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Beautiful Moments: Klout + Instagram

March 28th, 2013 by Prantik Bhattacharyya

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Klout loves Instagram! So we are extremely excited to [announce](#) we are adding Instagram into the Klout score. By [connecting](#) your Instagram account with Klout, you can broaden your influence and showcase your beautiful moments from Instagram to the people you influence and the world.

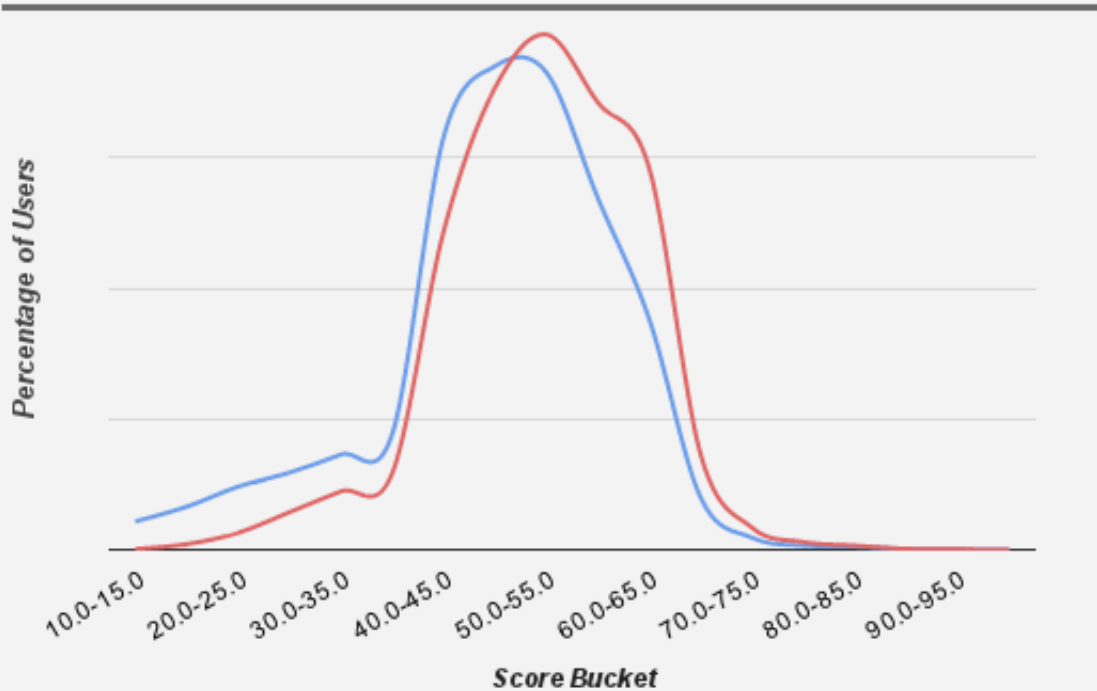
How Instagram Will Impact Your Klout Score

We designed the Klout score so that the addition of a network can only increase your score, never decrease it. Users with low Instagram activity levels will not see a score drop after connecting their Instagram accounts. If you are an active Instagram user, you can expect your score to go up.

In the following chart, we show the change in the Klout score distribution for users who have already added Instagram as a network to their Klout account. More than 10 percent of Klout users who have Instagram connected will see their scores increase into the 50 to 70 score range.

