



What can you learn from the top 10 most engaged brands on Instagram?

3 - 4 Number of hashtags

Average Post Per Day

35 ↑ +10% Last month

MARVEL

BUGATTI



VOGUE



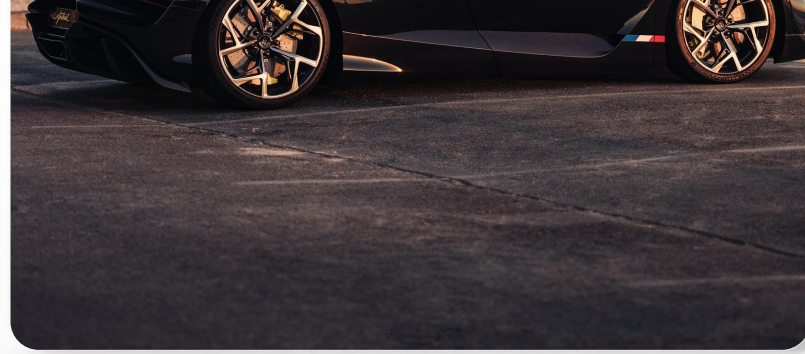
Disney+



GoPro



PORSCHE

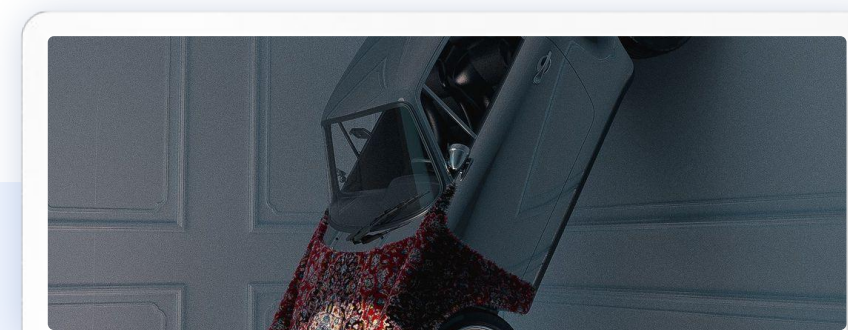
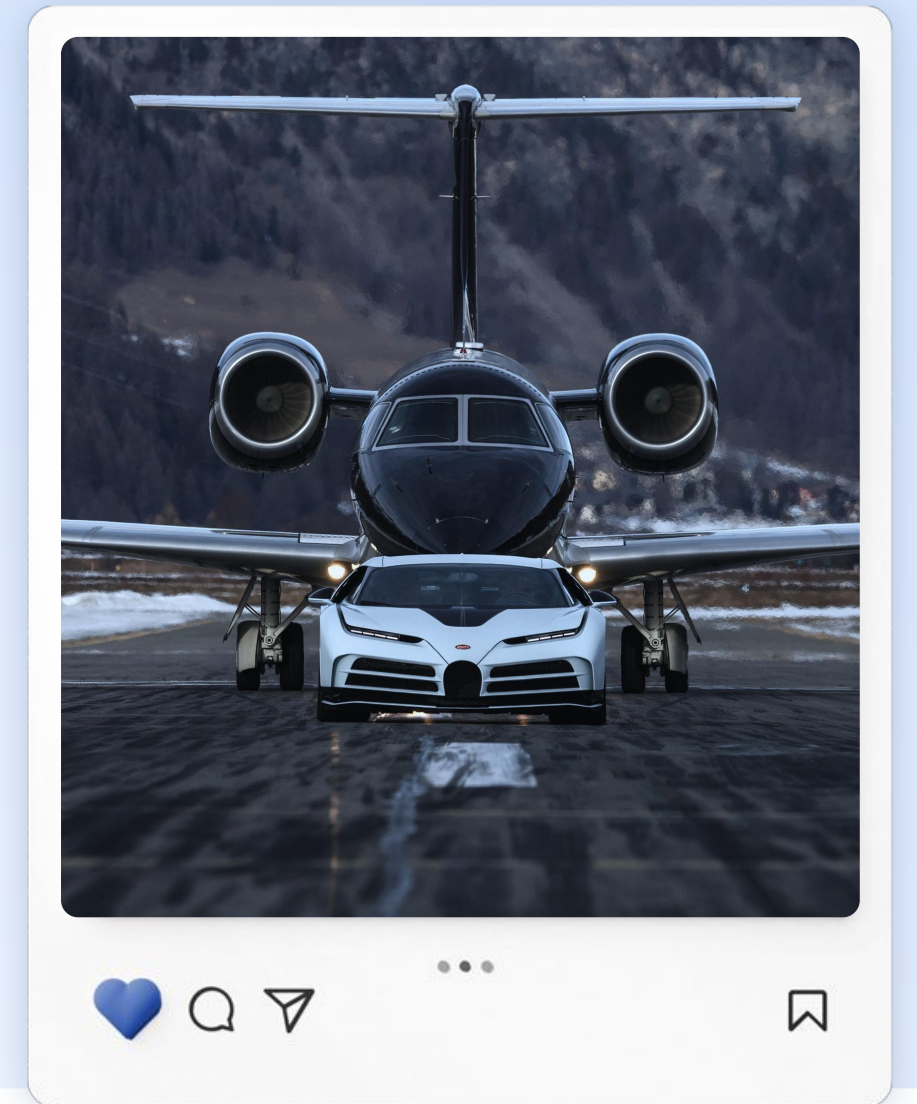
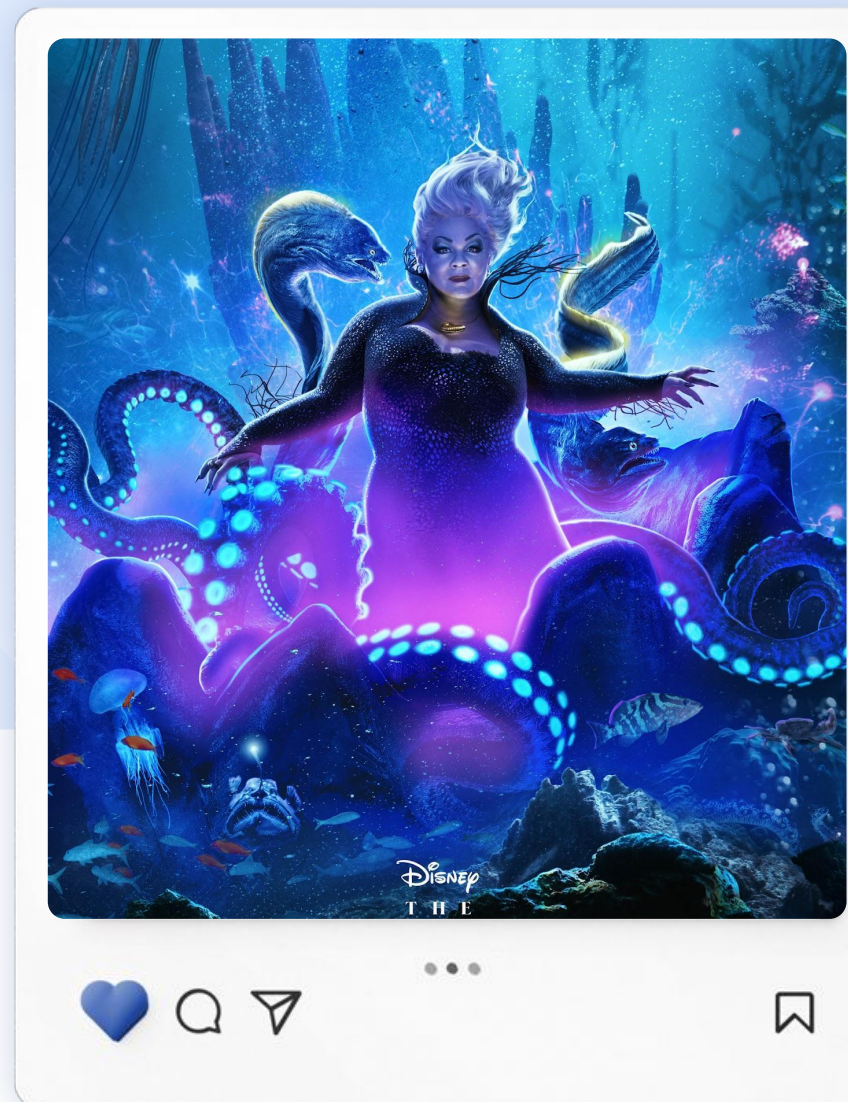
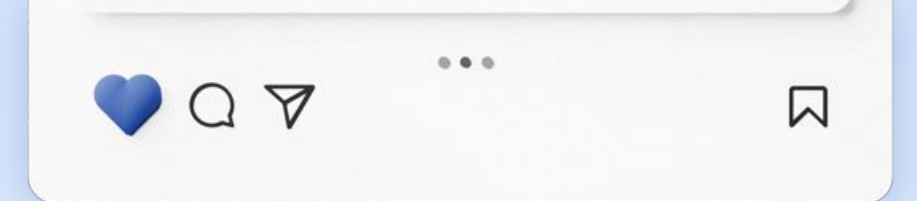
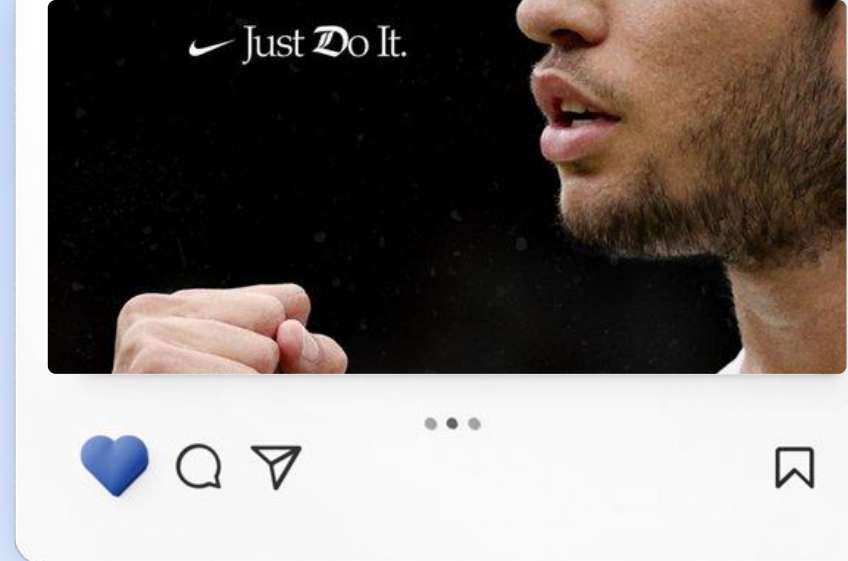


