

Short Insight Report

- **Reels drive the highest engagement rate** compared to other content types, showing users interact most with short videos.
- **Stories reach a larger audience** but generate relatively lower engagement, suggesting they are better for visibility rather than deep interaction.
- **Engagement rate tends to decrease as follower count grows**, indicating larger audiences engage less proportionally.
- **Posts made during weekends show slightly higher engagement**, highlighting timing as a key factor.
- **Top 5 performing posts are mostly Reels**, confirming that Instagram's algorithm prioritizes short-form video for visibility