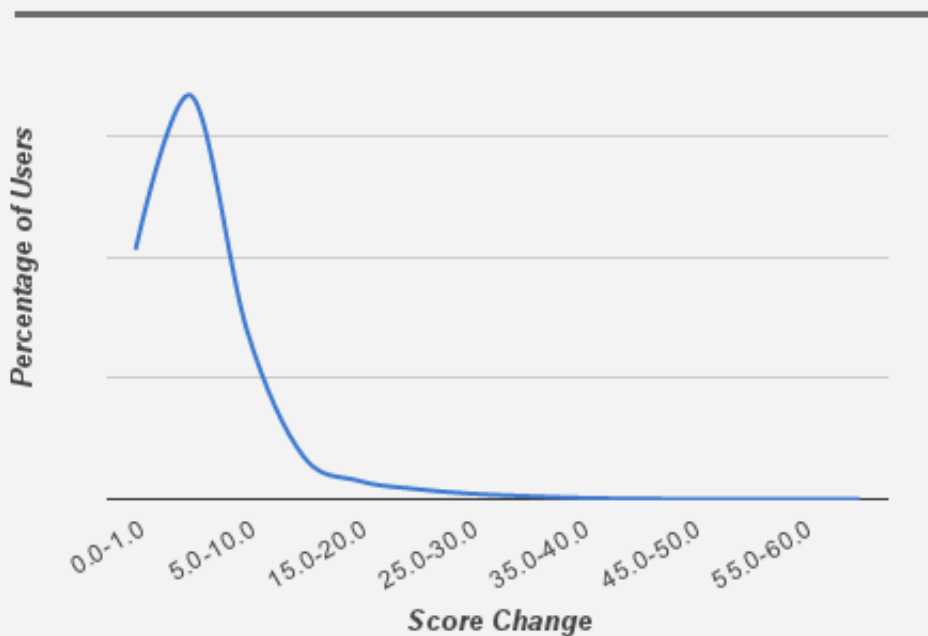
Change in Score Distribution

Before Instagram Addition After Instagram Addition



So, who will see a score change? In the next chart, we show the percentage of users who will see a change. Over 77 percent of users who have connected their Instagram accounts will see a score increase between 1 and 5 points. And 16 percent of Instagram-connected users will see a Score increase of 5 or more points.

Percentage of Users vs Score Change



Actions on Instagram

We measure influence on Instagram by analyzing your ability to drive social actions. The influence of the people engaging with your content, the number of followers, and the actions taken on the photos you post (e.g., “Likes” and “Comments”) form the foundation of our analytical methods. Details about how signals are incorporated into the Klout score can be found [here](#).

Check your score summary on your dashboard for detailed statistics and to learn how your interactions on Instagram feed into your Klout score.

The number of followers and social interactions on the photos uploaded by users increases significantly for each score range of 10 points. A user with a score between 40 and 50 has on average approximately 150 followers and 300 actions on their photos over the past 90 days. In contrast, a user with a score between 80 and 90 has approximately 50,000 followers and 200,000 social actions, both orders of magnitude greater.

How Instagram Will Enhance Your Klout Moments

With millions of beautiful photographs being posted every day on Instagram, it’s easy to miss a picture that resonated with your network. We took a closer look at a few users who stood out to us.



Shannon Ferguson posted a photo
@sferguson

On the quai in Bordeaux... bon weekend !



09:17am • 28 Dec 2012

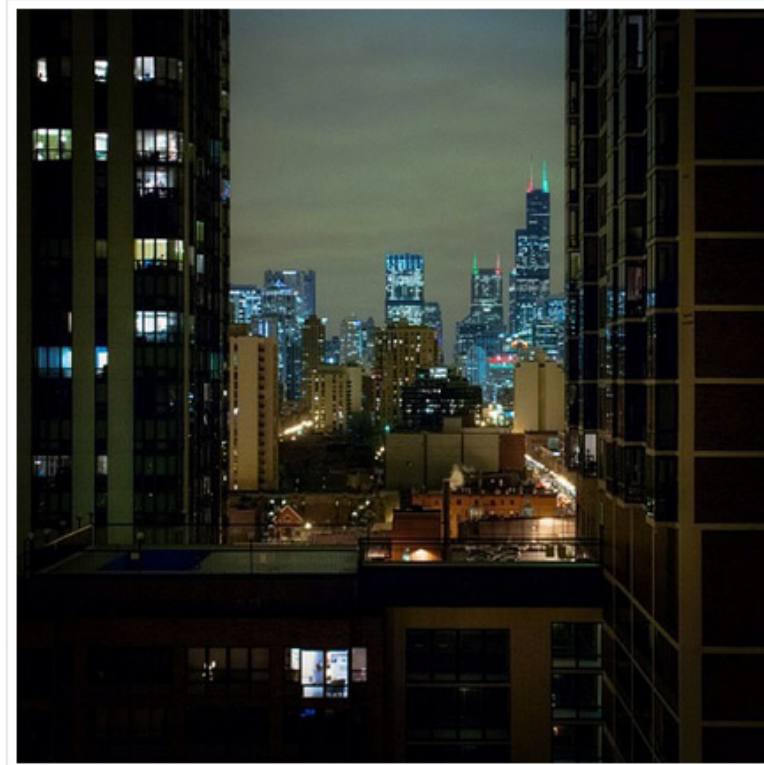


You engaged erika Christensen, Hervé Bois, and 758 others in this photo.