The analysis

Understand the posting strategy that works for the top 10 most engaged global brands on **Instagram**.

Our Top 10 Most Engaged Global Brands on Instagram Report analyzed the most recent 200 posts (from July 2022 to September 2023) from each top global brand and highlighted the posting strategy for maximum engagement.

Out of top 100 global brands by followers on Instagram, we selected 10 business brands that had the highest engagement rate by followers:



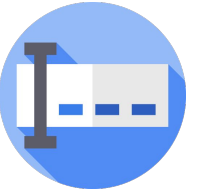
Executive Summary

Best hour to post



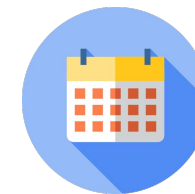
1PM - 2PM

Best caption length



1,100-1,499
characters

Best day to post



Monday

Best content type to post



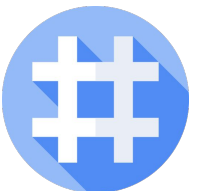
Promotional

Best media type to post

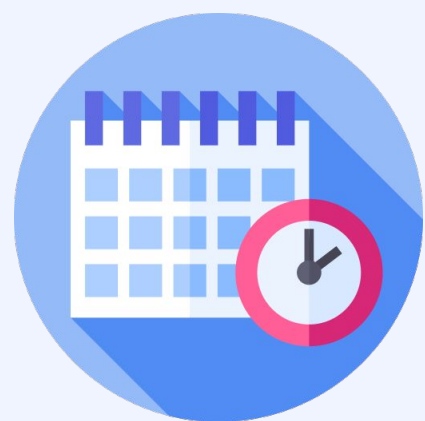


Carousel

Best number of hashtags to include



3-4



DAY & POST ANALYSIS

When should you post on Instagram?

