



Reach has dropped. How could this happen, if we spend all day watching Reels, right?

Well, this is one of the main conclusions we found from our 2023 Instagram Study. I know what you're thinking, we are also not very happy about it...

I'm telling you this because this week we launched our third Instagram Study. The third, huh? Can you tell we like metrics. 🤖

And we have covered all the bases: live presentation, blog post, and infographics with all the data for you to enjoy.

Unlocking Instagram's secrets

Well, we've already unveiled the most striking information from the study: Reels still take the lead for best format type on Instagram but in terms of reach, let's just say, it's not what it used to be.

And why has this happened? Well, the main reason is that from our study sample, Reels have increased by 282%. So this means the more Reels being published, the less reach.

So then, do I stop posting Reels?

No, continue with your strategy because Reels are still the content type that generates the most reach.

This main conclusion is insightful but if we scratch beneath the surface we can find more...

- The content that generates the second highest reach is carousels.
Stories are the content type with the highest posting frequency.
The best time to post is 8pm, with 3pm closely following, including weekends.

If you want to know more about the study, I will leave all of the information in the bibliography. 📖



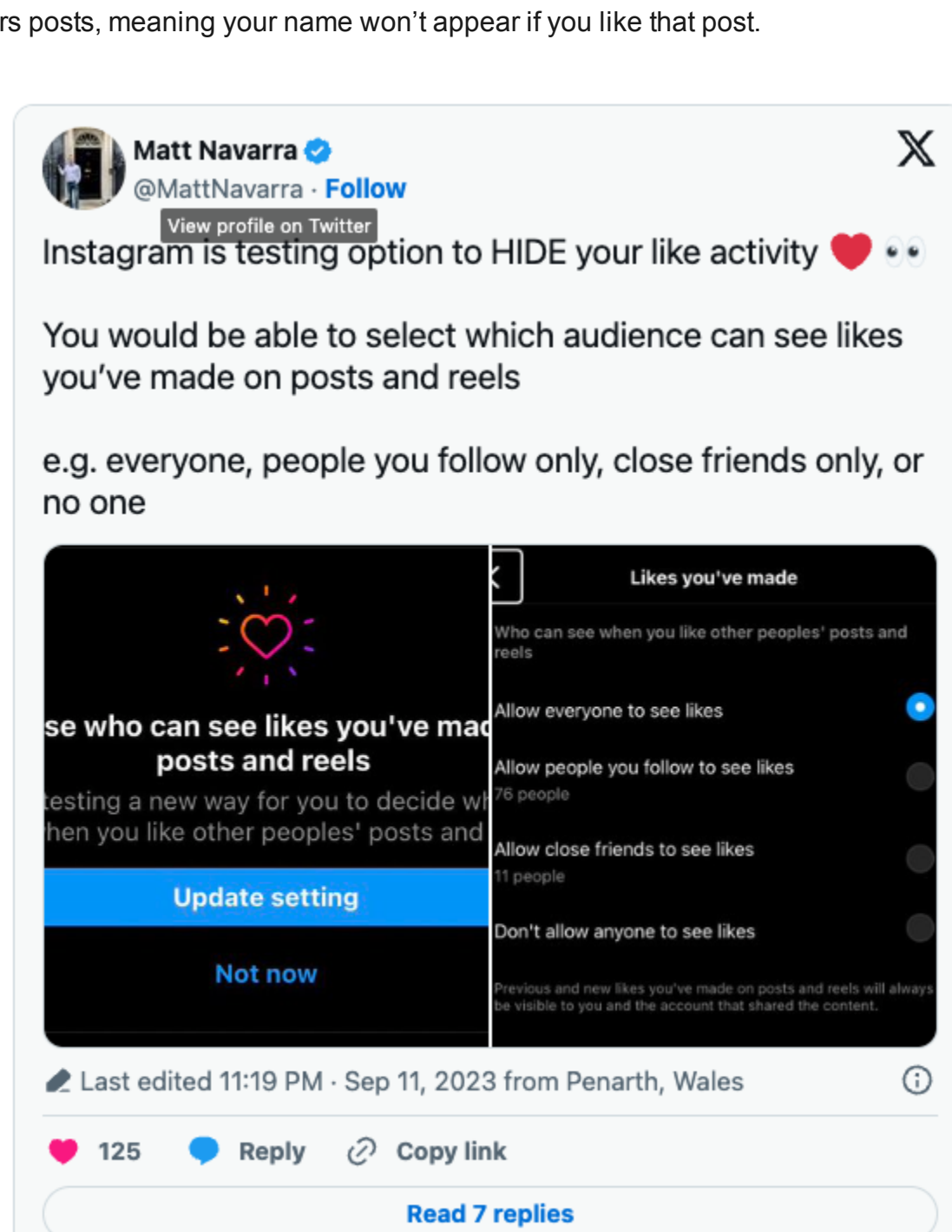
New option to privatize your Instagram account

An issue that Instagram has always taken seriously is privacy.

