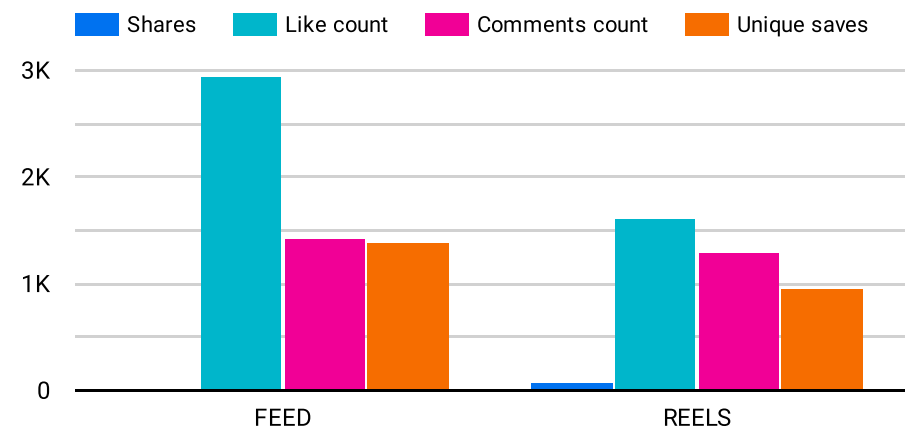
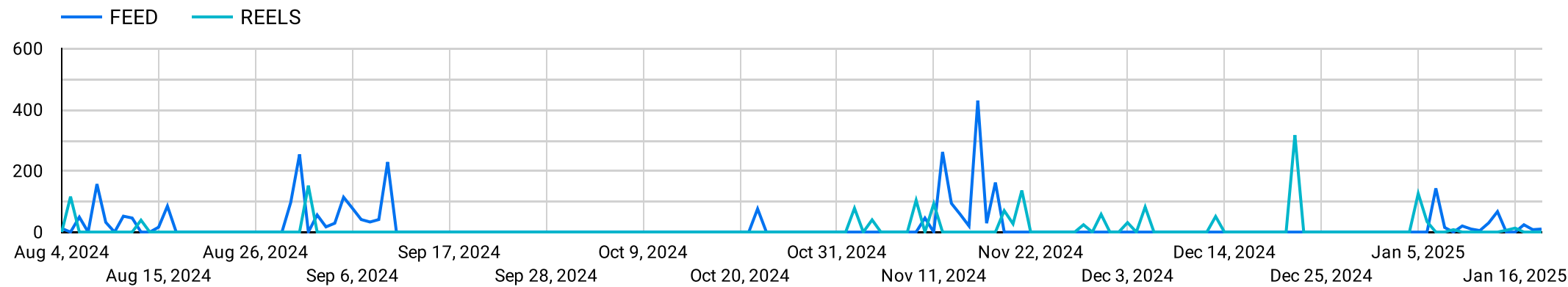


REEL vs FEED like count



To determine if an Instagram Reel is performing well, I looked at metrics like, like counts compared it to feed. In our case post in feeds seems to outperform reels most of the time.

Significant engagement over metrics likes, comments, saves, and shares is also stronger with feed posts. and is reel has large number of accounts reached.

Period around Nov 20 2024 if when reels performed strongest
further investigation in why and what type of posts we had in this period is needed.