- Monday: 1 PM - 2 PM
- Tuesday: 12 PM
- Wednesday: 12 AM - 1AM
- Thursday: 9 AM
- Friday: 4 AM

In UTC time

Monday

Day with **highest** engagement / loves / comments

Friday & Saturday

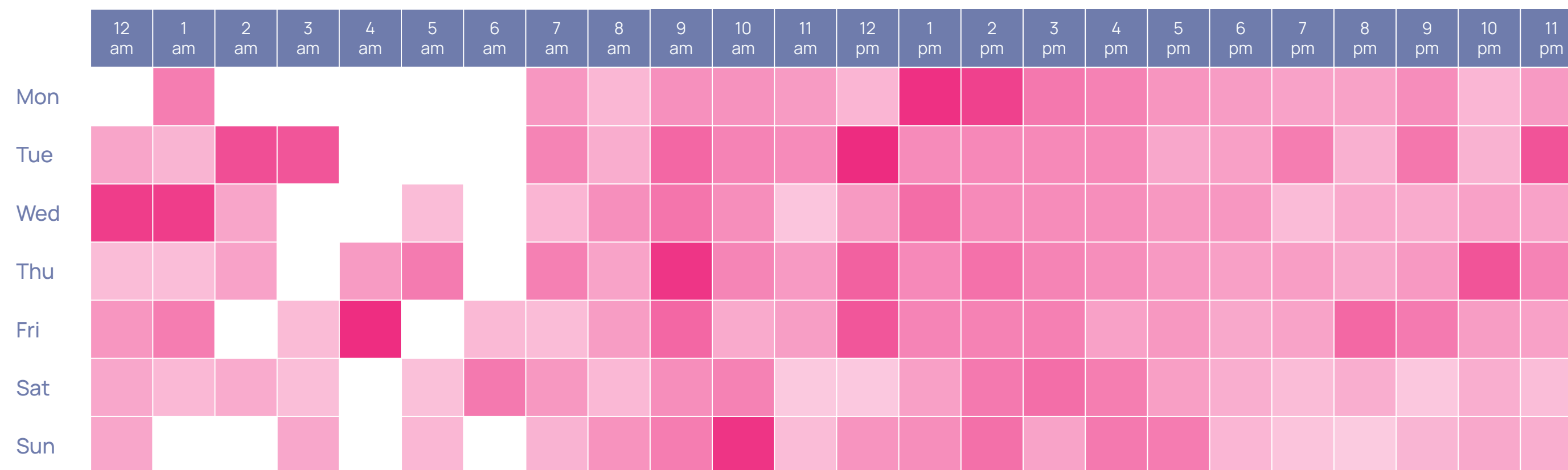
Days with **lowest** number of engagement & loves

Sunday

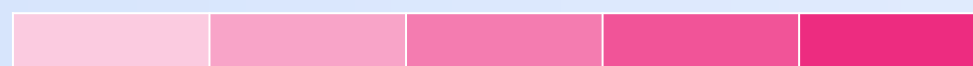
Day with **lowest** number of comments

Effective Post Times

Based on average engagements per post



Lowest Engagement



Highest Engagement

Engagement = Number of Loves + Number of Comments




MEDIA TYPE ANALYSIS

What type of media should you post?