Now they are testing the option to hide the likes you leave on posts or Reels to others content.

But there comes an asterisk, which is that you can choose who will see these likes. Meta gives you the option to choose between: all users, those you follow, best friends, or that no user sees your likes.

This doesn't affect notifications sent to other users, but hides the likes you leave on others posts, meaning your name won't appear if you like that post.



Is YouTube taking on TikTok?

Live streams on YouTube have always been characterized by a horizontal format, a hallmark that may be changing soon?

YouTube is working on a new feed in which you can stream live videos in portrait format from the YouTube app, or through a streaming software such as OBS Studio.

And why do I mention TikTok?

Because as you know, this is exactly the type of content that TikTok is promoting to attract more content creators to the platform.

We'll see if this new format ends up being a success on YouTube, a platform that has embraced full-screen live videos.

For the meantime, they want the classic "swipe" to be part of live videos, as they have already done with Shorts.

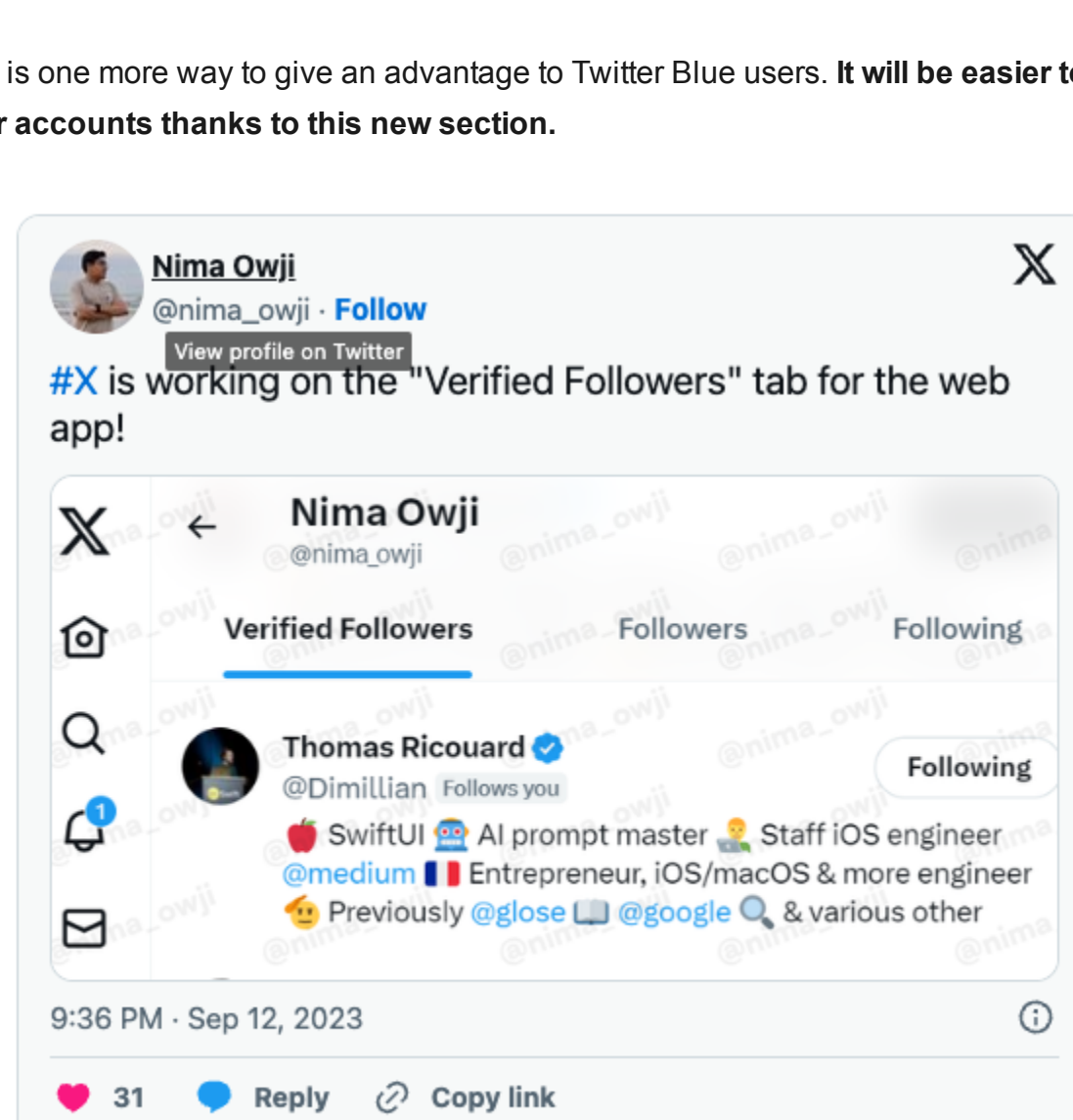
X splits the follower feed

So much news on social networks every week and one thing remains the same: X is adding features so that users end up coming to Twitter Blue!

Blue has many advantages and with the latest functionality, although not directly related to Blue, is that X will incorporate a new section to an account's followers page: verified users.

