

OCT  
2022

# INSTAGRAM ENGAGEMENT BENCHMARKS

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS



AVERAGE INSTAGRAM  
ENGAGEMENT RATE  
FOR ALL POST TYPES



0.54%

AVERAGE INSTAGRAM  
ENGAGEMENT RATE  
FOR PHOTO POSTS



0.46%

AVERAGE INSTAGRAM  
ENGAGEMENT RATE  
FOR VIDEO POSTS



0.61%

AVERAGE INSTAGRAM  
ENGAGEMENT RATE  
FOR CAROUSEL POSTS



0.62%



Source: Hootsuite Social Genome, based on data from Instagram Business accounts published between October 1, 2021, and October 31, 2022. Engagement rate is calculated as the number of interactions (likes, comments, shares, saves, and video views) divided by the number of followers. Engagement rate is expressed as a percentage. All data is based on public Instagram Business accounts. Engagement rate is calculated based on the number of interactions (likes, comments, shares, saves, and video views) divided by the number of followers. Engagement rate is expressed as a percentage. All data is based on public Instagram Business accounts.

we  
are  
social

 Hootsuite

# Insights Stagram Favorite

**Christopher Miller**



## Insights Stagram Favorite:

**Brand Building for Veterinary Professionals** Rhonda Bell, 2026-03-23 Essential guide and toolkit for veterinary professionals embarking on various entrepreneurial paths focused on animal health Taking a holistic approach Brand Building for Veterinary Professionals seamlessly integrates mindset goal setting career coaching branding and digital marketing strategies to serve as a completely comprehensive guide to building and growing any type of veterinary practice or animal related business This guide is enriched with interactive assignments designed to put theory into practice including those focused on crafting a compelling brand voice and constructing detailed audience avatars as well as a number of case studies and real world examples The book includes a range of additional tasks aimed at reinforcing key concepts from identifying and articulating core brand values to strategizing effective content marketing plans and leveraging digital analytics for brand growth The book also recognizes and addresses the unique perspectives and aspirations of different generations within the veterinary community offering different strategies that cater to the varied paths one might take in the industry Written by a renowned thought leader in the space Brand Building for Veterinary Professionals includes information on Core principles that define your veterinary related brand whether it s a consulting firm hospice care or another venture Visual elements that resonate with your niche whether in veterinary education product innovation or service excellence Online tools and platforms to promote your brand tailored to veterinary professionals branching into various sectors Direct communication strategies to nurture leads and retain clients in the veterinary industry Strategies for expanding your brand s impact through franchising digital products or new services Whether you re just starting out or seeking to expand your existing brand Brand Building for Veterinary Professionals provides a comprehensive framework for success ensuring your venture not only launches but also flourishes in today s competitive marketplace

*Music Marketing for the DIY Musician* Bobby Borg, 2024-05-07 Unleash your music s potential by taking charge of your career In Music Marketing for the DIY Musician industry veteran Bobby Borg provides a step by step guide to producing a fully customized low budget plan of attack for marketing one s music helping to propel independent artists and other players toward success in the new music industry This third edition provides major updates Cutting edge social media strategies Dominate TikTok master Instagram and conquer YouTube with the latest tactics to amplify your online presence Streaming secrets unveiled Unlock the gateway to playlists and skyrocket your monthly listenership with fresh insights into the streaming world Updated roadmaps for record releases Navigate your way to a triumphant album launch with foolproof strategies and revamped timelines New data analytics Learn strategies to make educated decisions about the latest music marketing Future forecasts Embrace music innovation by leveraging artificial intelligence exploring NFTs diving into the metaverse and more Written in an easy to read style this is a comprehensive resource with many templates covering the complete marketing process and time tested strategies used by the most successful companies Also included are interviews with top professionals and updated stories and

case studies This indispensable book for students and professionals alike will help you perfect a complete marketing plan to achieve your ultimate career vision

