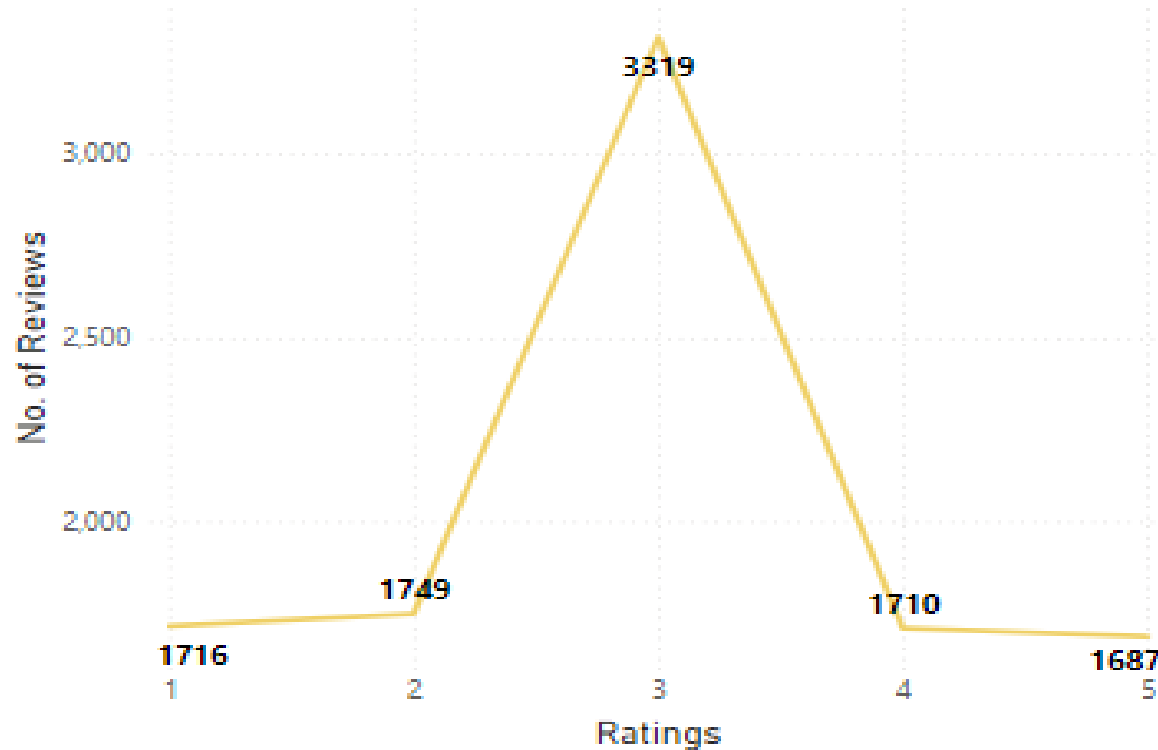


The background of the slide is a solid black field filled with a dense, chaotic pattern of vertical lines. These lines vary in length and color, including shades of blue, orange, green, and white, creating a vibrant, digital rain or data stream effect.

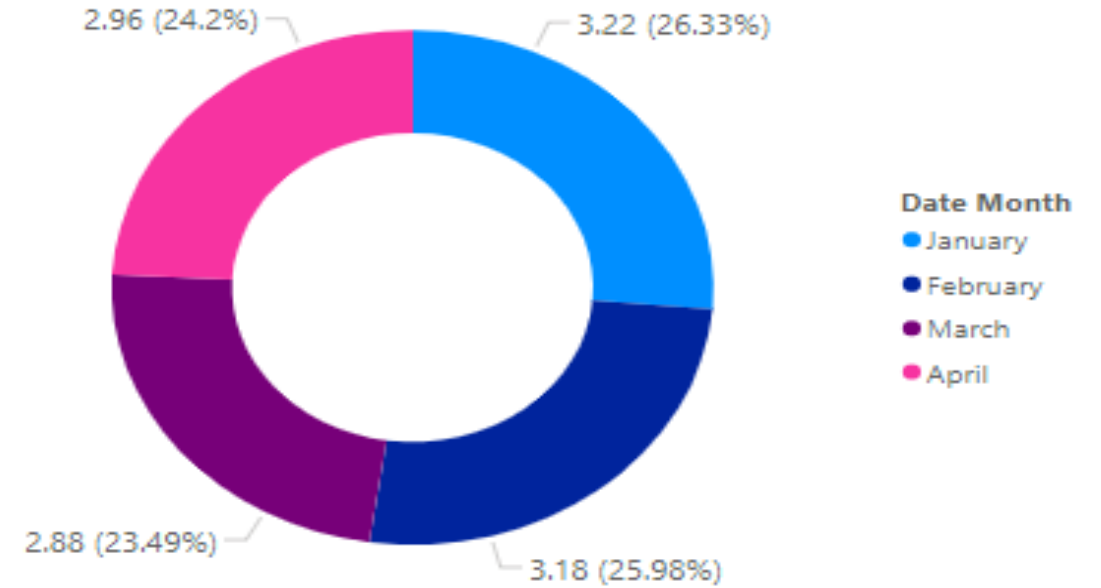
Instagram 2023 analysis

By
Gazal

No. reviews based on Rating



Average of Rating by Month



10.18K

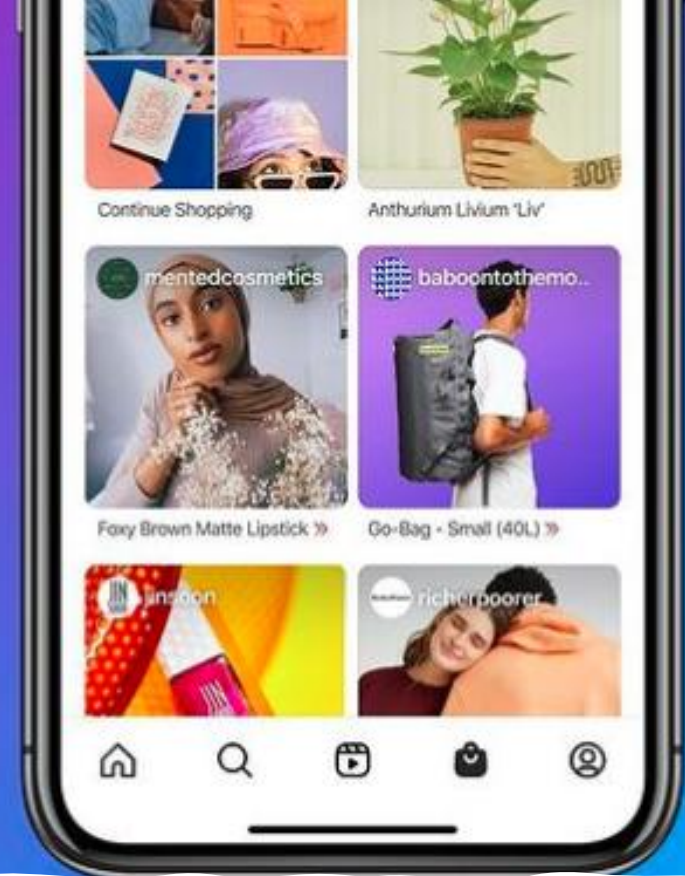
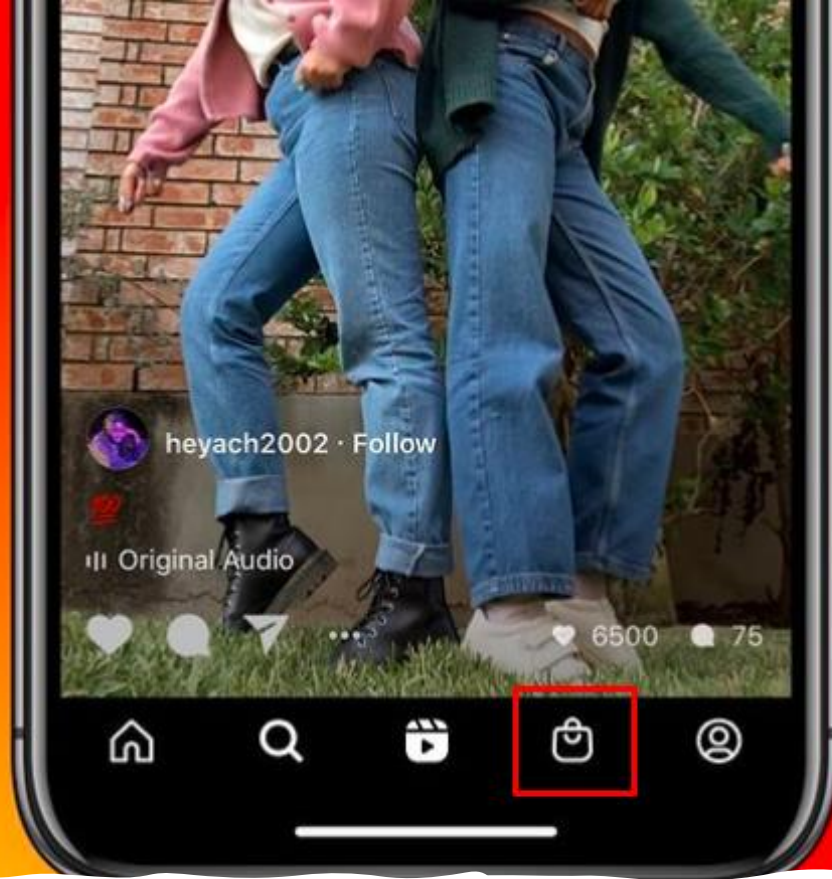
Count of Rating

