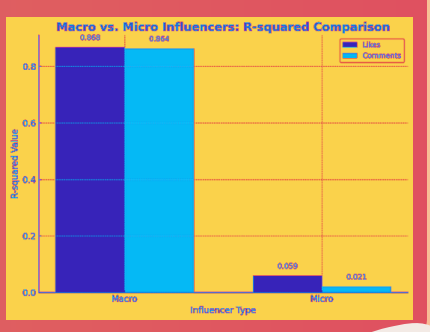


10K

1M+

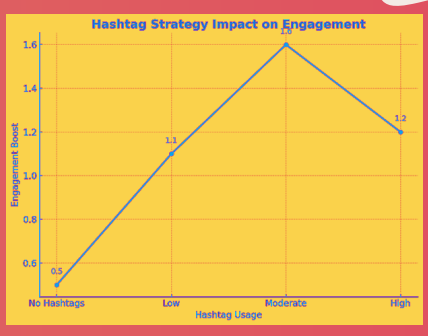
Macro vs. Micro Influencer

Macro influencers show stronger predictive engagement with **R-squared = 0.868 for Likes, 0.864 for Comments,** compared to micro influencers (**R-squared = 0.059 for Likes, 0.021 for Comments**).



Hashtag Strategy Impact

Moderate hashtag usage delivers the highest engagement boost, with a **1.6x increase in engagement**. Overuse of hashtags decreases authenticity, especially for macro influencers



Post at Peak Times: Focus on the afternoon (12 PM–4 PM) for maximum engagement.

Use Captivating Content: Prioritize high-quality photos over videos for Likes.

Leverage Audience Type: Tailor strategies to macro or micro influencer strengths.

Optimize Hashtag Usage: Use hashtags moderately to balance discoverability and authenticity.

Apply these insights to supercharge your Instagram presence!