**Retro Gaming Revival** Aiden Feynman, AI, 2025-03-31 Retro Gaming Revival explores the captivating resurgence of classic video games examining why pixelated graphics and chiptune soundtracks appeal to new generations The book delves into the nostalgia fueling this trend as well as the sophisticated engineering behind modern remakes It highlights how understanding the retro gaming revival offers insights into consumer behavior and the economics of nostalgia revealing the long term impact of early technological innovations Did you know that some developers are reimagining classic titles carefully balancing honoring the original design with incorporating modern gaming conventions The book progresses by first defining retro games and outlining major platforms and genres It then analyzes the psychological factors driving the demand for retro content and examines the methods used to preserve and emulate older games Finally it investigates how contemporary developers are reimagining classic titles exploring the balance between honoring the original design and incorporating modern gaming conventions The text adopts an informative yet engaging tone blending academic rigor with a style accessible to both casual gamers and serious scholars interested in game history

**Instagram Power, Second Edition: Build Your Brand and Reach More Customers with Visual Influence** Jason Miles, 2019-03-08 Publisher's Note Products purchased from Third Party sellers are not guaranteed by the publisher for quality authenticity or access to any online entitlements included with the product The essential guide to marketing and building your business on Instagram today's hottest social media platform While other social sites are declining in popularity Instagram is hotter than ever and shows no signs of cooling off any time soon But it's not just users that are flocking to the site marketers love it too With more features and marketing capabilities than ever Instagram is a channel that smart marketers can't afford to avoid Filled with proven strategies from leading Instagram experts this updated edition of Instagram Power walks you through the steps of setting up your account actionable monetization methods you can use and how to integrate the social media platform into your complete marketing approach With 15 new chapter subsections and revisions throughout the book shows you how to leverage all the new features including Insights IGTV Shopable Posts Stories and Instagram Ads You'll discover how to Leverage Instagram to build and strengthen your business or personal brand Design an effective marketing plan for the platform Sell directly on Instagram with Shopable posts Avoid common pitfalls and much more If you're serious about marketing you need to tap into the power of the world's most popular photo sharing platform This guide offers a road map to achieving Instagram marketing success

*Strategic Sport Communication* Paul M. Pedersen, Pamela C. Laucella, Edward (Ted) M. Kian, Andrea N. Geurin, 2020-06-23 Strategic Sport Communication Third Edition presents a comprehensive examination of the evolving field of sport communication With a complete approach to the multifaceted and interrelated applications of sport communication this text will help the reader understand modern trends and industry demands The book's topics align with the Common Professional Component topics outlined by the

Commission on Sport Management Accreditation COSMA Organized into three parts for easy understanding part I familiarizes students with the field by defining sport communication presenting historical analysis and providing an extensive discussion of career opportunities Part II focuses on the elements of the Strategic Sport Communication Model SSCM This model details the three main components of sport communication personal and organizational aspects of communication mediated communication in sport and sport communication services and support systems Students will understand how each component plays an integral role in sport management sport marketing and operational goals at all levels of sport organizations Part III examines legal aspects and critical sociological and cultural issues Significant updates throughout the third edition capture the evolution of sport communication A look at emerging communication platforms and modern technologies such as fantasy sports and online gambling New content covering the cutting edge topics of customer centric marketing influencer marketing the rise of digital media in integrated marketing and the use of data analytics in marketing communication A new discussion of digital public relations tools and new examples of crises in sport including a case study that provides a real world example of a crisis in sport communication Learning aids including key terms chapter objectives and chapter wrap ups with review questions and individual exercises provide for an engaging and focused learning experience Updated for this edition Sport Communication at Work sidebars feature industry experts applying chapter content and Profile of a Sport Communicator sidebars highlight professional opportunities In Strategic Sport Communication Third Edition students will develop a thorough understanding of the vast and varied field of sport communication As the exciting field of sport communication continues to present new challenges the analysis provided within this text will provide the foundational and theoretical understanding necessary for aspiring sport communication professionals to succeed

**Advertising Creative** Tom Altstiel, Jean Grow, Marcel Jennings, 2018-12-15 Advertising Creative Fifth Edition continues to weave discussions about digital messaging through every chapter Yet the underlying theme is still about one thing that never changes the need for fresh concepts and big ideas in pursuit of the One Thing This edition introduces a new co author Marcel Jennings who brings a fresh perspective from his background as a copywriter and creative director as well as teaching at Virginia Commonwealth University As always the authors draw upon their experiences as working advertising professionals and teachers to get right to the point stressing key principles and practical information that students and working professionals can use to communicate more effectively to build memorable brands They also address some of the key issues impacting our industry today such as gender equality diversity in the workplace and business ethics