The most relevant ratings are extracted from the insta reviews using python scrappy.

The total is 10.18k.

Each month ratings are approximately 3.

Hypothesis: Updates are causing lower ratings



- **Instagram's navigation bar is changing**
- January 9, 2023 at 4:17 PM PDT

Reactions



lowpass @fnkylabs · Jan 10

I think you made a massive mistake by removing the shopping tab, without testing a full implementation of a 1:1 exact flow of social commerce (ala Pinduoduo / Temu).

1 4 3,805

Show replies



Jeremiah Andrick @jeremiah · Jan 10

No. Bring back photos. Kill recommendations. Reels are a cheap copy of tiktok. Lose the necklace. Let me see what the people I follow post.

4 46 4,666



Amicia Ramsey @AmiciaRamsey · Jan 16

Agreed. Instagram sucks.

1 4 477



Kat Kanada @KatrinaPanova · Jan 13

Question: why is Instagram so glitchy with reels even though I keep my app religiously updated?

491



Mark Linsangan @HeyMarkL · Jan 10

This is the best update I've seen yet. Prioritizing creation is great!

5 14 7,040

Show replies

reviewId	1	2	Total
8ea2c1e0-e344-490b-936b-ac3c8046ad58	When I go to typing out on the Create a story part, the text overlaps and doesn't let me edit pre-existing text. I also can't upload longer stories even though I know this is possible. I upload the app again, and it updates to a different version with the likes button at the bottom right. Then, when I close and open again, it's back to upper right with the + sign. Choose a version! Bugs all over. Can't post, and it deletes my drafts!		When I go to typing out on the Create a story part, the text overlaps and doesn't let me edit pre-existing text. I also can't upload longer stories even though I know this is possible. I upload the app again, and it updates to a different version with the likes button at the bottom right. Then, when I close and open again, it's back to upper right with the + sign. Choose a version! Bugs all over. Can't post, and it deletes my drafts!
bb62988a-27e2-4379-917b-a394aeb005c2		What is going on with this app? Text disappearing from under my Reels when I publish. Video flipping UPSIDE DOWN when I publish Reels. Can't change Highlights order. It's so bad. All after checking for updates, restarting phone, etc.	What is going on with this app? Text disappearing from under my Reels when I publish. Video flipping UPSIDE DOWN when I publish Reels. Can't change Highlights order. It's so bad. All after checking for updates, restarting phone, etc.
21501001-d628-486f-bc76-5a17bea207ec		Unreliable at best. Buggy, especially w/newest updates. Constant changes make using a chore. Poor upload capabilities and unstable overall. It's 50/50 if it works or not each time I use it. Glad I don't count on this as my featured account.	Unreliable at best. Buggy, especially w/newest updates. Constant changes make using a chore. Poor upload capabilities and unstable overall. It's 50/50 if it works or not each time I use it. Glad I don't count on this as my featured account.
bce0162c-d2cb-4de2-b7e6-63f45c41f070		Photo editing need a massive updates.. The result isn't appear as the edited files. Wasting time to rotate, crop, and the final posted photo appearance not synchronized at all.. my goodness 😞	Photo editing need a massive updates.. The result isn't appear as the edited files. Wasting time to rotate, crop, and the final posted photo appearance not synchronized at all.. my goodness 😞
4a04a6d-77c7		Instagram need to be so good. The app is just unusable nowadays. Photos and	Instagram need to be so good. The app is just unusable nowadays. Photos and
Total	Every few updates, Instagram ruins their sound settings and makes stories play at full volume by default. Abysmal user experience. We use our phones for music, or sometimes do not want some loud video to start playing in a public setting. You've broken this and fixed it before. Now you have broken it again. Fix it.	I don't have major issues with this app. I just can't believe that after dozens of updates, the text in the reels is still sooo hyper-sensitive and after you hit publish, it's often all distorted. It happens	Every few updates, Instagram ruins their sound settings and makes stories play at full volume by default. Abysmal user experience. We use our phones for music, or sometimes do not want some loud video to start playing in a public setting. You've broken this and fixed it before. Now you have broken it again. Fix it.

Meta's merging Creator Studio with Business Suite

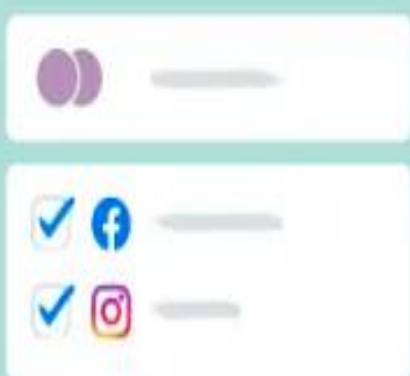
- Business Suite is a more comprehensive platform
- It includes all of Creator Studio's basic features, like content scheduling and messaging, but [offers creators more robust functionality](#), like access to insights, Ads Manager, and tools to manage monetization.

Engage with your audience through content and messaging

Measure your performance with insights and metrics

Create and customise Facebook and Instagram content together


Plan ahead with advanced scheduling features



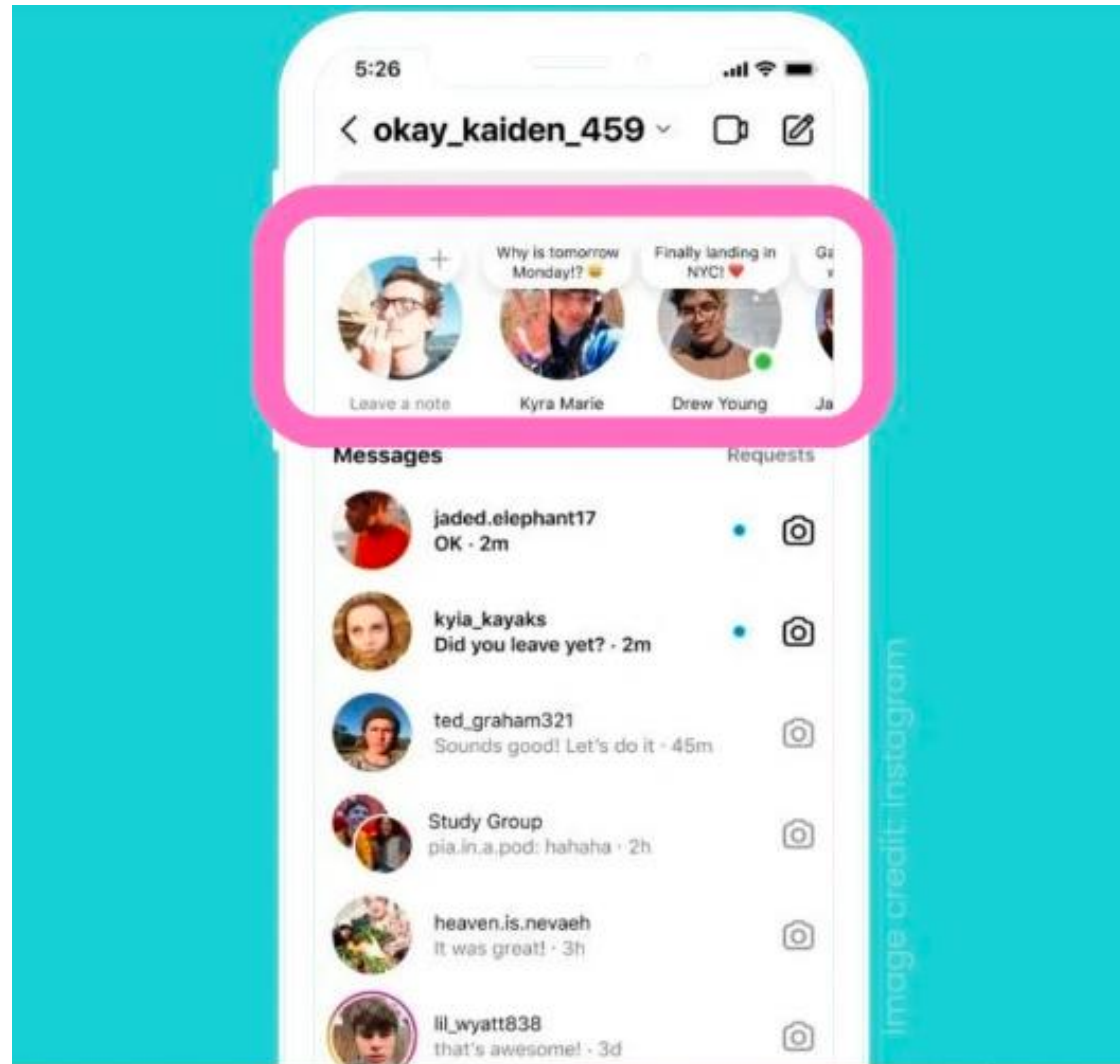
Connected experience
Post to connected accounts on both Facebook and Instagram.