As you can see in the accompanying image, Nima_Owji's post, users who want to see your community will be able to see the following, followers and verified users.

This is one more way to give an advantage to Twitter Blue users. It will be easier to find your accounts thanks to this new section.



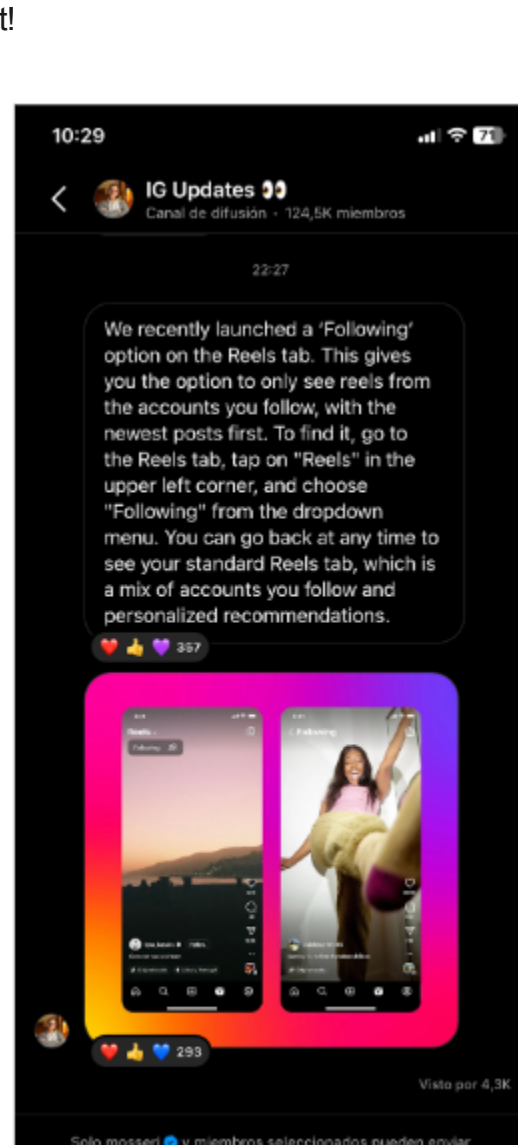
Instagram Reels: Following or Algorithm?

Instagram launches a new option for you to filter your reel experience!

Before, you could only see the reels recommended by the app, according to your interests and Instagram's algorithm (of course).

Now, with this alternative that Adam Mosseri has already confirmed on his Instagram broadcast channel, you'll be able to see reels only from users you follow.

But don't worry, it's optional, you can return to the previous option whenever you want if you don't end up liking it!



Metricooler, there is still a tremendous emphasis on reels!

It is something I did not expect, but it is also true that last year reels were the novelty and Instagram pushed them like crazy.

Will reels continue next year as the top or will there be a new functionality that will take their place? 🤖

See you next week with more news!

Alex, from Metricool.

PS: Hey, since we've worked so hard on the annual Instagram study, I'd love to know your thoughts! Reply to my email and let me know. :)

Bibliography:

- Instagram Study 2023
Presentation of the Instagram Study 2023
Instagram Study Infographic
How to go Live on TikTok
Twitter Blue

With metricool



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