**The Pizza Planet Cookbook** Sarah Walker Caron, 2026-03-17 Calling all Toy Story fans and pizza lovers join the Pizza Planet team and learn the secrets to their out of this world pies sides and more Blast off planet earth and embark on a cosmic culinary adventure From intergalactic celebrations to refueling after a journey through the stars these delicious recipes are sure to satisfy even the hungriest of travelers You ll find all the basic techniques ensuring you can quickly get up to speed with Pizza

Planet's signature doughs, sauces, and pizza-making tips. The recipes include everything you'd expect from the Pizza Planet you know and love from Disney and Pixar's Toy Story, including classic pies as well as Sicilian-style pizzas, deep-dish pizzas, and creative specialty pizzas, one for each of the planets, of course. Shareable sides, quirky desserts, and a few drinks round out the menu. Whether you're a seasoned pizza pro or just touching down on Pizza Planet for the first time, this cookbook will help launch your skills into orbit. Buckle up and get ready to explore a galaxy full of fantastic flavors right in your own kitchen.

**Progress in Informatics**, 2010      **Zconomy** Jason R. Dorsey, Denise Villa, 2020-09-22. The most complete and authoritative guide to Gen Z, describing how leaders must adapt their employment, sales, and marketing product and growth strategies to attract and keep this important new generation of customers, employees, and trendsetters. Gen Z changes everything. Today's businesses are not built to sell and market the way Gen Z shops and buys, or to recruit and employ Gen Z the way they find and keep jobs. Leaders need answers now, as Gen Z is the fastest-growing generation of employees and the most important group of consumer trendsetters. The companies that quickly and comprehensively adapt to Gen Z thinking will be the winners for the next twenty years. Those that don't will be the losers or become extinct. *Zconomy* is the comprehensive survival guide on how leaders must understand and embrace Generation Z. Researched and written by Dr. Denise Villa and Jason Dorsey from The Center for Generational Kinetics, the insights in *Zconomy* are based on their extensive research; they've led more than 60 generational studies and their work with more than 500 companies around the world. In *Zconomy*, Dr. Villa and Dorsey answer: Who is Gen Z? What do employers, marketers, and sales leaders need to know? And most importantly, what should leaders do now? This is the critical moment for leaders to understand and adapt to Gen Z or become irrelevant. Gen Z is already reshaping the world of business, and this change is only going to accelerate. *Zconomy* is the definitive manual that will prepare any executive, manager, entrepreneur, HR, or marketing professional to successfully unlock the powerful potential of this emerging generation at this pivotal time.      [Illinois Reading Council Journal](#), 2019

*Mushroom News*, 2013      *Instagram Secrets Vol 6* Rossitza Toneva, 2020-12-07. Do you want to discover what content your followers like and engage with, so keep reading. You should learn how to use an Instagram insight tool. Instagram Insights help you learn more about your followers and the people interacting with your business on Instagram. Think about this quote: "Marketing without data and analytics is like driving with your eyes closed." Dan Zarrella. The more you know your customer, the better you can tailor your message, creativity, and social media marketing strategy. A lot of Instagram users are asking me how to find further information about their followers. And the answer is you just have to know how to use the Instagram Insight tool. You can check out my IG account Rosyontravel and see what I am doing and posting in real time. Say Hi for the real interactive experience or specific questions. The best thing is that I am a real person like you that is using Instagram for work, and I would like to share with you my personal experience. This book makes part of 12 books project. Don't waste your time aimlessly browsing this fantastic platform; take full advantage of it instead with the collection of 12 books.