Smart scheduling
Schedule your content during active times, events and holidays.



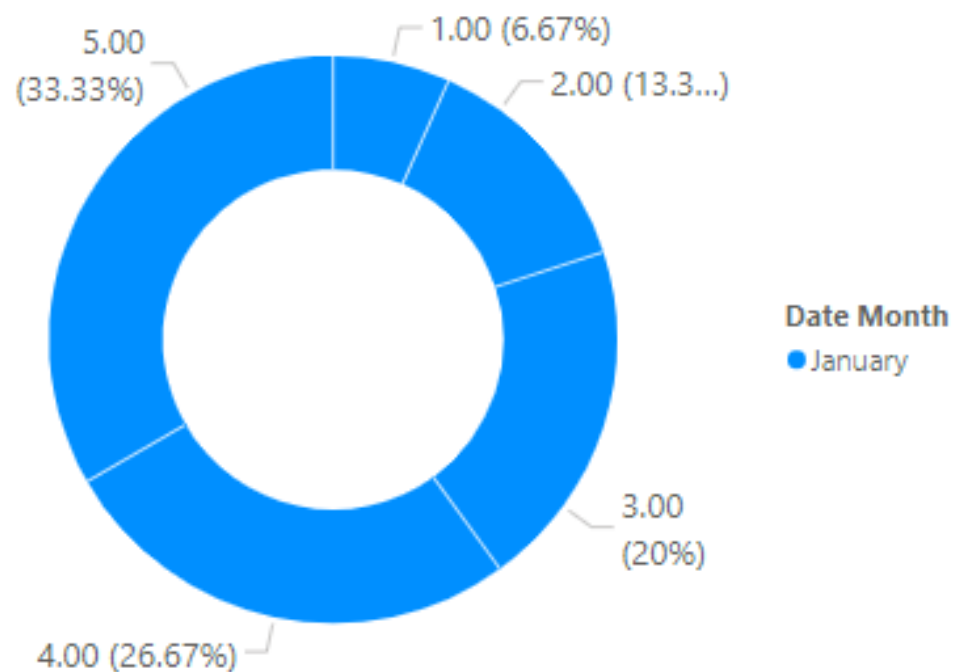
Cross-app messaging
Connect with your audience through messages and comments.



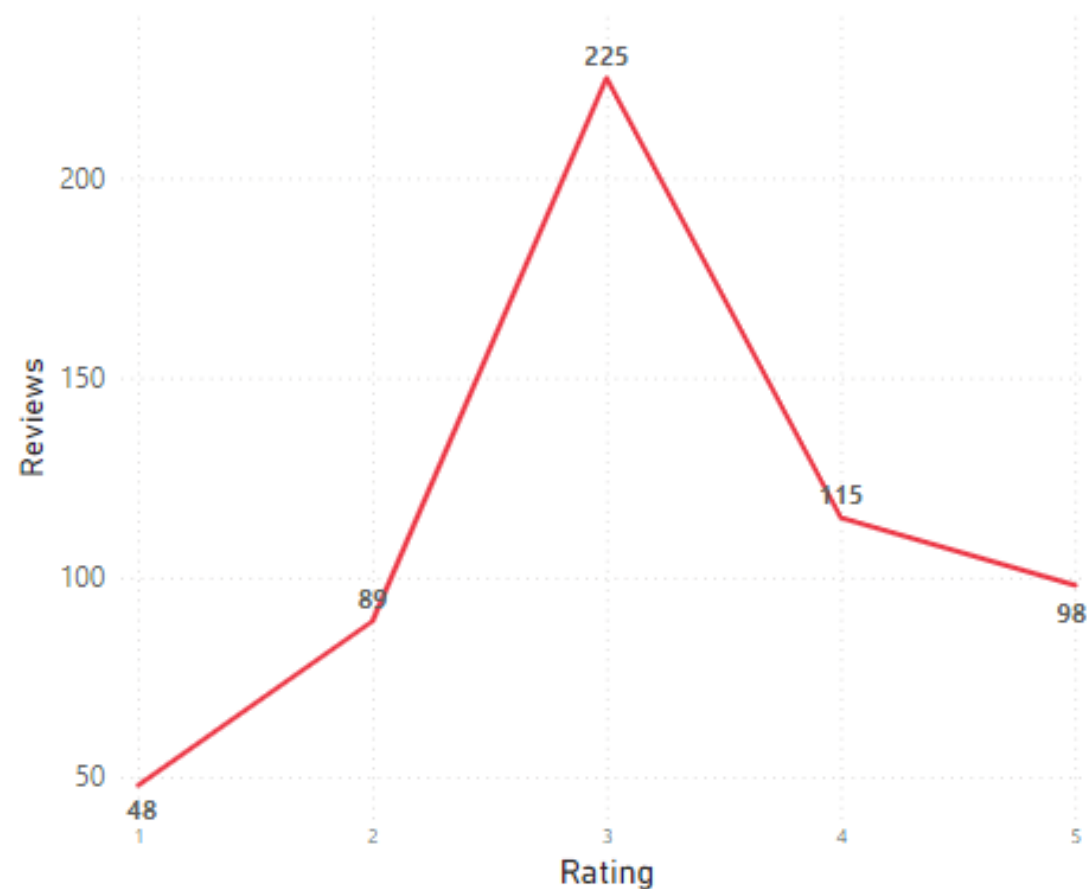
Notes

Instagram has been testing the “[Notes](#)” feature in DMs in some countries.

