

# ANALYSIS REPORT OF 3200 TWEETS OF @instagram

from 31 Oct 2016 to 22 Jan 2020



**12.84K**  
TWEETS

**304**  
LIKES

Instagram   
@instagram

**91**  
FOLLOWING

**36.08M**  
FOLLOWERS

Joined Twitter - Thu, 19 Aug 2010 20:11:11 UTC

Bringing you closer to the people and things you love. ♥

<https://t.co/9VHxYebEx2>

TWEETS 2861 (89.41%)

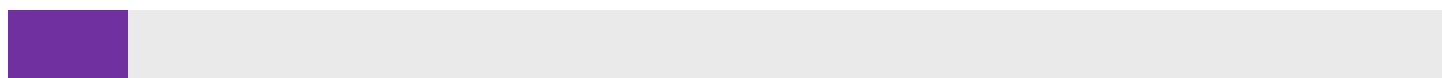


AV. TWEETS PER DAY 2.43

AV. TWEETS PER WEEK 17.03

AV. TWEETS PER MONTH 75.29

RETWEETS 265 (8.28%)

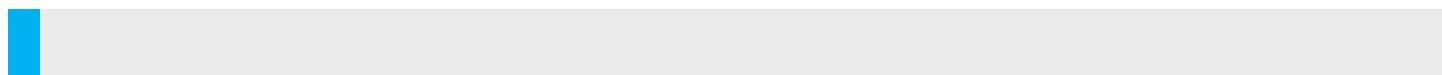


AV. RETWEETS PER DAY 0.22

AV. RETWEETS PER WEEK 1.58

AV. RETWEETS PER MONTH 6.97

REPLIES 74 (2.31%)