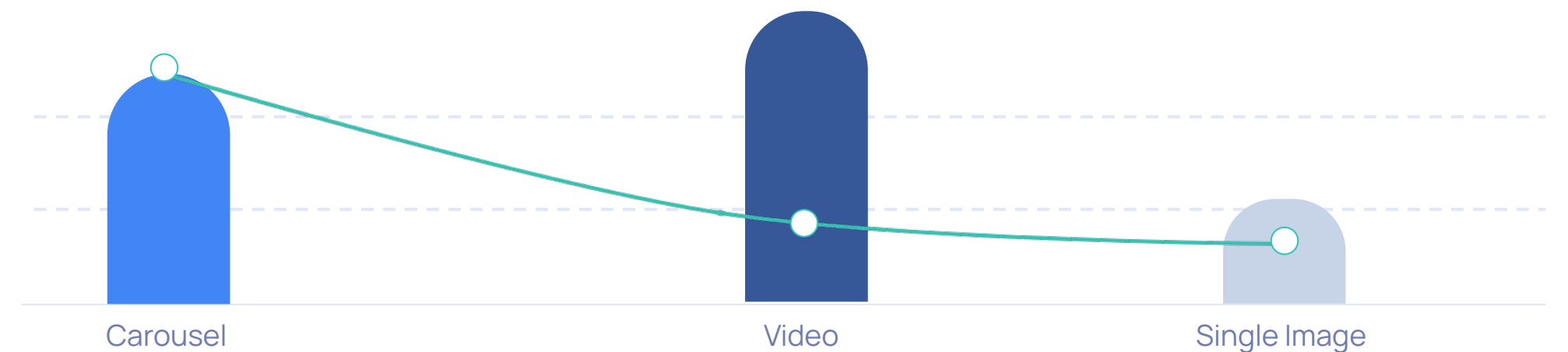
Videos were used most often by top brands, however carousels performed the best, with the median engagement rate more than double the rate of other media types

ER Engagement Rate = Median Engagements per Post / Total Followers at the time of the analysis

	Total Posts	Total Engagements (loves + comments)	Total Loves	Total Comments	Median Engagement Rate
 Carousel	751	162.2M	161.7M	489.5K	0.46%
 Video	926	114.4M	113.8M	543.1K	0.20%
 Single Image	323	45.3M	45.2M	171.1K	0.14%
Overall	2K	321.9M	320.7M	1.2M	0.28%

Engagement Rates Across Different Media Types

 Total Posts
 Median Engagement Rate





CONTENT GOAL ANALYSIS

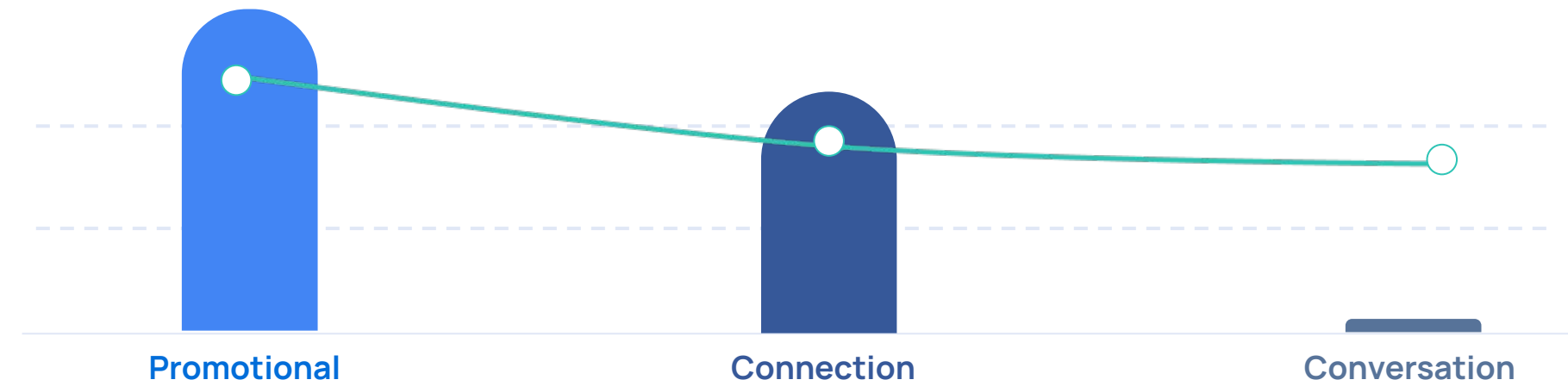
What type of content should you post?