Ratings of month January



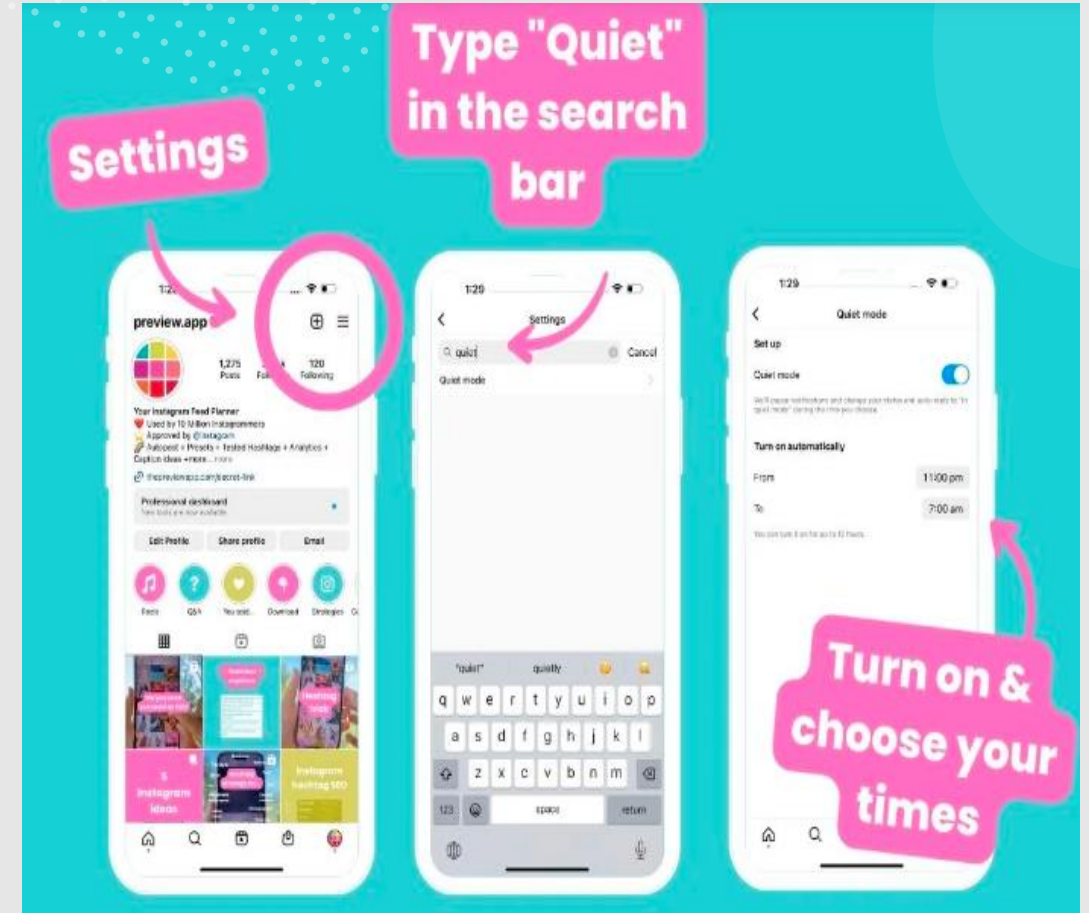
Reviews by Rating



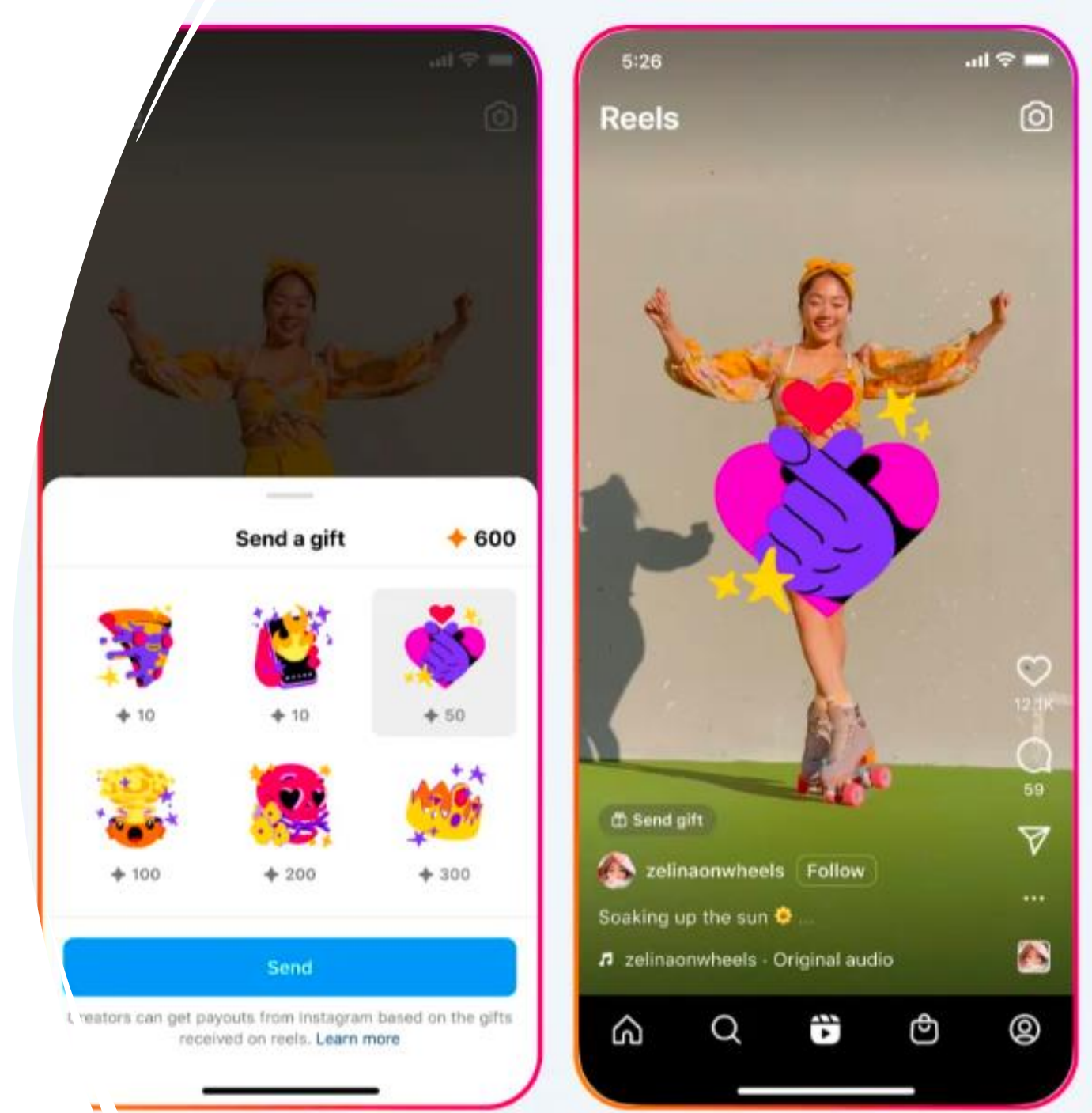
February 2023 new Instagram features & updates

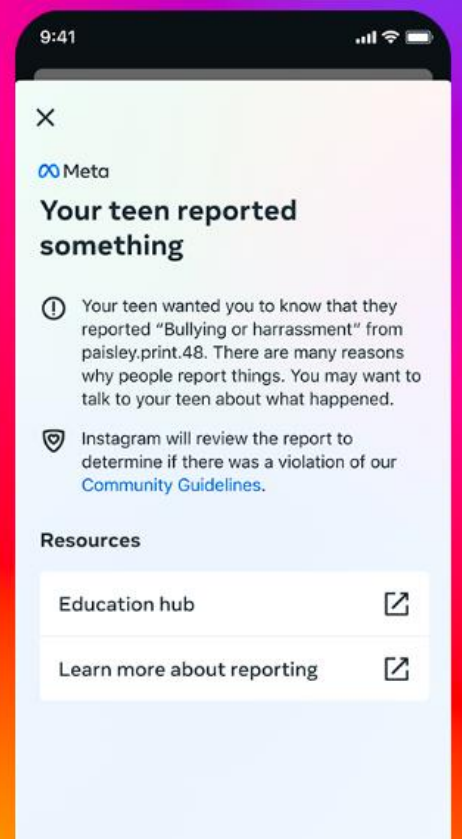
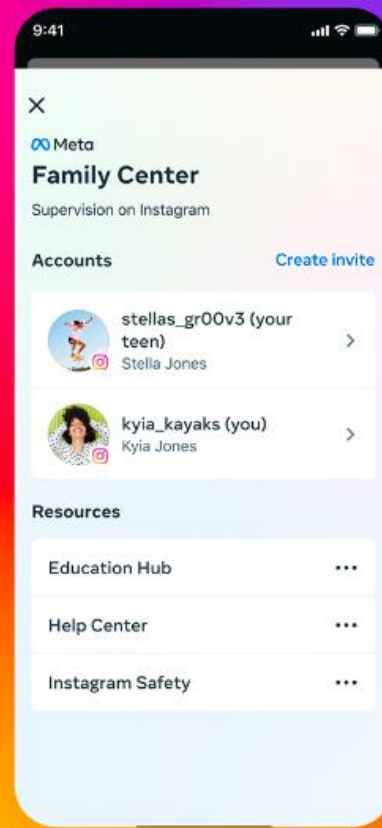
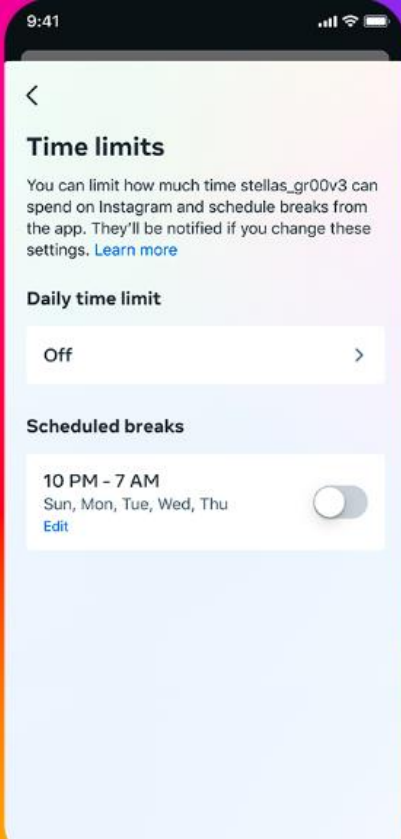
Quiet mode

