

Questions, hashtags drive Instagram engagement

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#nofilter: How big brands use Instagram, in five charts

The world's biggest **brands** are gung-ho on **Instagram**. [TrackMaven](#) analyzed a year's worth of **Instagram** content, amounting to 41,000 posts and found that more than 50 percent of the Fortune 500 now have **Instagram** presences. In 2013, only 24.6 percent of Fortune 500 brands had Instagram accounts — 123 **brands** in all. A Dartmouth [study](#) found that the biggest brands in the world now use **Instagram** more than both **Google+** or Pinterest.

Instagram remains top of mind, despite changes to the platform [including an algorithm](#) that may dampen organic success, as well as the introduction of new formats like longer video. It is also where the people are: A third of the Earth's internet population is expected to be on it by 2018.

But how do these brands really use **Instagram**?

Likes still rule: Per TrackMaven, 98.9 percent of interactions come in the form of likes, while comments account for only 1.1 percent. Weekdays also rule: Thursday and Friday account for most of the posting activity on Instagram.

Fig. 2 Fortune 500 Instagram Interactions: Percentage of Likes vs. Comments

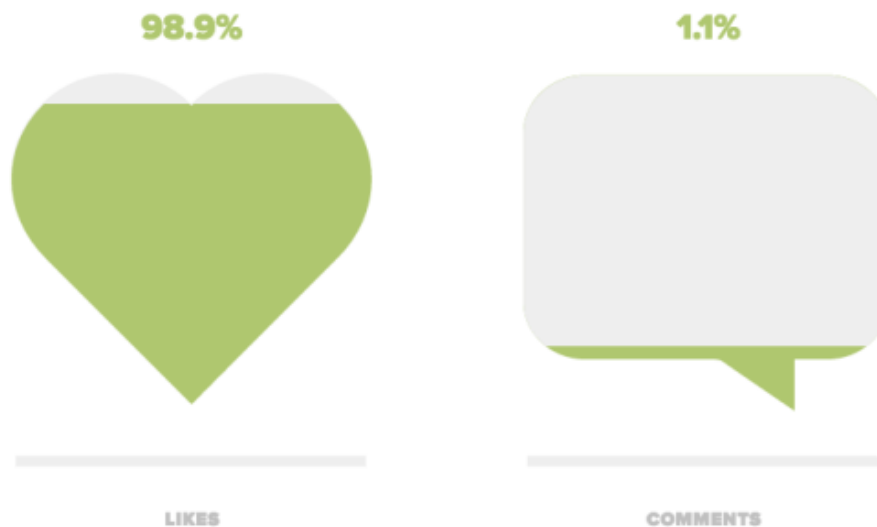
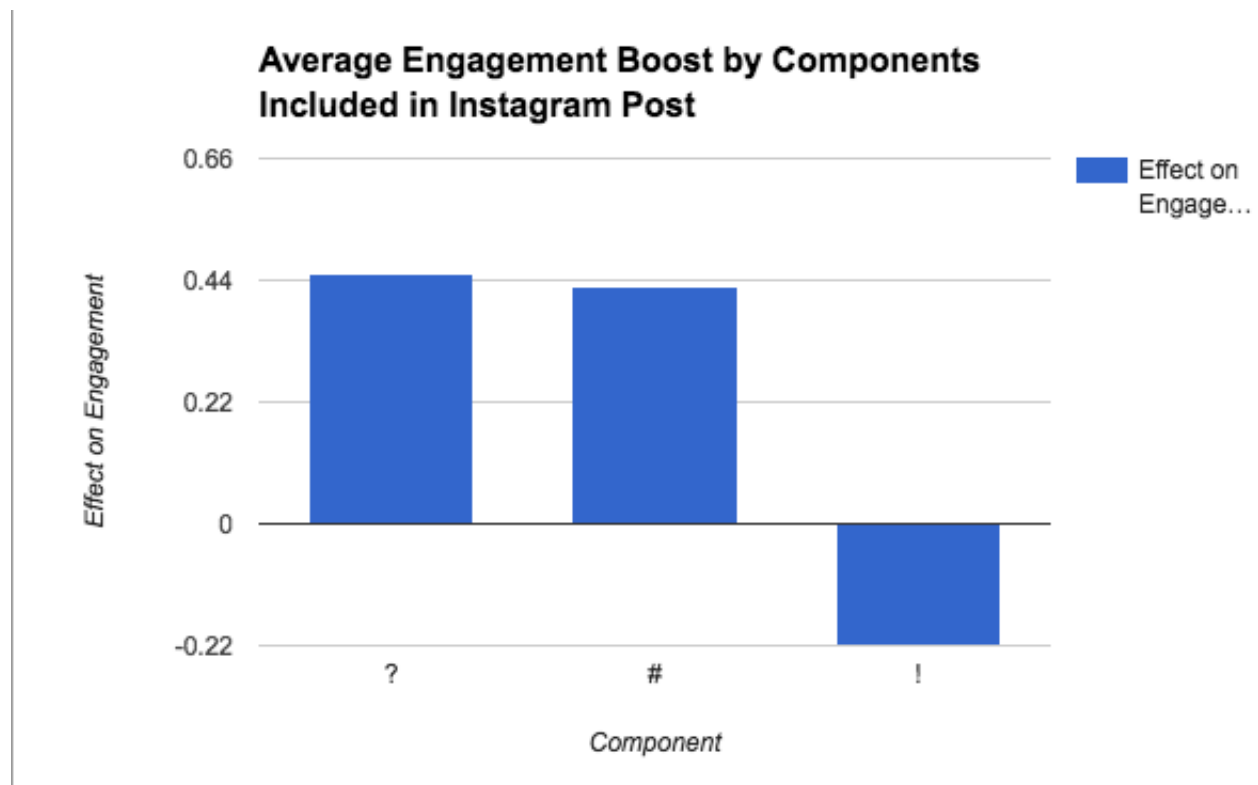


Image courtesy TrackMaven

And posting more and more regularly might not be a bad thing. A [report](#) from L2 found that frequency of posting is key to higher engagement: Fashion **brands**, which tend to be the most active **brands** on **Instagram**, posted an average of 10 times a week in 2015, up from eight times a week in 2014.

According to TrackMaven, brands that ask questions in their posts see a 0.45 percent boost in engagement compared with those that ask no questions. And those with hashtags see a 0.43 percent boost. But whatever you do, don't include an exclamation point: It actually lowers engagement by 0.22 percent.



TrackMaven also looked at what types of content Fortune 500 **brands** tend to upload. The company found that 89 percent of posts from those companies are #nofilter — **brands** either don't retouch photos or **pre-design** them. Here are the filters brands do use, followed by the filters that actually get the most engagement.

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