named Instagram secrets In this set of books dedicated to Instagram I am going to explain to you the most efficient methods you can use to start your Instagram business and how to monetize your Instagram account as an Influencer I will guide you from the start with tips on how to grow your Instagram account and how to professionally optimize your profile I will then explain all the ways I have personally used to make money on Instagram and tell you everything you need to know to start getting paid in no time What you ll learn with this project of 12 books HOW to find the right Instagram AUDIENCE Vol 1 HOW to Build the Perfect Instagram PROFILE Vol 2 HOW to create Instagram KILLER CONTENTS Vol 3 HOW to outsmart Instagram ALGORITHM Vol 4 HOW to use Instagram HASHTAGS Vol 5 HOW to use Instagram METRICS Vol 6 HOW to use Instagram DIRECT MESSAGING Vol 7 HOW to use Instagram IGTV content Vol 8 HOW to use Instagram CONTESTS Vol 9 HOW to use Instagram INFLUENCERS Vol 10 HOW to use Instagram AUTOMATION TOOLS Vol 11 How to generate PROFITS from Instagram Vol 12 So don t waste your time to collect likes and followers try to think about Instagram as a tool that can bring you money and success Learn all the Instagram rules and rock the world Get the sixth book of this collection Instagram Secrets Vol 6 HOW to use Instagram METRICS Become an influencer and build a business with no money

**Instagram for Sales** Josué Matos, The digital world has revolutionized the way we connect consume and conduct business It has never been more evident that social media platforms are far more than spaces to share moments they are powerful tools for selling products building brands and reaching customers in ways previously unimaginable Among these platforms Instagram stands out with its visually driven approach interactive features and highly engaged audience This book is the first in a series that delves into maximizing the potential of major social platforms for sales In Instagram for Sales Strategies to Convert Followers into Customers you ll find a comprehensive practical and accessible guide tailored for both beginners and seasoned entrepreneurs looking to expand their online businesses Divided into five detailed sections the book covers everything from the basics of creating a professional profile to advanced sales and growth strategies Each chapter is designed to provide actionable tips and clear insights supported by real world examples and case studies Starting with Instagram was no coincidence It is a platform that combines accessibility with immense potential for engagement and conversion With features like Stories Reels and Instagram Shopping it offers entrepreneurs the opportunity to build a compelling and highly profitable digital presence Throughout this book you ll learn to master these tools turning followers into loyal customers and brand advocates This project marks the beginning of a broader journey Upcoming volumes will explore specific strategies for TikTok known for its creative dynamism and viral reach and Facebook renowned for its robust and established approach Each book will offer an in depth targeted analysis to ensure you re equipped to maximize your digital presence across any platform I am Josu Matos a Brazilian who found a new home and inspiration in Portugal With a Bachelor s degree in Advertising Marketing and Public Relations in progress and over a decade of experience working with online platforms like YouTube Facebook Instagram and TikTok I ve dedicated myself to transforming knowledge into

practical tools for entrepreneurs In 2023 I had the opportunity to travel to Northern Ireland where I was enriched by its culture and insights into digital business In 2024 additional travels across Southern Canada and the Northern United States further broadened my global perspective and skills directly contributing to the development of this book As the author of more than 50 books including Rich Uncle Poor Nephews and The Art of Reinvention my goal is to share effective strategies to help you thrive in the competitive digital landscape In this book you ll discover How to create an attractive and strategic professional profile Ways to use visual content Stories and Reels to capture your audience s attention Strategies for direct sales live sessions and launch campaigns Techniques for analysis and optimization to drive continuous growth If you re ready to transform your presence on Instagram into a sales powerhouse you ve come to the right place Let s explore the limitless possibilities of this platform together and take your business to new heights

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*Instagram Rules* Jodie Cook, 2020-10-27

SALES developing a voice identifying trends driving a campaign responding to engagement and more Create a personalised Instagram strategy whatever your business is Apply insight from interviews with successful users from Ben Jerry's and Papier to freelancers and community groups and Jodie's own experience working with international brands celebrities and small businesses Read as a quick fire reference or as a step by step guide or for effective focused strategy Whether you're a complete novice short on time or want to improve your engagement Instagram Rules makes social media marketing straightforward and hassle free for any small business or serious Instagram user