- What happens in Quiet Mode?
- You won't get Instagram notifications anymore
- Your Profile Activity Status will change to "In Quiet Mode" (so people know that you won't be able to reply)
- Instagram will automatically send an auto-reply when someone DMs you



New Monetization Feature: 'Gifts' - February 2023

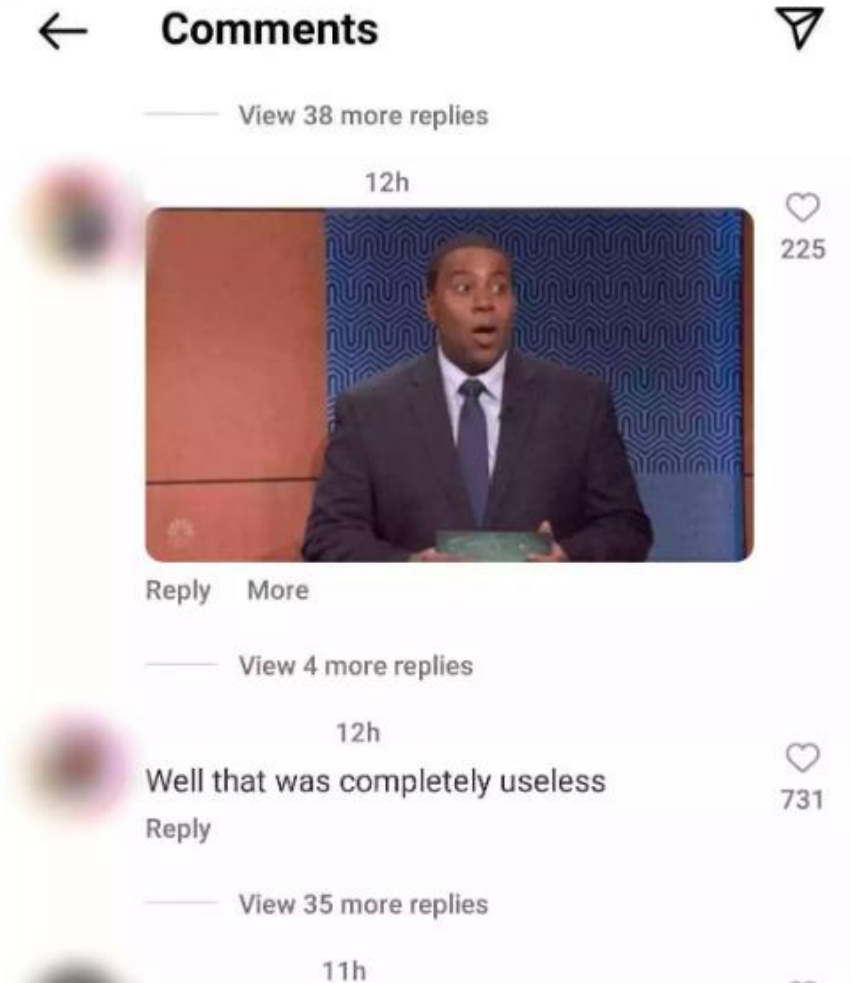




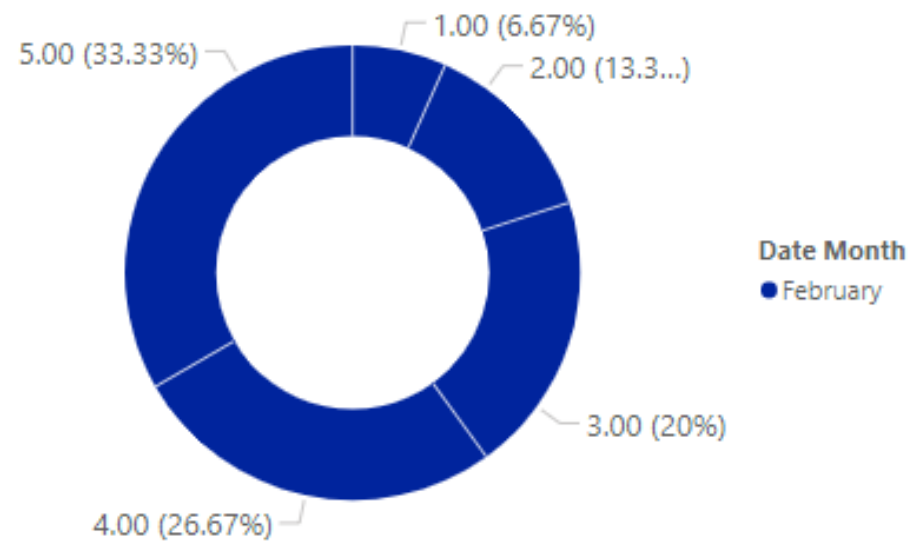
Parents' supervision tools

- Supervision on Instagram
- Tools for your family's needs
- A guide for better balance
- Insights and reporting

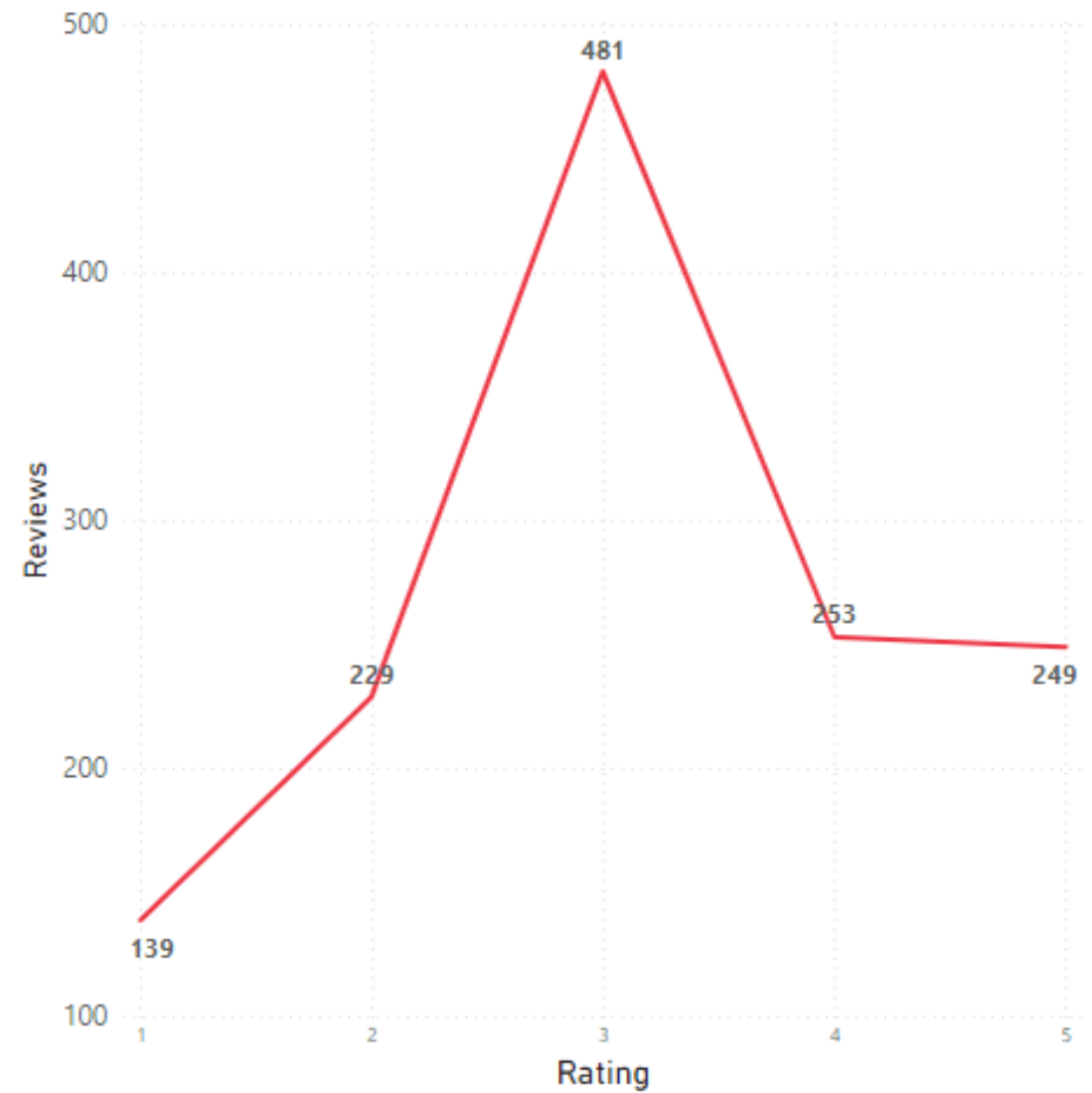
Comment
With A GIF On
Instagram
Post -
February 2023



