post_type	likes	comments	views	shares	clicks	engagement
Text-Only	414	45	1863	38	98	19.68
Reels	50	58	2243	31	55	9.7
Carousel posts	428	30	1979	34	68	28.76
Text-Only	59	10	552	11	96	21.34
Reels	385	22	4679	37	74	13.84
Stories	265	25	1416	25	86	27.65
Reels	413	76	1176	40	99	59.4
Text-Only	216	11	2450	35	35	6.55
Carousel posts	242	25	2136	22	55	18.66
Static images	470	18	2889	29	28	16.9
Reels	412	42	2272	32	45	29.15
Reels	250	92	4944	50	41	10.8
Text-Only	71	18	1530	33	85	8.58
Infographics	482	25	1404	10	25	26.89
Static images	256	43	826	32	28	31.05
Infographics	109	40	2325	45	21	8.29
Static images	348	30	1158	13	39	29.69
Stories	300	17	1323	34	60	31.84
Text-Only	356	12	1513	24	63	21.52
Carousel posts	277	29	1435	32	11	25.11
Text-Only	317	10	596	22	31	37.78
Carousel posts	425	18	2006	41	90	30.02
Stories	396	30	4387	33	61	11.66
Infographics	452	11	1141	35	33	31.61
Infographics	140	35	2601	45	55	8.66
IG Live	51	50	2022	31	31	5.99
IG Live	80	36	1036	47	11	14.09
Text-Only	215	17	2218	29	56	8.23
Text-Only	114	10	2844	46	36	5.26
Infographics	395	37	2909	23	42	12.16
Reels	220	50	1084	47	42	42.99
Reels	338	64	2280	40	84	29.85
Carousel posts	219	34	1618	36	62	22.25
Infographics	201	14	1192	34	60	21.27
Stories	423	20	2463	6	98	21.75
Reels	308	84	4670	16	78	10.64
Text-Only	153	45	2459	16	42	6.51
Static images	216	25	2679	14	33	8.09
Text-Only	275	20	545	41	59	39.6
Carousel posts	283	27	2100	50	12	15.56
IG Live	278	25	2125	8	54	16.77
Carousel posts	343	31	2253	14	57	19.39
Text-Only	209	20	2752	39	58	8.06
Stories	385	19	4472	50	80	10.16
Stories	366	43	1500	14	52	30.44
Stories	349	47	1803	6	24	23.6

IG Live	310	47	2899	18	91	12.4
IG Live	330	10	2806	25	21	10.85
Text-Only	468	45	761	37	25	53.83
Text-Only	179	30	588	45	82	41.05