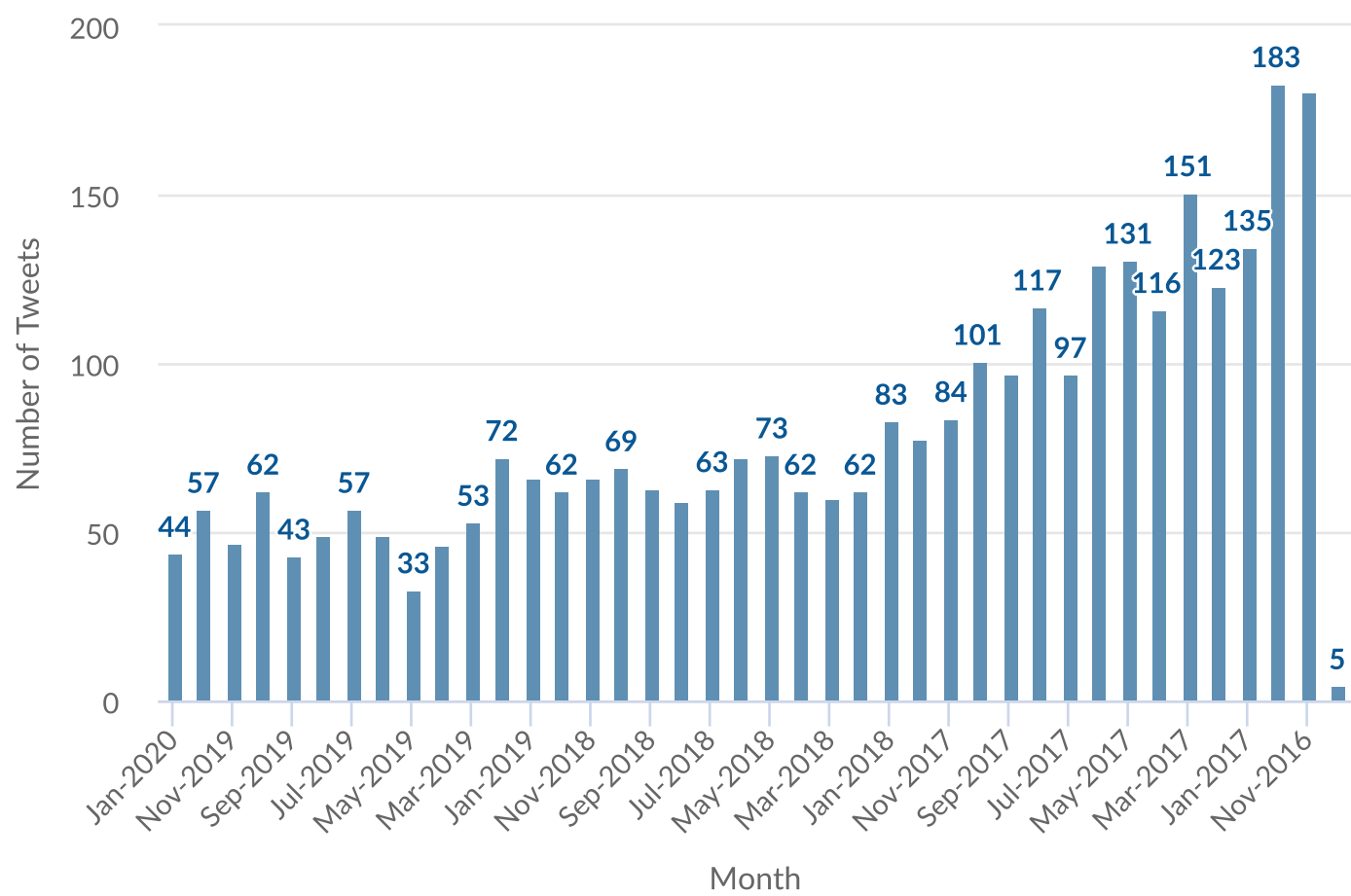


AV. REPLIES PER DAY 0.06

AV. REPLIES PER WEEK 0.44

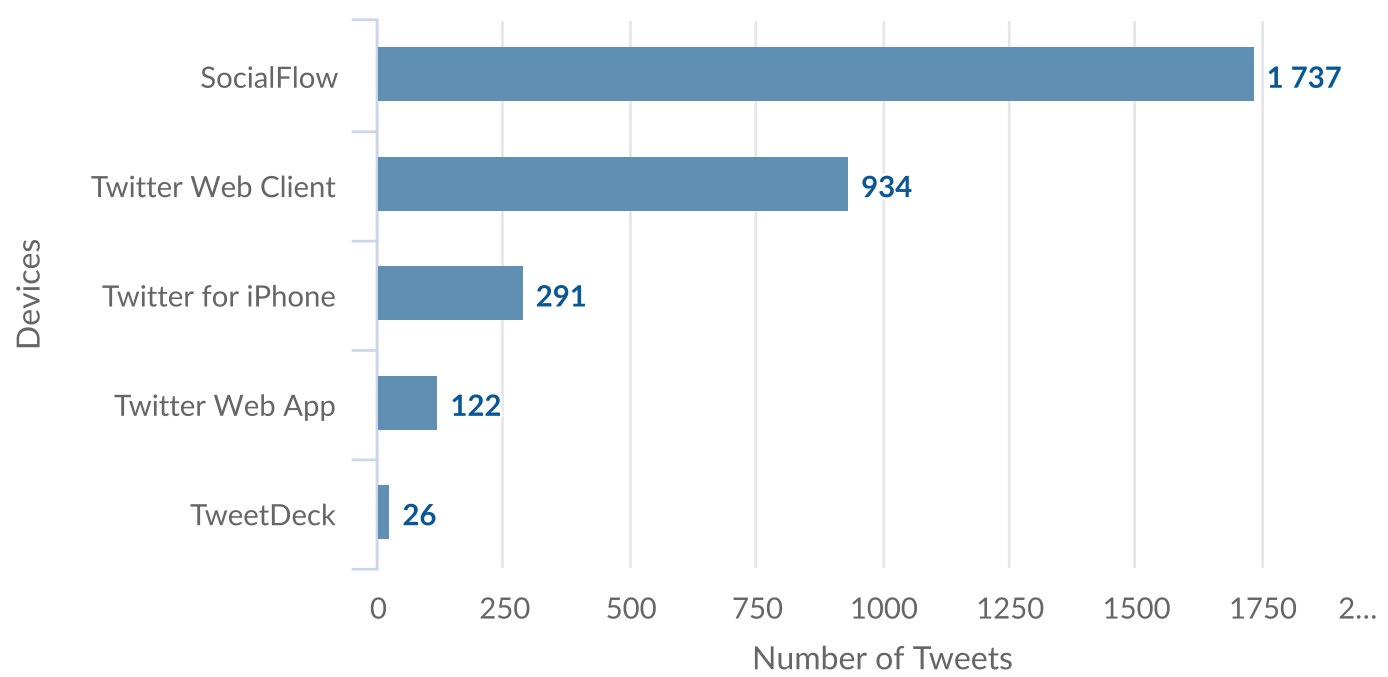
AV. REPLIES PER MONTH 1.95

TWEET TIMELINE



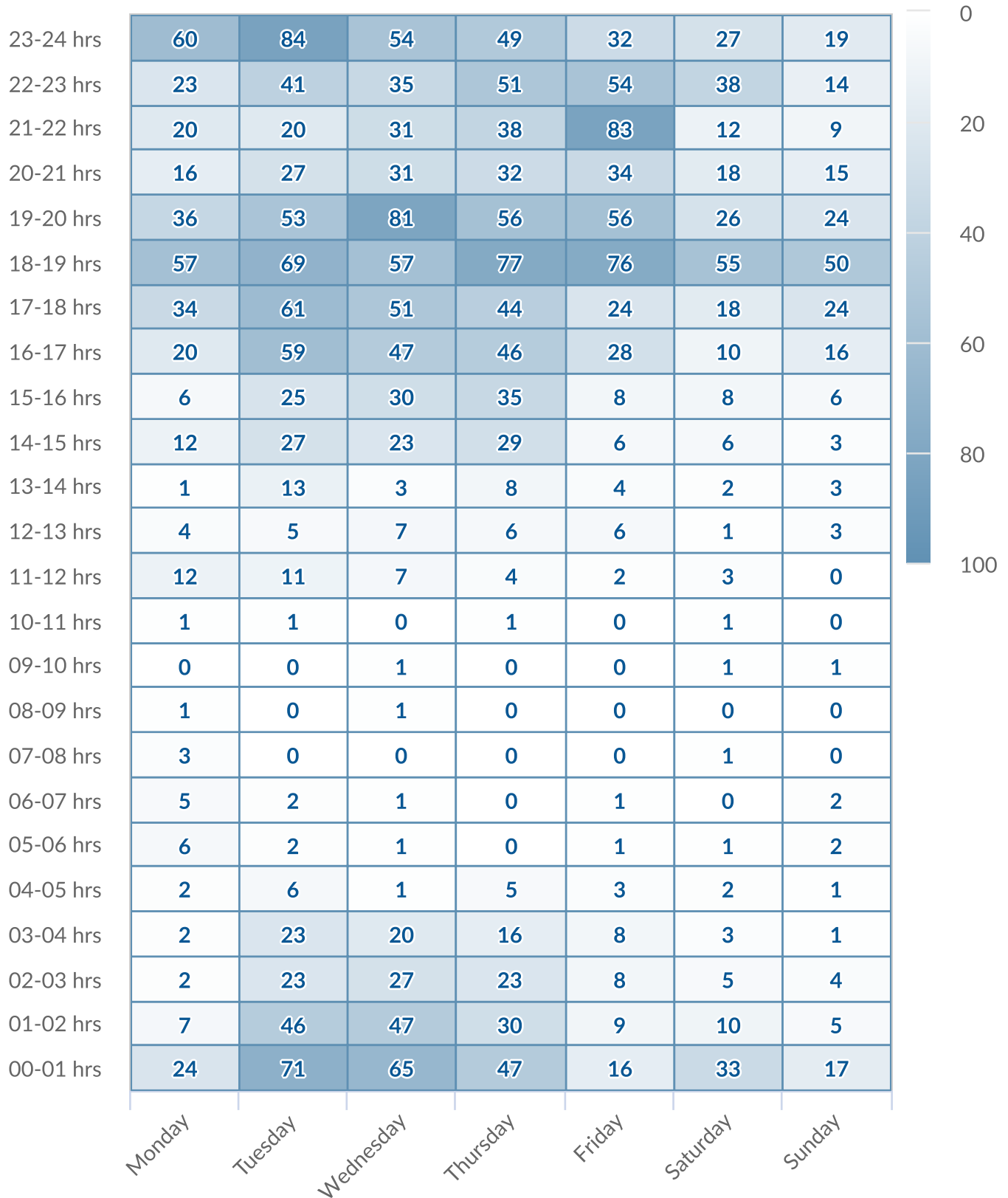
CLIENT SOURCE

Number of times client sources are used to post the tweets



## WEEK - DAY PEAK USAGE PATTERN

Heat map containing week and day pattern of tweets posted by Twitter account



## BEST TIME TO TWEET

Best time for @instagram to post the upcoming tweets

TIME (UTC)	RETWEETS PER TWEET*
8:00 - 9:00	284.00
9:00 - 10:00	228.00
13:00 - 14:00	204.00
12:00 - 13:00	182.00
5:00 - 6:00	175.00
14:00 - 15:00	151.00

\*median number of re-tweets received on a tweet posted by the user in the time period

## MOST MENTIONED KEYWORDS

Keywords which are mentioned the most in the Tweets

KEYWORDS	COUNT
#theweekoninstagram	215
#weeklyfluff	149
#dailyfluff	54
#boomerangoftheweek	53
#whp	42
#thisweekoninstagram	31
#hellofrom	29