Ratings of month February

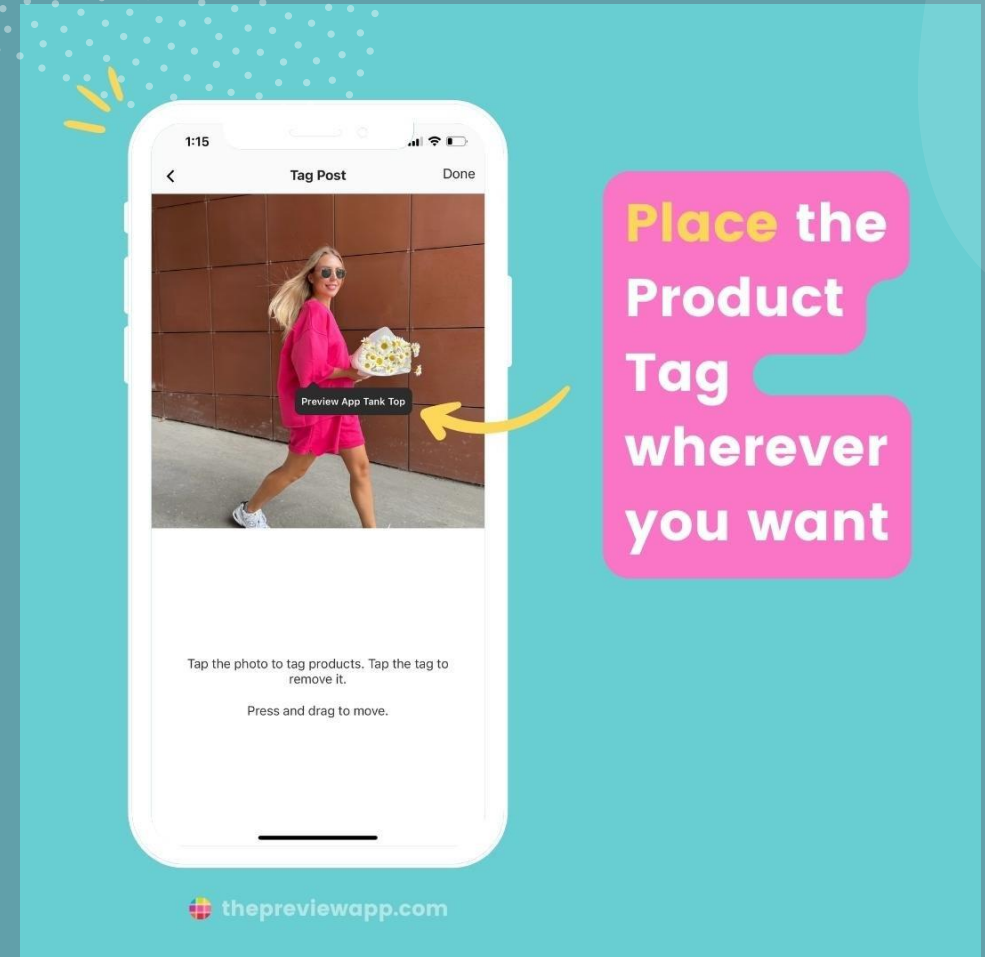


Reviews by Rating

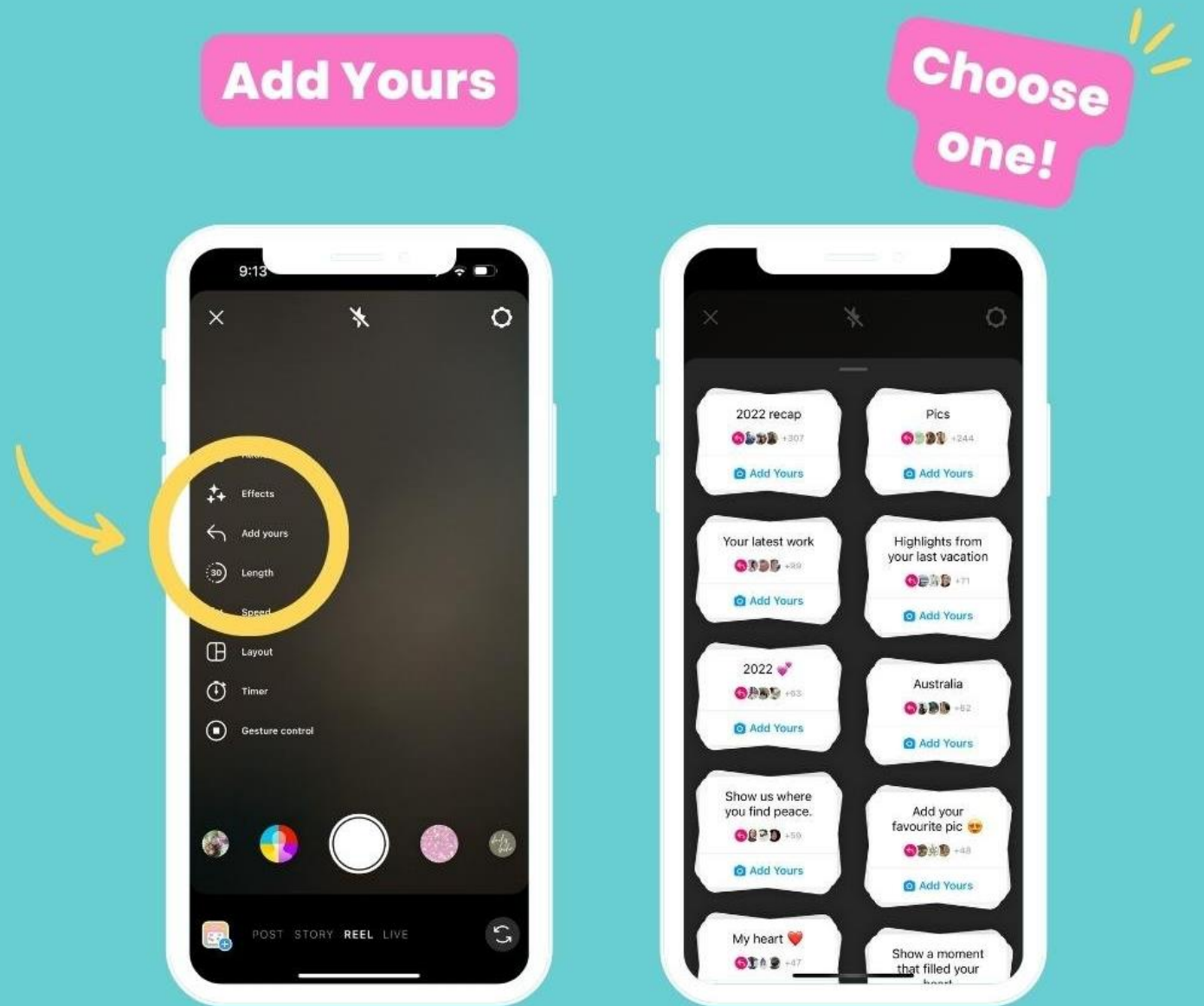


March 2023 new Instagram features and updates

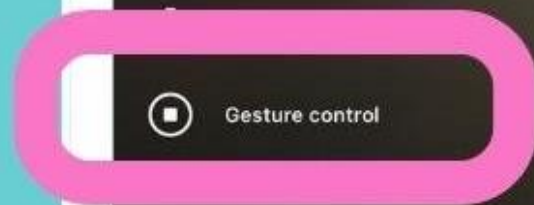
- **Good-bye Live Shopping**
- On March, Instagram will officially shut down Live Shopping.
- No tagging products **during a livestream** anymore.
- Only able to tag products on your normal posts, Reels and Stories.



