



Vizia > Articles > Integrations & Metrics > Metrics

Q	Search Vizia	

Section: Metrics



Instagram Metrics & Metadata

4 years ago ·	Updated ·	Print/PDF =	Translate this article:	Select Language

Here is a guide to the different metrics and meta-data you can get in the Brandwatch platform for Instagram hashtags and channels.

Metric Category	Metrics	Instagram Hashtags	Instagram Non- owned Business Account Posts	Instagram owned Channels
Post	Caption Text	Yes	Yes	Yes
	Post URL	Yes	Yes	Yes
	Image URL(s)	Link correct at time of data collection. Instagram may expire the link after a	Link correct at time of data collection. Instagram may expire the link after	Link correct at time of data collection. Instagram may expire the link after

	period of time (e.g. 1 month)	a period of time (e.g. 1 month)	a period of time (e.g. 1 month)
Media Type	Photo / Video / Carousel	Photo / Video / Carousel	Photo / Video / Carousel
Comment Count	Correct at time of data collection, we currently do not provide guarantees to revisit posts and update metrics on Instagram hashtag posts	We revisit posts to update metrics every 6 hours for 7 days after the post is published when possible	We revisit posts to update metrics every 6 hours for 7 days after the post is published when possible
Like Count	Correct at time of data collection, we currently do not provide guarantees to revisit posts and update metrics on Instagram hashtag posts	We revisit posts to update metrics every 6 hours for 7 days after the post is published when possible	We revisit posts to update metrics every 6 hours for 7 days after the post is published when possible
Date / Time	Assigned by Brandwatch at data collection time - will differ to Instagram exact time by up to 1hour	Yes	Yes

2025	, 13:18		Instagram Metrics & Metadata – Vizia		
		Comments Text	Only original posts can be collected for Instagram hashtags	Only original posts can be collected for non-owned accounts	Yes. For each post less than 7 days old we retrieve between 100 and 200 comments (the exact number determined by Instagram - it is not under our control). Therefore we may well miss comments on posts with a high volume of comments.
	Author	Name	Hashtag posts have no author metadata according to Facebook policy	Yes	Yes
		Location	No location data is given so all posts are classified 'United States' (the country where instagram.com is registered)	No	No
		Profile Picture	No	Yes	Yes

	Number of Followers	No	No	Yes
Brandwatch Metrics	Reach	Yes	Yes	Yes

	Was this article helpful? Yes No 0 out of 0 found this helpful
Return to top ^	
Recently viewed articles	
Chart Metrics and Dimensions	
Net Sentiment	
Reach	
Location	
Content Sources	

BRANDWATCH ACADEMY

The Brandwatch Academy is here

Access on-demand courses on the Brandwatch product suite, plus live events to enrich your knowledge.

Explore the Brandwatch Academy

CONSUMER INTELLIGENCE

- Cr Consumer Research
- Vz Vizia
- Rv Reviews

SOCIAL MEDIA MANAGEMENT

- Pb Publish In Influence
- Ad Advertise Engage
- Me Measure Au Audience
- Bm Benchmark Ls Listen

MORE

- Brandwatch Academy
- Brandwatch Community

Brandwatch

Copyright © 2023 Brandwatch. All Rights Reserved. 1st Floor, Sovereign House, Church Street, Brighton, BN1 1UJ Company number: 03898053 | VAT number: 754 750 710

By continuing to browse this site, you agree to our **Cookie Policy** and **User Privacy Statement**.