Promotional content was used extensively by top brands to showcase their products and also performed better than other content types.

ER Engagement Rate = Median Engagements per Post / Total Followers at the time of the analysis

Engagement Rates Across Different Content Types

 Total Posts
 Median Engagement Rate



	Total Posts	Total Engagements (loves + comments)	Total Loves	Total Comments	Median Engagement Rate
 Promotional	1,097	205.2M	204.5M	717.9K	0.31%
 Connection	871	113.5M	113M	472.3K	0.24%
 Conversational	27	2.4M	2.3M	11.9K	0.22%



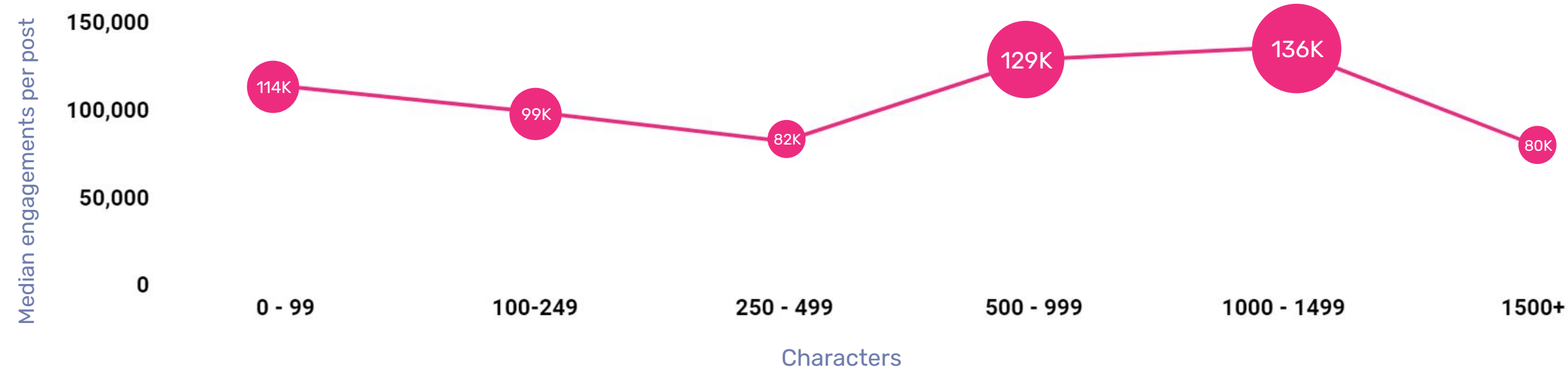
CAPTION LENGTH ANALYSIS

How long should your caption be?

Top brands analyzed posted posts with 100-249 characters in the caption most often. For top brands, longer posts also worked very well. However, the post engagement dropped in captions with over 1,600 characters.

What the ideal caption length is for more engagement?

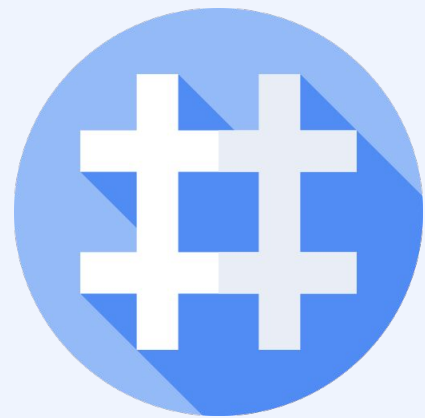
Median Engagements per Post by Caption Length



How long are the captions that brands post?