“Add Yours” Stickers in Reels



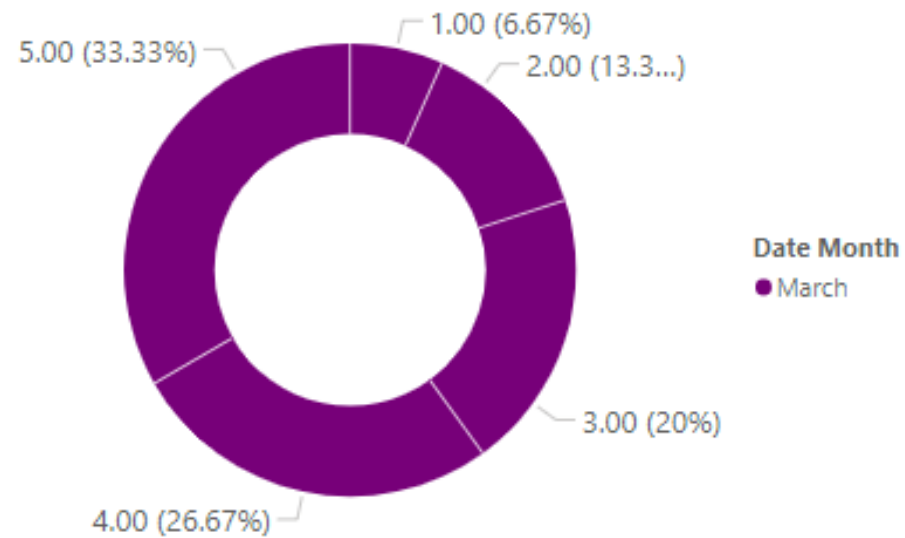
See more new features <https://thepreviewapp.com>