## LATEST TWEETS

Latest Tweets Posted by @instagram

Reality just got warped. #2020Vision https://t.co/REwZ6ODzv3 https://t.co/TiykZQ5mxA	218 retweets	1.56K likes	22-Jan-2020 18:32:38 UTC
"Part of the appeal of climbing is that I can show how strong women are." — competition boulderer Miho Nonaka 22Q2 https://t.co/lh2iSit6RE https://t.co/9A6qf1NJMI	136 retweets	1.33K likes	21-Jan-2020 18:25:26 UTC
"I don't fit into any one box." — breakout star @ParkerKitHill #2020Vision https://t.co/8A7yo028To https://t.co/0xaTicLDPk	75 retweets	884 likes	20-Jan-2020 17:36:09 UTC
#HelloFrom Taimu Mountain https://t.co/9z6ZFgvKjy https://t.co/KMJSnHbAvz	241 retweets	1.63K likes	19-Jan-2020 18:27:31 UTC
Relive the from this week's @CFBPlayoff national championship with this IGTV from their official Instagram. https://t.co/TWqSRhe3ZX	94 retweets	651 likes	17-Jan-2020 22:35:30 UTC

## MOST MENTIONED USERNAME

@usernames which are mentioned the most in the Tweets

USERNAME	COUNT
@instagram	99
@refinery29	7
@mikeyk	6
@mosseri	6
@evachen212	6
@kevin	5
@facebook	5

## TOP RETWEETED TWEETS

224.49

AV. RETWEETS PER TWEET

30.47K  
retweets

We're aware of an issue impacting people's access to Instagram right now. We know this is frustrating, and our team is hard at work to resolve this ASAP.  
13-Mar-2019 22:18:43 UTC

24.22K  
retweets

We're currently running a test that hides the total number of likes and video views for some people in the following countries: Australia Brazil Canada Ireland Italy Japan New Zealand <https://t.co/2OdzpIUBka>  
17-Jul-2019 21:32:39 UTC

21.4K  
retweets

We're aware that some people are having trouble uploading or sending images and videos on Instagram. We're sorry for the trouble and are working to get things back to normal as quickly as possible. #instagramdown  
03-Jul-2019 16:15:07 UTC

17.39K  
retweets

Due to a bug, some users saw a change to the way their feed appears today. We quickly fixed the issue and feed is back to normal. We apologize for any confusion.  
27-Dec-2018 17:02:31 UTC

11.95K  
retweets

Starting today, we're expanding our test of private like counts globally. If you're in the test, you'll no longer see the total number of likes and views on photos and videos posted to Feed unless they're your own. <https://t.co/DztSH0xiq2>  
14-Nov-2019 16:02:41 UTC

9.01K  
retweets

Hi. YES. @Rihanna. #MetGala <https://t.co/zXOe0oGUJL>  
<https://t.co/3ejtD7elyA>  
08-May-2018 03:09:34 UTC

7.99K  
retweets

We're aware that some people are having trouble accessing their Instagram accounts. We're working quickly to fix the issue. #instagramdown  
13-Jun-2019 22:41:58 UTC

7.78K  
retweets

We're aware of an issue that is causing a change in account follower numbers for some people right now. We're working to resolve this as quickly as possible.  
13-Feb-2019 12:43:37 UTC

## TOP LIKED TWEETS

1,107.31

AV. LIKES PER TWEET

108.84K  
likes

We're aware of an issue impacting people's access to Instagram right now. We know this is frustrating, and our team is hard at work to resolve this ASAP.  
13-Mar-2019 22:18:43 UTC

88.56K  
likes

We're currently running a test that hides the total number of likes and video views for some people in the following countries: Australia Brazil Canada Ireland Italy Japan New Zealand <https://t.co/2OdzpIUBka>  
17-Jul-2019 21:32:39 UTC

84.23K  
likes

We're aware that some people are having trouble uploading or sending images and videos on Instagram. We're sorry for the trouble and are working to get things back to normal as quickly as possible. #instagramdown  
03-Jul-2019 16:15:07 UTC

79.38K  
likes

Due to a bug, some users saw a change to the way their feed appears today. We quickly fixed the issue and feed is back to normal. We apologize for any confusion.  
27-Dec-2018 17:02:31 UTC

41.07K  
likes

We're aware of an issue that is causing a change in account follower numbers for some people right now. We're working to resolve this as quickly as possible.  
13-Feb-2019 12:43:37 UTC

29.01K  
likes

We're aware that some people are having trouble accessing their Instagram accounts. We're working quickly to fix the issue. #instagramdown  
13-Jun-2019 22:41:58 UTC

28.36K  
likes

Watch our Instagram story now to join musician @ShawnMendes on his world tour <https://t.co/aUlxto8hZ>  
02-Jun-2017 20:22:58 UTC

28.05K  
likes

We're aware that some people are currently having trouble accessing Facebook's family of apps, including Instagram. We're working to get things back to normal as quickly as possible. #InstagramDown  
28-Nov-2019 15:41:40 UTC