

If you are an active Instagram user you might have started seeing content on Instagram that is labelled as *Sponsored* more and more often.

Today we'll explain what sponsored Instagram posts actually are, who can create them and how.

The simplest explanation of what is a sponsored Instagram content is that it's an ad. It means that the owner of the profile paid money to reach more users with the content that they had created.

You'll usually see *Sponsored* Instagram posts on your feed while scrolling through. Usually, for every 3 to 4 organic posts (so posts from profiles that you actually follow), there is 1 sponsored post.

Other places where you can see sponsored content on Instagram include the Explore page or in Stories.

How can you recognize that an Instagram post is sponsored? It's easy – it simply has a *Sponsored* label above the image or video.



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Why are sponsored Instagram posts so popular these days?

In the last few years, we could observe more and more ads on Instagram. There are two main reasons for that.

1. The number of people that are using Instagram is constantly growing: both the number of creators (brands, influencers, etc) as well as people that are just consuming content on the platform. This is why it's much harder than it used to be to have satisfying

organic results. Creators simply have more “competitors” than they did a few years ago. They now have to invest in paid ads to reach more users and to expand their reach and audience.

2. Instagram is constantly developing and adding new features. This is all done to keep current users attached to the platform, attract new ones, and to remain one of the biggest social media platforms. Instagram ads are one of the most important income for the company, that is why it's obvious that Instagram is encouraging users to create more ads.

Do I have to see sponsored posts?

Well, in general, it's not possible to turn off ads on your account. What you can only do is teach the algorithm of what types of ads are less interesting for you by informing [which ones you don't like](#). How can you do it?

Next to each Instagram sponsored post you'll see three dots. When you click on them, 4 options will appear:

- Hide ad
- Report ad
- About this account
- About Instagram ads

Once you click “Hide ad” you can tell Instagram why you no longer want to see this ad:

- It's irrelevant
- You see this ad too often
- It's an inappropriate
- You've already bought an item presented in this ad