**Mastering Instagram** Mehul Kothari, 2024-12-04 Instagram has become much more than a social media platform it's now a powerful marketing tool that can drive engagement build brand awareness and boost sales for businesses of all sizes With over a billion active users Instagram offers endless opportunities to connect with audiences and establish a strong online presence Mastering Instagram Uncovering the Undiscovered Facts for Marketing goes beyond the basics providing insights strategies and secrets to make Instagram an indispensable part of your marketing strategy This book begins by highlighting the unique features of Instagram that make it ideal for marketing such as its visually driven interface interactive tools and powerful algorithm Readers will learn how to craft a compelling profile create visually stunning content and tell their brand story effectively But Mastering Instagram doesn't stop at the fundamentals it dives into advanced techniques like optimizing hashtags leveraging user generated content and using Instagram Insights to fine tune your strategy The book reveals the hidden potential of Instagram Stories and Reels two of the platform's most engaging features Learn how to create short captivating videos that showcase your products share behind the scenes moments or educate your audience You'll also discover how to use polls quizzes and stickers to boost interactivity and build a community around your brand Advertising on Instagram is another key focus of the book From setting up your first ad campaign to targeting the right audience Mastering Instagram guides readers through the process of creating cost effective ads that deliver measurable results The book also sheds light on the power of influencer marketing showing how to collaborate with creators who align with your brand's values to amplify your message One of the most overlooked aspects of Instagram marketing is the importance of analytics This book teaches you how to interpret key metrics like engagement rate reach and impressions to measure your success and identify areas for improvement By understanding what works and what doesn't you'll be able to refine your strategy and stay ahead of the competition Mastering Instagram also addresses the challenges marketers face such as algorithm changes managing negative feedback and avoiding shadow bans The book provides actionable tips to overcome these obstacles and maintain a consistent authentic presence But the real magic lies in the lesser known facts about Instagram This book uncovers strategies like utilizing Instagram Guides to repurpose content the benefits of geo tagging for local businesses and how to schedule posts for optimal engagement Additionally you'll learn about Instagram's shopping features enabling you to turn your profile into an online storefront that drives direct sales Whether you're a small business owner a digital marketer

or an aspiring influencer Mastering Instagram Uncovering the Undiscovered Facts for Marketing equips you with the tools and knowledge to harness Instagram's full potential Packed with expert insights case studies and step by step guides this book is your ultimate resource for creating an impactful Instagram marketing strategy that delivers results **Instagram Handbook** Trae Wilkerson,2020-12-22 This is an all in one Instagram Marketing Book This book will take you from beginner to advanced in your journey to creating a successful brand or business This book includes so many features such as Instagram Algorithm Updated Instagram Features The most profitable niches on Instagram Page Styles and Design What to Post on Instagram Insights Analytics Breakdown and so much more **Power of Instagram** Christopher Miller,2020-12-10 Are you familiar with Instagram Are you familiar with the latest features of Instagram Do you know about Instagram marketing and influencer marketing Do you want to know the growth hacks for the Instagram business Your answer must be yes Although the popularity of other social sites is diminishing Instagram is hotter than ever and does not show any signs of cooling off Both users and marketers love Instagram Instagram is a network that intelligent marketers cannot afford to avoid with more functionalities and marketing powers than ever Filled with consistent methods from leading Instagram experts this book will guide you through the steps you can use to set up your account the actionable monetization strategies and how to incorporate the social media platform into your entire marketing approach This book shows you how to take advantage of all the new features including Insights IGTV Posts and Stories You will also learn What is Instagram and how to use it Importance of Instagram Instagram marketing Instagram for bloggers and influencers Growth hacks for businesses brands Starting with the basics of developing an eye catching and engaging profile that reflects the brand accurately learning the steps of using and post type and hashtag gathering your statistics to understand your audience better creating guidelines to maintain consistency and coherence within your profile This book will introduce bloggers influencers online marketers and business owners to the world of Instagram Isn't this exciting So grab your copy to make an idea to customers **Instagram Growth Mastery** Yogesh Suryavanshi,2025-10-05 Unlock the Secrets to Instagram Influence Build Your Dream Online Brand By Yogesh Suryavanshi Are you ready to transform your Instagram from a casual social profile into a powerful platform that builds your personal brand grows your audience and even generates real income Whether you're just starting out or struggling to scale your influence this comprehensive guide is your ultimate roadmap to Instagram success Inside this must have eBook you'll discover How to create a strong foundation that positions you for long term success step by step no fluff The hidden secrets behind Instagram's algorithm learn how it really works and how to make it work for you Proven strategies to craft your very first content that captivates and converts casual viewers into loyal followers Insider tips on building a compelling profile that screams follow me at first glance The art of building engagement from scratch so your community feels connected valued and active Organic ethical methods to gain followers who truly care about what you share say goodbye to fake bots and shortcuts How to collaborate effectively with other influencers to multiply your reach and