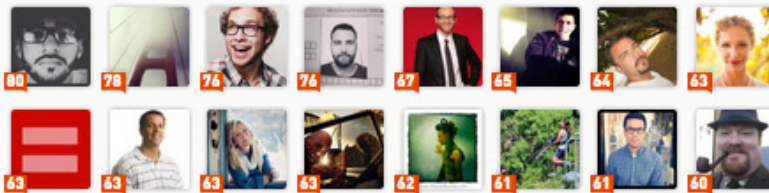
[Shannon Ferguson](#) is a digital media executive, Instagramming pictures from Paris, France. Because Instagram is one of her main networks of influence, her Klout score has risen by 18.97 points, bringing her to a 63.35!



Dan Marker-Moore posted a photo
@payphoneography



10:33pm • 26 Dec 2012



Dan engaged Alex Medina, San Francisco Fog, and 1K others in this photo.

[Dan Marker-Moore](#), a motion designer from Los Angeles, uses Instagram to share pictures of beautiful landscapes, skylines, and architecture. He maintains a blog dedicated to unique [photographs of payphones](#). Although Dan isn't active on Twitter with only a handful of followers, Dan's Instagram engagement has bumped his score from 40.49 to 74.64.



Lonely Planet posted a photo
@lonelyplanet

95

Colourful juices at the #MercatBocqueria in #Barcelona, #Spain.
Image by @katersmcd83. #lp #travel



12:56am • 09 Jan 2013



You engaged Ala Moana Center, Ilary Barbie, and 1K others in this photo.

[Lonely Planet](#)'s Instagram account brings you the best photographs from their employees' international vacations. Their showcasing of the personal side of their brand has bought them a dedicated audience on Instagram. These photogenic moments have moved their score from 93.83 to 95.31.



Chevrolet posted a photo
@chevrolet

95

Departure from convention. @Corvette #Stingray #C7 #Vette



08:24am • 07 Feb 2013



You engaged Phil Johnson, Jared Gaff, and 5191 others in this photo.

[Chevrolet](#) celebrates the ingenuity of vehicle engineering and design through their Instagram account. Whether they are giving users a sneak peek at VIP events or satisfying their midday ‘need for speed’ craving—their Instagram account is making waves in the Instagram brand community. Our score integration has brought them from a score of 93.44 to 95.25.

A special thanks to the team at Klout for making this happen, particularly [David Ross](#), [Naveen Gattu](#), [Adithya Rao](#) and [Christine Nguyen](#). If you’re interested in joining the team behind the Klout Score, [come join us!](#)

Tags: [announcements](#), [measuring influence](#).

This entry was posted on Thursday, March 28th, 2013 at 4:03 pm and is filed under [Science](#). You can follow any responses to this entry through the [RSS 2.0](#) feed.

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**Shyla Lane** • 4 months ago

Will there be a way to link more than one Instagram to your Klout in the near future? I manage two different accounts, one that is specifically for a food blog and the other that is my personal one. Thanks!

1 ^ | ▾ Reply Share ›

**Jason Borg** • 5 months ago

Disqus support would be cool.

^ | ▾ Reply Share ›

**Muskie** • 6 months ago

I would have preferred Disqus support, what with typing this comment in Disqus and all...

^ | ▾ Reply Share ›

**Miriam Slozberg** • 6 months ago

This is great. A lot of active Instagram users out there should be happy now.

^ | ▾ Reply Share ›

**Jeremy Teel** • 6 months ago

This is great, something I've been hoping would happen for awhile now since my photos on Instagram receive more engagement than any other channel. Great insights into the background.

^ | ▾ Reply Share ›

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