Post Frequency by Caption Length





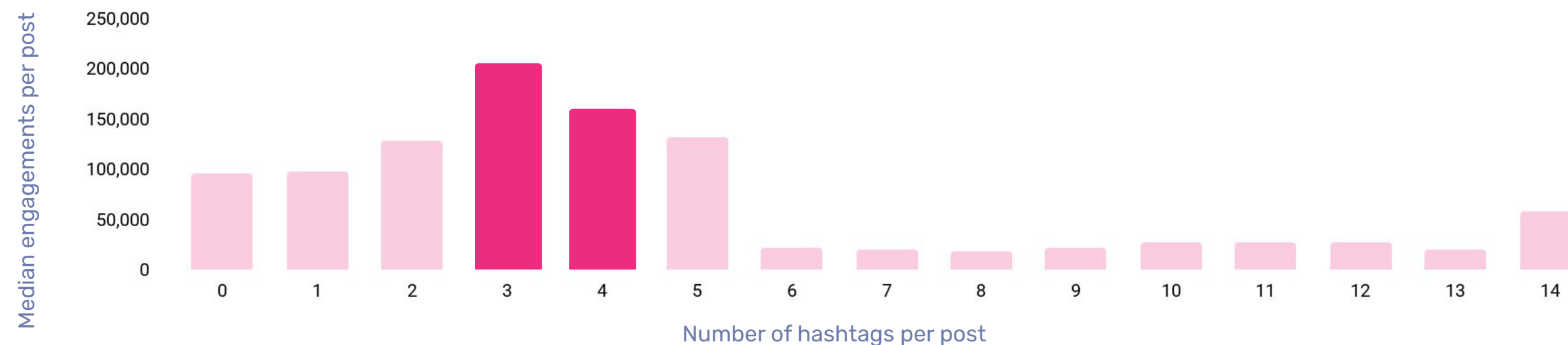
HASHTAG ANALYSIS

How many hashtags (if any) should you use?

Posts using 0-5 hashtags received the highest engagement. 3-4 hashtags are the most optimal numbers. Top brands analyzed used 0-1 hashtag most often and used a maximum of 14 hashtags per post.

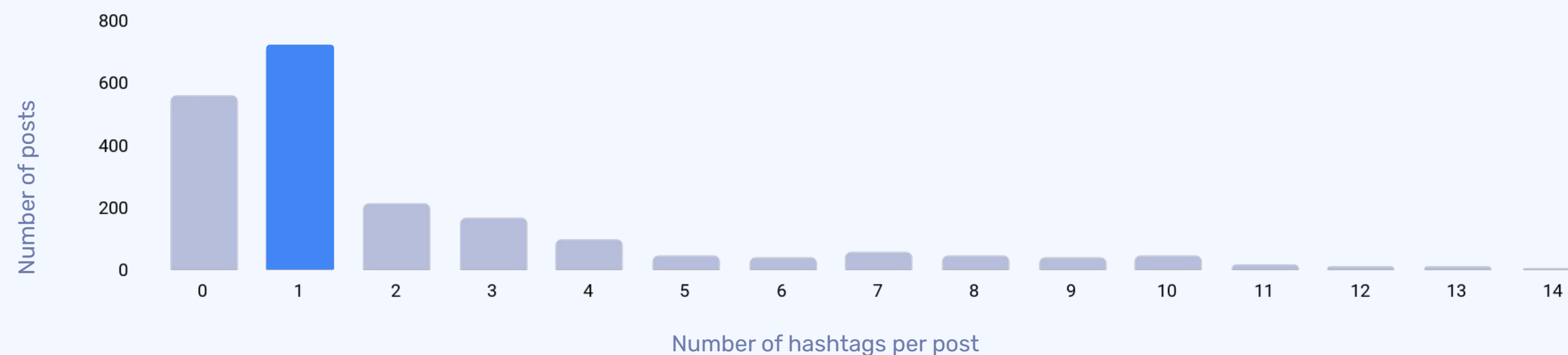
What the ideal number of hashtags for more engagement?

Median Engagements per Post by Number of Hashtags



How many hashtags do brands usually include?

Post Frequency by number of hashtags





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Winner



Best Use of
Conversational AI
Winner

computing
AI & Machine
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Digital
Top 50



Conversational
Marketing
Innovation Award