credibility A deep dive into Instagram Insights learn to analyze your data like a pro and optimize every post Techniques for producing high quality content that converts casual viewers into customers and fans Advanced growth hacks to skyrocket your content s reach and visibility How to engage your audience at the highest level and keep them coming back for more The inside scoop on what brands look for when choosing influencers to partner with and how to get those coveted deals A beginner friendly intro to affiliate marketing on Instagram to start monetizing your influence immediately Guidance on creating your own products or services that your audience will love and buy Ideas for offering paid content or memberships to build recurring income streams How to design and manage influencer marketing campaigns like a seasoned pro Step by step strategies for scaling your Instagram influence beyond your wildest dreams How to navigate common challenges faced by influencers and come out stronger A sneak peek into the future of Instagram and how to stay ahead of evolving trends Strategies to adapt and evolve your approach to stay relevant and competitive no matter what changes Instagram throws at you Plus as an invaluable bonus get exclusive access to 50 Frequently Asked Questions for Instagram Influencers 100 Instagram Settings Q A to solve your biggest technical challenges Detailed references further reading to deepen your knowledge Why This Book Written by Instagram strategist and digital marketing expert Yogesh Suryavanshi this guide is designed for real people who want real results Whether you dream of becoming a full time influencer want to promote your business or just want to grow a passionate community this eBook is packed with actionable tips real world examples and insider secrets that will get you there faster No confusing jargon No empty promises Just proven strategies that work in 2025 and beyond Ready to Level Up Your Instagram Game *Hashtag Stories Strategy To Instagram Ads Success* Raymond Wayne, 2020-02-15 Hashtag Stories Strategy To Instagram Ads Success As of Year 2020 More than forty million people are using Instagram making this platform a preferred choice for contemporary business ventures Presently making its mark as one of the most popular social media platforms available the photo sharing app has come a long way from general photosharing to their recent launch of a closed beta program to allow select 3rd parties to create their very own AR Augmented Reality filters for Instagram Stories with its new shopping feature This is a trend that will continue to grow in the coming years Millennials and Generation Z want convenience and the ability to buy products via the platforms they actually use Facebook Messenger Instagram Snapchat and other social channels they use With more than 500 Million people access the app DAILY this social media monster offers tons of opportunities for users influencers and business alike That s a pretty big audience to put your business in front of This is why you want to learn the best tips and tricks for managing a brand on Instagram Knowing your audience on Instagram and how they interact on the platform can help your business to craft a better Instagram marketing strategy especially on Ads formatting and learning to apply an effective Hashtag Stories Strategy If you re serious about getting more followers and likes whether you re becoming an Instagram influencer or you re running an account as part of your business s social media strategy you need to know about all the right Instagram tools and trends

To help you get started we have put together everything you need to be a success on Instagram in an easy to follow guide that will enable you to get the most out of your instagram ads success with an effective hashtag stories marketing strategy

**Instagram For Dummies** Jenn Herman,Corey Walker,Eric Butow,2019-10-15 Go from Instagram newbie to star Instagram is the fastest growing social network in the world soaring from 500 million to 1 billion active users in just two years Users flock to the site thanks to its simplicity and use of the most popular social media features image and video sharing community and personal insight Instagram For Dummies is here if you re ready to get acquainted with the platform or want to find ways to do more with your Instagram account Written by an team led by top Instagram trainer Jenn Herman this book gives you tips for creating great Instagram images personalizing your posts connecting with the Instagram community and working with Stories and IGTV Access Instagram on a computer or mobile device Set up your profile Connect with others Share your stories Shoot better Instagram images From handling core functions to connecting with the Instagram community this book shares the secrets you need to shine on social media like no other

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