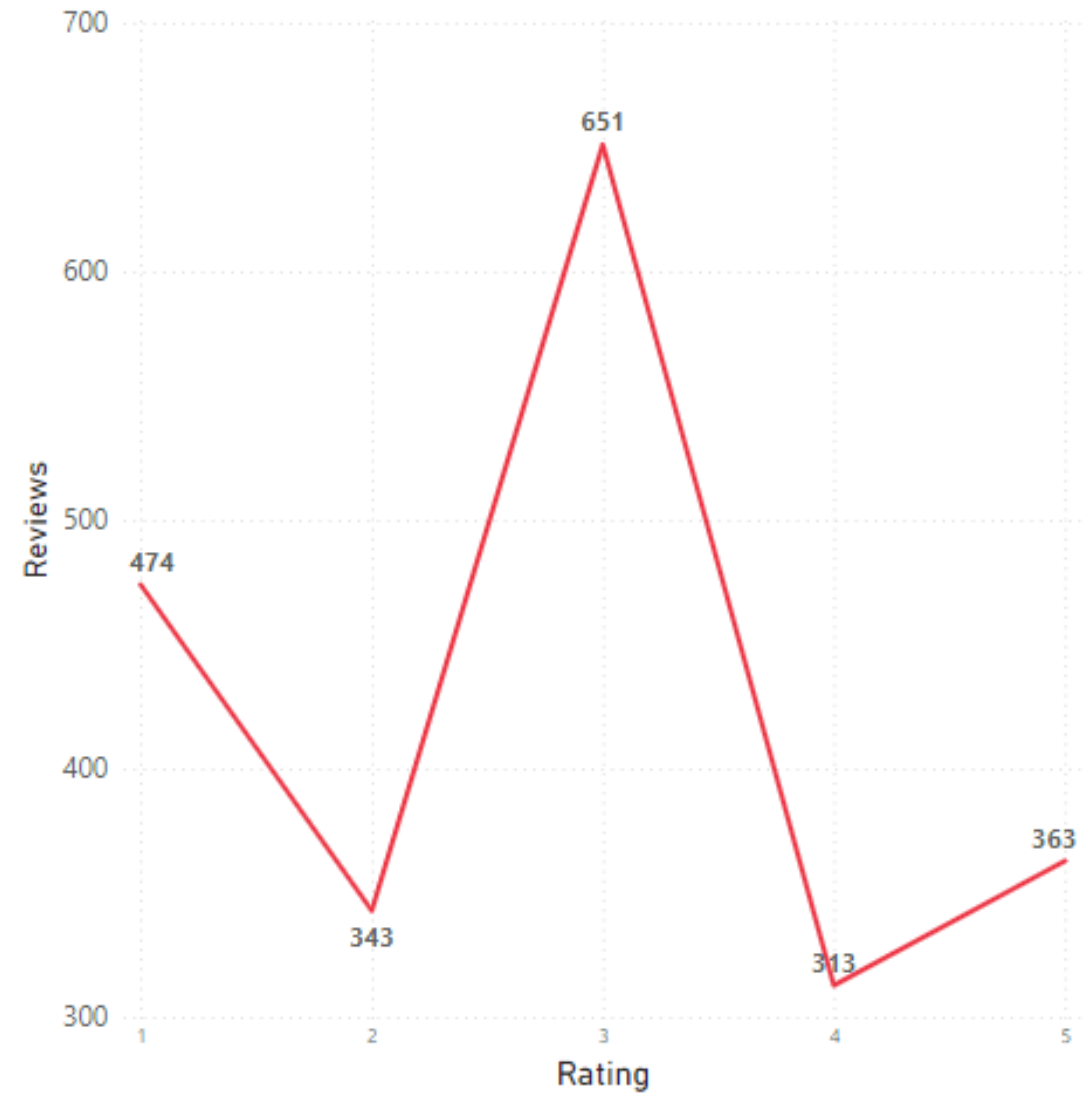
Record Reels from a distance

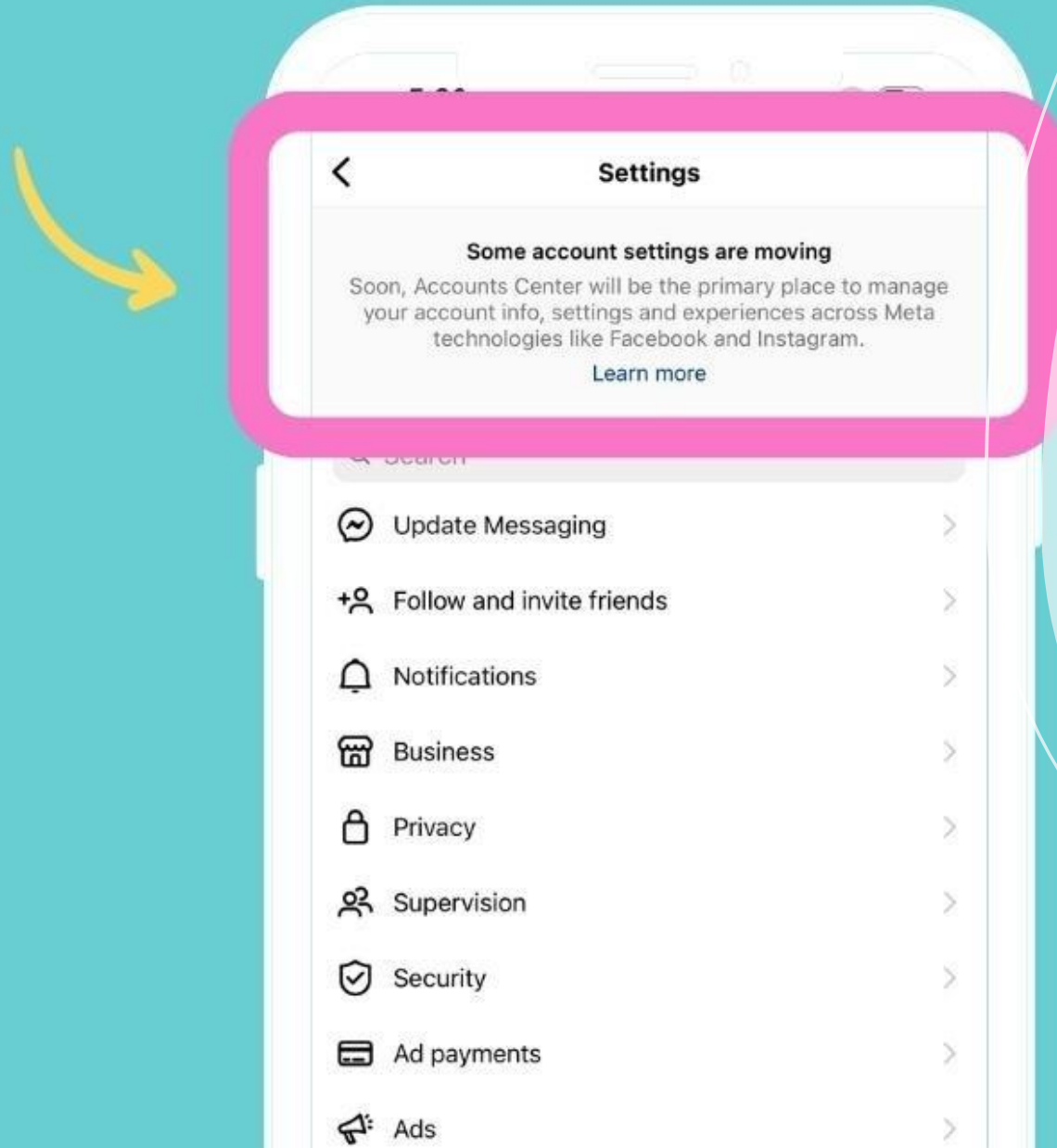
Use the “Gesture Control” feature in Reels to start recording your video whenever you want, by moving your arm only.

Ratings of month March



Reviews by Rating





April 2023 new Instagram features and updates

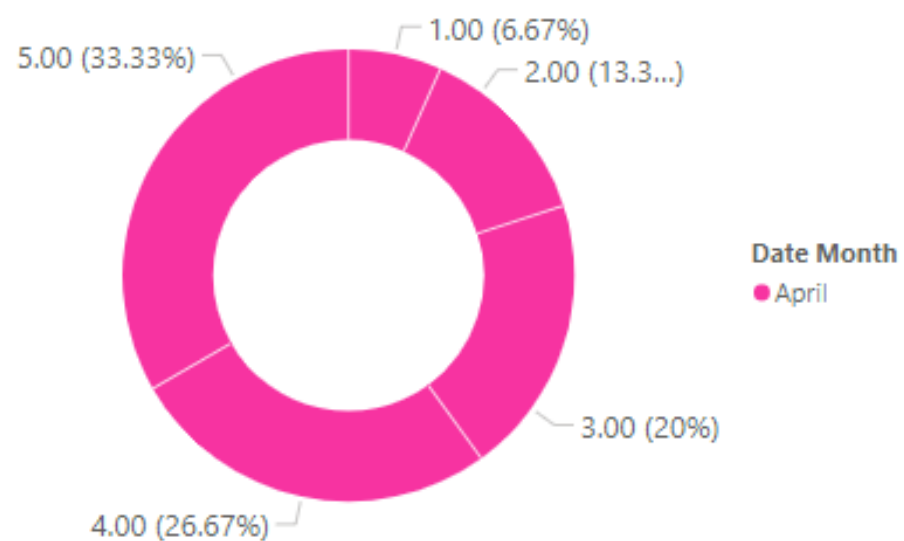
Instagram account settings are moving

Access some of your Instagram Settings from Facebook.

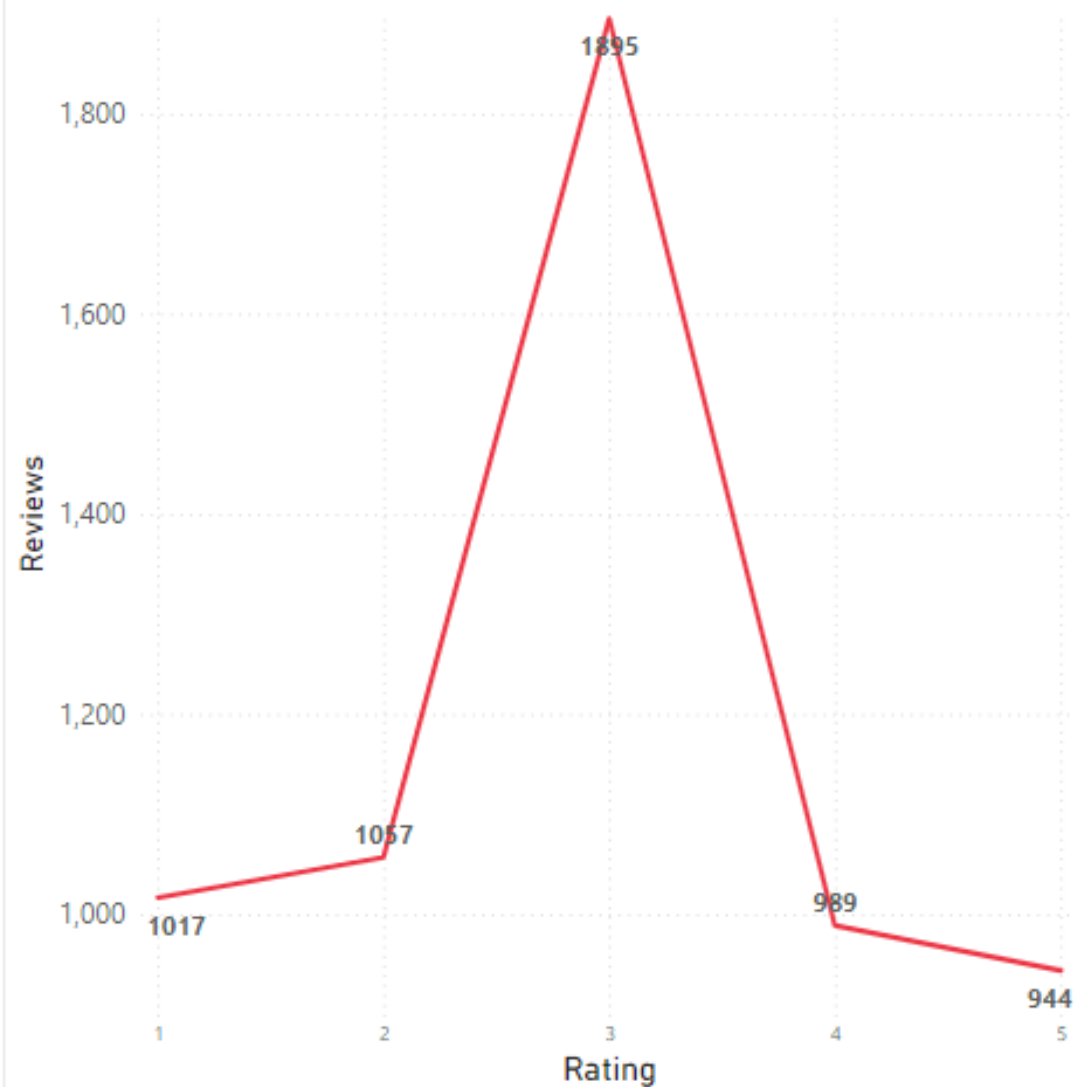


Create “Collections” with friends

Ratings of month April



Reviews by Rating



-
- March has the least ratings and thumbs up indicating Updates on March are not effective.
 - January has the highest rating therefore less bugs and better updates.

